



**REQUEST FOR QUOTE
INTEGRATED MEDIA PRODUCTION PLATFORM
RFQ Number: FY26-08**

AMENDMENT 002

Amendment 002 is hereby issued as follows:

- A. MBN's official responses to the clarification questions received from bidders are hereby issued and incorporated into the RFQ.
- B. Bidders must acknowledge this Amendment 002 within their technical proposal.
- C. Bidders must acknowledge Amendment 001 within their technical proposal.

All other Requirements, Terms and Conditions remain the same.

RFQ FY26-08 – Consolidated Vendor Clarification Questions

Integrated Media Production Platform

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
1	User & Licensing Sizing Concurrent users	The RFQ states approximately 50 concurrent users at launch, scaling to approximately 200 users. Please confirm whether these figures represent the total concurrent users for the overall proposed platform, or whether different user populations are expected for different functional areas. Please also confirm that 50 concurrent users is the current baseline for initial solution sizing and pricing.	The figures apply to the overall integrated platform. Use 50 concurrent users as the launch baseline for sizing and pricing, with a supported growth path to 200 concurrent users without architectural redesign.	
2	User & Licensing Sizing Concurrent users by application	Please provide the expected concurrent-user distribution by functional area, for example planning/editorial, media management, production/rundown, editing, publishing and administration, at launch and at the 200-user target.	At launch, plan for approximately 30 concurrent planning/editorial users. The remaining 20 concurrent sessions are a shared pool across media management, craft editing, production/rundown, publishing, approvals and administration; they are not fixed module allocations. Apply the same pooled model when demonstrating the scale path to 200 concurrent users.	
3	User & Licensing Sizing Named users	Please provide the estimated total number of named users/accounts that will require access, even where the solution is licensed based on concurrent users.	Assume 70 named user accounts at launch, supporting 50 concurrent users.	
4	User & Licensing Sizing Users by role	Please provide the expected number of users by role, such as journalists, producers, editors, assignment/planning users, studio/production operators, approvers and administrators.	Roles will overlap and users may hold more than one role. Configure the launch model for journalists/reporters, producers, editors, assignment/planning users, media managers, craft editors, studio/rundown operators, publishers, approvers, administrators and auditors. The final named-user-to-role matrix will be completed during implementation and must not alter the 50-user pooled-concurrency baseline.	

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5	User & Licensing Sizing On-premises users	Please provide the number of users expected to operate from the on-premises environment during normal operation and during business-continuity operation. Please specify the number of concurrent users that must continue operating locally during business-continuity operation.	There is no separate on-premises user population during normal operation; users work in the cloud-primary environment. The continuity tier shall be sized to support all 50 launch concurrent users for the defined core editorial functions, with a documented scale path to 200.	
6	User & Licensing Sizing Cloud vs on-prem concurrency	Please provide the expected concurrent-user distribution between cloud-hosted and on-premises functions during normal operation, peak operation and business-continuity operation.	During normal operation, assume all 50 concurrent users access the cloud-primary platform; the on-premises tier operates as storage/cache and continuity infrastructure, not as a separately licensed user pool. During a cloud or Internet outage, up to all 50 users may use the local continuity functions.	
7	Media & Storage Sizing Asset count	Please provide the estimated number of media assets that will be managed by the new platform at go-live, including existing online content and content migrated from the existing archive.	This is a greenfield Phase 1 deployment. No bulk LTO archive migration is required at go-live, so bidders should not base Phase 1 licensing on a legacy asset count. Size the initial platform for new production content, the 300 TB on-premises working store, and the stated current output.	
8	Media & Storage Sizing Asset growth	Please provide the expected number of new media assets created/ingested per day, month and year, including expected growth for at least the next five years.	Use the current baseline of 200+ articles and 300+ videos per month. For the five-year growth model, assume output can grow approximately fourfold as concurrency grows from 50 to 200. These are published-output figures, not raw MAM object counts. State the multiplier assumed for source files, versions, proxies, renditions, thumbnails and AI records; the platform shall not impose a restrictive asset-count ceiling.	

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9	Media & Storage Sizing TRT – go-live	Please provide the expected Total Running Time (TRT) of new media to be ingested and managed at go-live.	MBN is not establishing a separate committed TRT cap for new content. Size the launch service around the stated 300+ produced videos per month plus associated source media, and clearly state included processing hours and the unit rate for additional hours. Archive TRT is excluded from Phase 1.	
10	Media & Storage Sizing TRT – annual growth	Please provide the expected annual TRT growth for the next five years.	For commercial planning, model up to four times the launch production workload over five years. Provide elastic scaling and transparent per-hour or capacity-band pricing rather than a hard TRT limit.	
11	Media & Storage Sizing TRT definition	Please clarify whether the TRT figures should include only newly ingested media or also media restored/migrated from the existing LTO archive.	Report and price new-production TRT separately from archive restoration/migration TRT. The 150,000-hour archive is a separate Phase 2 workstream and shall not be included in the normal Phase 1 consumption baseline.	
12	Media & Storage Sizing Cloud storage	Please provide the expected cloud storage capacity required at go-live and projected annual growth, separately identifying high-resolution media, proxies, thumbnails, AI-generated data and other retained content.	Propose the cloud capacity required by your architecture; MBN is not requiring a full duplicate of the 300 TB on-premises high-resolution store. Separate high-resolution media, proxies, thumbnails, metadata/AI data, transfer and egress in the price, and show a five-year scale model up to four times launch workload.	

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13	Media & Storage Sizing On-premises storage	The RFQ refers to approximately 300 TB usable on-premises online storage. Please confirm that this represents the required usable high-resolution production capacity at go-live and provide the expected annual growth.	Confirmed. Provide approximately 300 TB net usable on-premises online capacity for high-resolution content at go-live, after data-protection and system overhead. The high-resolution pool may be shared by production workspace, high-resolution cache and continuity media. The design must allow modular expansion without replacing the initial storage platform.	
14	Media & Storage Sizing the on-premises production storage working capacity	Please clarify whether the stated 300 TB on-premises capacity is intended to include production workspace, render/cache capacity and business-continuity working space, or whether additional capacity is required for these functions.	The 300 TB is one shared net-usable media pool. High-resolution production workspace, cache and continuity media may be allocated within it	
15	Media & Storage Sizing Retention	Please provide the required retention periods for high-resolution media, proxies and associated metadata/AI enrichments in each storage tier.	Configure the initial tiers as 24 hours for unactioned wire content, 7 days for working material, and permanent for MBN-original or approved content. Proxy and AI metadata may follow the parent asset's policy. All periods and classification rules must be administrator-configurable.	
16	Media & Storage Sizing Storage growth / overage	Please provide the expected annual storage growth beyond the initial capacity so that the appropriate storage and overage model can be sized.	Use a five-year planning case of up to four times the launch workload. Quote storage in expandable capacity bands and provide unit pricing per usable TB by tier, including any overage, transfer and egress charges.	
17	Archive & Migration Archive asset count	The RFQ references approximately 2–4 PB / 150,000 hours of LTO archive. Please provide the estimated number of individual media assets represented by this archive.	There is no reliable individual-asset count because the archive has no catalogue or metadata. Use approximately 150,000 hours and 2-4 PB as the authoritative sizing measures for the optional archive workstream. But this is still a phase 2 project that is not supposed to be included in the initial pricing.	

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18	Archive & Migration Archive composition	Please provide the LTO generations, media/file formats, codecs and approximate average asset duration represented in the archive.	Treat tape generation, formats, codecs and average duration as archive-discovery items. Include a tape audit and format assessment in the Phase 2 approach, and identify the LTO generations and broadcast file formats your migration tooling supports.	
19	Archive & Migration Migration scope	Please clarify what percentage of the archive is expected to be restored/migrated during the project versus catalogued for future retrieval.	No bulk archive migration is mandatory for the initial production go-live. Phase 1 must include archive discovery, configuration of the operational migration pipeline and a representative pilot. Full-volume restore, migration and AI re-enrichment will then be performed in prioritized, unit-priced Phase 2 batches after discovery.	
20	Archive & Migration Archive migration timeline	Please provide the required timeline for completing the archive migration and confirm whether the stated requirement of at least 500 assets/day is an average sustained rate or a peak/minimum rate.	The 500-assets-per-day figure is the minimum sustained processing rate, not a peak. The Phase 2 completion schedule will be established after the tape audit and asset count are known. Provide an estimated migration duration and higher-throughput options.	
21	Archive & Migration Archive metadata	Please clarify what metadata is available with the existing LTO archive and whether any existing catalogue/database should be migrated and/or reconciled with the new platform.	Assume no usable legacy metadata and no incumbent MAM/NRCS catalogue. The migration workflow must create a new asset record, preserve any recoverable file/tape provenance, deduplicate content, apply rights classification, and generate searchable metadata.	

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22	On-Premises Video I / O Live inputs	Please provide the number of simultaneous live media input channels required at go-live and the expected maximum number during peak operation.	This procurement is not for a new baseband capture or channel-I/O system. Live and growing-file ingest into the MAM remains mandatory and may be supplied through MBN's existing capture systems, an on-premises gateway, watch folders or APIs. Size the base platform by published aggregate throughput rather than a fixed channel count. Identify and separately price any proprietary capture appliance or per-channel license your design requires.	
23	On-Premises Video I / O Input types	For each required live input, please identify the expected interface/protocol (for example SDI, IP, SRT or other) and whether the input is continuous or event-based.	Use file, watch-folder, IP stream and API interfaces for the MAM boundary, including live/growing-file handling. SDI or other baseband feeds will terminate in MBN's existing capture infrastructure or an optional gateway, not directly in the cloud service. Exact source protocols and endpoint mapping will be completed during implementation; include the connector/configuration effort in the base proposal and price new capture hardware separately.	
24	On-Premises Video I / O Playout outputs	Please provide the number of simultaneous studio playout/output channels required at go-live and the expected maximum number during peak operation.	No baseband playout/output channels are being procured under this RFQ. The NRCS creates and updates rundowns and MOS objects and hands them to MBN's existing graphics, prompter and automation/playout systems. Do not size the base proposal as a video-output appliance; state any MOS-instance or connector licensing and the unit price for additional endpoints.	

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25	On-Premises Video I / O Output types	For each required playout/output channel, please identify the expected interface/protocol and any specific studio or transmission requirements.	Use MOS and, where required, agreed IP/file APIs for rundown, VizRT graphics, prompter and automation handoff. Baseband SDI/IP video-output hardware and transmission switching are outside this platform scope. Media delivery to playout shall use MBN's existing facility workflow or an agreed managed file/IP interface.	
26	On-Premises Video I / O Redundancy	Please specify the required redundancy model for live inputs and playout channels, including primary/backup feeds, redundant outputs and automatic failover requirements.	Provide high availability for platform services, integration endpoints and any supplied on-premises gateway, including connector failover and health monitoring. Redundant baseband feeds and studio output chains remain part of MBN's existing broadcast systems unless separately proposed.	
27	Studio & Editing Studios / control rooms	Please provide the number of studios/control rooms that must be supported and the number of simultaneous productions expected at go-live and at peak.	The RFQ is not a studio/control-room fit-out and the solution shall not be licensed as a fixed number of rooms. For integration planning, assume two primary MBN production locations and up to four simultaneous active productions/rundowns at launch. Exact room and endpoint mapping is implementation discovery; include the required NRCS/MOS integration effort in scope.	

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28	Studio & Editing Production workflow	For each studio/control room, please identify the required media inputs, playout channels, graphics integration, automation/control interfaces and operator positions.	The required workflow is MAM media access, rundown operation, MOS handoff to existing automation/playout, operational VizRT graphics, prompter integration and Adobe Premiere Pro round trip. Exact device models, MOS IDs, operator positions and channel maps will be confirmed during implementation discovery. That discovery finalizes mappings; it does not remove the integration and configuration work from the base scope.	
29	Studio & Editing Premiere editors	Please provide the number of concurrent editing users required at go-live and the expected maximum number during peak operation.	Adobe Premiere Pro panel access is mandatory. For initial licensing and performance sizing, include 10 concurrent panel sessions at launch and provide transparent 5-, 10- and 20-session tiers or per-session unit pricing. State the supported scale path without redesign.	
30	Studio & Editing Editing workstations	Please provide the expected number of editing workstations that will simultaneously access the on-premises production storage.	Use 10 simultaneous editing workstations as the launch performance case. This is a storage and workflow sizing assumption, not a restriction on installed workstations. Provide the tested concurrent-edit bandwidth and the non-disruptive expansion model.	
31	Studio & Editing Media processing volume	Please provide the expected daily volume of media that will be ingested, edited and subsequently prepared for studio playout, including normal and peak/breaking-news volumes.	Use the current baseline of 200+ articles and 300+ videos per month, scaling up to fourfold. Ingest, proxy, search and transcode services must also tolerate a short-duration breaking-news burst of at least twice the normal daily processing rate.	

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32	Business Continuity Local studio operation	During business-continuity operation, please specify the number of studios, live inputs, playout channels and editing workstations that must remain operational locally.	Continuity scope is the core editorial operation, not continuous baseband studio operation or a duplicate playout chain. It must support up to 50 concurrent users for writing, editing, rundown management and stored/queued publishing, with local rundown/MOS handoff available where the downstream studio systems remain operational. External publishing queues during a total Internet outage and resumes after connectivity is restored.	
33	Business Continuity Recovery / synchronization	Please confirm the required recovery time, recovery point and synchronization expectations following restoration of cloud/WAN connectivity, including any maximum acceptable data loss or manual reconciliation.	Continuity shall activate within 15 minutes. No committed server-side story, metadata or approval data may be lost; offline/local work must queue safely and resynchronize automatically. Manual reconciliation should be limited to genuine edit conflicts, with clear merge/override choices and a complete audit trail.	
34	Sites & Connectivity Number of sites	Please provide the number of MBN physical locations that will connect to the proposed platform and identify which locations require full production capability, local storage, editing, the proposed platform's rundown/production functions access and/or studio playout. Please also identify where those locations/newsrooms are located.	Assume two primary production locations for on-premises integration and continuity. Other MBN offices, remote journalists and mobile users will access the cloud service securely. The final placement of storage and continuity nodes will be confirmed during architecture design.	
35	Sites & Connectivity WAN / Internet bandwidth	Please provide the available and planned WAN/Internet bandwidth between MBN on-prem location and the cloud environment, including redundant connectivity where applicable.	MBN will provide circuit details during implementation. Bidders shall state required bandwidth for proxy editing, high-resolution transfer, live ingest and recovery, and shall not assume unlimited WAN capacity. The design must remain proxy-first and avoid mandatory full-resolution cloud duplication.	

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36	Sites & Connectivity Connectivity model	Please confirm whether cloud connectivity will use Internet connectivity, dedicated/private connectivity or a combination, and provide expected latency between the principal MBN site and the cloud environment.	Initial cloud access will use MBN's Internet connectivity through ZScaler. A dedicated/private cloud connection may be proposed as a separately priced option. State latency and bandwidth tolerances; do not assume LAN-like latency for remote or MENA-based users.	
37	AI & Automation AI processing volume	Please provide the expected monthly and annual volume of media requiring AI processing, including transcription, translation, summarization, OCR, visual analysis and other AI enrichment.	All newly ingested media should receive the baseline AI processing allowed by its rights policy; MBN does not want an artificially low monthly cap. Size and price the initial service from the stated production workload and disclose included allowances and unit rates by capability, including source minute, image/video unit and LLM token where applicable. Archive AI processing is a separate Phase 2 volume.	
38	AI & Automation AI TRT	Please provide the expected TRT of content requiring AI transcription and/or translation, separately for Arabic and English where possible.	Use the same eligible new-production TRT used for ingest sizing; transcription and translation shall not require separate language-based license pools. For planning, assume the language mix stated in Question 39 and provide one blended per-media-hour commercial model.	
39	AI & Automation Arabic / English mix	Please provide the expected proportion of Arabic, English and Arabic/English mixed-language content requiring AI processing.	For capacity and cost modelling, assume approximately 70% Arabic, 20% mixed Arabic/English, and 10% English content. Arabic includes MSA and dialectal speech. This is a sizing assumption, not a content quota.	

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40	Publishing & Distribution Publishing destinations	Please confirm the publishing destinations required at go-live, including website/CMS, YouTube, Facebook, Instagram, X and newsletters, and identify any additional destinations.	Launch destinations are the designated CMS, currently WordPress VIP subject to final confirmation; X, Instagram, Facebook and YouTube; and newsletters through Mailchimp or an equivalent service. Additional destinations shall be addable through configuration/API.	
41	Publishing & Distribution Publishing concurrency	Please provide the expected peak number of simultaneous publishing operations and scheduled publishing events during normal and breaking-news periods.	Use 10 overlapping publish or schedule transactions as the launch sizing case and support breaking-news bursts through durable queues, retry and clear failure status. This is a performance assumption, not an acceptable license cap. The solution must scale from 50 to 200 concurrent users and bidders shall disclose external-platform API limits and throttling behavior.	
42	Commercial Sizing Growth horizon	Please confirm the expected planning horizon for sizing and commercial quotation (for example 3 or 5 years) and whether the 200-user, storage, asset and TRT figures represent the maximum expected production requirement during that period.	Use a five-year commercial planning horizon. The 50-user launch baseline is Year 1 sizing, and 200 concurrent users is the technical scale target for tiered pricing and TCO modelling, not a guaranteed annual adoption forecast or a multi-year purchase commitment. Model storage, processing and output growth up to approximately four times launch workload.	
43	Commercial Sizing Overage measurement	Please confirm how MBN would prefer storage, asset and TRT usage to be measured for any usage-based/overage components, including the measurement period and reporting basis.	Expose daily usage visibility and use monthly measurement for commercial reporting. Show storage by GB/TB-month and tier, media/AI/transcode by processed hour, API usage by transaction where applicable, and transfer/egress by GB. Provide included allowances, unit rates, thresholds and overage rates.	

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44	General Questions / RFQ Documents	Can MBN confirm the amended Exhibit A (dated 8/10/26) supersedes the Prior Exhibit A and together with Amendment 001 and the unchanged RFQ terms and conditions, constitutes the complete solicitation package bidders should respond against?	Yes. The amended Exhibit A dated August 10, 2026 supersedes the prior Exhibit A. Bidders shall respond to the amended Exhibit A together with Amendment 001 and the unchanged RFQ terms and conditions.	
45	General Questions / Proof of Concept	Does the revised proposal deadline also apply to the requirement to provide PoC access? If so, what level of access is expected on August 20, access to an existing environment, or an MBN-specific environment configured with MBN workflows, roles, sample data, and integrations/representative connectors?	At proposal submission, access to an existing live evaluation environment is acceptable; it does not need to be a fully configured MBN-specific environment on that date. The formal PoC for shortlisted bidders will use MBN sample data, five evaluation logins, the proposed hybrid topology, and live or representative connectors.	
46	General Questions	If so, what level of access is expected on August 20, access to an existing environment, or an MBN-specific environment configured with MBN workflows, roles, sample data, and integrations/representative connectors?	Access on the proposal date may be to the bidder's existing live evaluation environment. MBN-specific workflows, roles, sample data and live or representative connectors are required for the formal PoC conducted after the initial technical review, not for proposal submission.	
47	General Questions / Proof of Concept	What is the anticipated start date and duration for the formal PoC evaluation following proposal submission?	Exact start dates and access windows will be issued to the selected bidders.	
48	General Questions / Implementation	What is the planned implementation/go-live timeframe?	Bidders should propose a phased implementation with a target Phase 1 production go-live within 90-120 days of notice to proceed. The archive migration workstream is separate and shall not delay the core platform go-live.	

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49	General Questions / Implementation & Training	What level of implementation and training should bidders assume, including the approximate number of users to be trained and the locations where implementation/training services will be required?	Include implementation and role-based training for all 70 named launch users, delivered through a combination of remote sessions and on-site sessions at the two primary locations. Include administrator and train-the-trainer courses, end-user sessions by role, materials/recordings and post-go-live support.	
50	General Questions / Implementation & Training	Would a partner-supported delivery model be acceptable, with a qualified implementation partner providing implementation, integration, migration, and training services while the bidder remains responsible for its software/product onboarding?	Yes. A qualified partner-supported model is acceptable. The bidder remains the single accountable contractor for architecture, integration, migration, configuration, testing, training, acceptance, support and all partner-delivered work.	
51	General Questions / Pricing Assumptions	For the fixed price quote, should ongoing maintenance and support be included within the fixed price or shown as recurring charges?	Show one-time implementation, integration, migration and training charges separately from recurring subscription, maintenance and support charges. The total evaluated price shall clearly include all mandatory costs for the proposed initial term.	
52	General Questions / Pricing Assumptions	How should bidders present variable consumption-based costs such as cloud processing, storage, transfer and AI usage that depend on actual utilization?	Present variable costs separately with units, included allowances, assumptions, estimated monthly and annual use, and overage rates. Also provide a five-year planning estimate for storage, processing, transfer/egress and AI consumption.	
53	General Questions / Contract Length	The bidder's minimum contract term is 12 months. Does MBN anticipate a 12-month initial term, or multi-year agreement?	Price a 12-month initial term and provide separately identified annual renewal pricing through Year 5. Do not require MBN to commit to the full five-year term in the initial award.	

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54	General Questions / Archive Migration Scope	Given the scale of approximately 150,000 hours / 2-4 PB of LTO archive, would MBN expect a qualified third-party migration specialist to deliver the archive migration, and should that migration project be included within the initial quotation or separately scoped and quoted following further discovery?	Include the archive-ready pipeline and discovery approach in the base solution. Quote physical LTO migration and bulk AI re-enrichment as a separately priced Phase 2 option after discovery. A specialist may perform the work, but the prime bidder remains responsible for the integrated result.	
55	General Questions / Language & Localization	Can MBN confirm whether the Arabic language requirement is for correct Arabic RTL/bidirectional content creation, editing, rundown, publishing and prompter behavior within the platform, or whether the complete operator-facing user interface, including menus, navigation, and system labels, must also be localized into Arabic?	The requirement is correct Arabic RTL and mixed-direction behavior throughout content creation, editing, metadata, search, rundown, publishing, captions and prompter output. Full Arabic localization of every menu, navigation label and administrative screen is not required.	
56	General Questions / Language & Localization	Is full Arabic UI localization itself a mandatory PoC requirement?	No. Full Arabic menu/UI localization is not a mandatory PoC requirement. Correct Arabic RTL/bidirectional content behavior in the editorial, rundown, publishing and prompter workflows is mandatory.	
57	General Questions / Accessibility	Section 2 requires Section 508 and WCAG 2.1 Level AA compliance for all user-facing interfaces. Is full compliance a mandatory requirement at proposal, PoC, and initial deployment, or would MBN accept a documented remediation plan for identified accessibility gaps?	Full Section 508 and WCAG 2.1 AA compliance is required for production deployment. Submit the current VPAT or equivalent accessibility report with the proposal and disclose any gaps in the PoC. MBN may accept a time-bound plan for non-critical gaps, but required workflows must be compliant by final acceptance and the plan does not waive the contractual requirement.	

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58	General Questions / Government & AI Compliance Requirements	Section 2 (Universal Requirements) asks bidders to document a compliance posture for USAGM oversight requirements, OMB Memorandum M-24-10, the December 2025 Executive Order on a National AI Policy Framework, and FedRAMP or equivalent cloud security frameworks. Please clarify the intended scope of these requirements for a technology/software vendor, including whether any requirements apply to AI component sub-providers or the underlying cloud provider, and whether MBN would consider narrowing this section for commercial software vendors where appropriate.	Provide the compliance posture for the complete proposed service, including the platform vendor, hosting provider, AI providers and relevant sub-processors. FedRAMP authorization is not being imposed where it is not legally applicable, but equivalent controls, data handling and a documented remediation plan are required.	
59	NRCS clarification questions	Content streams in planning Section 4.1 asks for daily, weekly, monthly, and known-events calendar views with “all content streams” plannable from a single interface. Can MBN define which content streams must be represented at launch — e.g. linear shows, web articles, video packages, social posts, newsletters, podcasts/audio, explainers, live blogs — and whether each stream requires separate metadata, workflow states, and approval rules?	Launch planning shall cover articles, video packages, audio/podcasts, social outputs, newsletters and linear/broadcast rundown items. These should share a common story model while allowing configurable metadata, status and approval rules by content type. Explain how additional streams can be added by administrators.	
60	NRCS clarification questions	Pitch intake sources For structured pitch intake, should pitches be created only manually by newsroom users, or must pitches also be generated automatically from wires, RSS/social monitoring, AI recommendations, email, external forms, or other inbound sources?	Support manual structured pitches and conversion of wire, RSS/Atom, monitored-social and accepted AI recommendation items into pitches. Email and external-form intake are desirable through API or a connector but are not mandatory for the initial launch.	
61	NRCS clarification questions	Assignment acknowledgement and workload visibility For in-system assignments, does MBN require formal acceptance/decline by assignees, and reassignment history, or is status visibility in the shared story pipeline sufficient?	Yes. The assignee must be able to accept or decline an assignment, or provide an equivalent explicit response, and the shared pipeline must show acknowledgement and workload status. Retain the complete assignment, response and reassignment history with user and timestamp in the audit trail.	

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62	NRCS clarification questions	Can MBN confirm the required story/status model for launch — for example pitch, assigned, draft, AI QA, review, approved, published — and whether MBN administrators must be able to create, rename, reorder, or remove statuses without supplier involvement?	Use pitch, assigned, draft, AI QA, review, approved and published as the initial workflow states. MBN administrators must be able to add, rename, reorder, activate/deactivate and map states, as well as configure routing, notifications and approval authorities without supplier intervention.	
63	NRCS clarification questions	The SOW states that article, video, audio, social, and newsletter variants should be planned as parallel workstreams from assignment. Should these be separate child items/instances under one master story, separate stories linked together, or simply metadata/status fields on the same story?	Use one master story/assignment with linked child deliverables for article, video, audio, social and newsletter workstreams. Each child may have its own owner, deadline, status and approval path, while retaining common provenance, rights and engagement linkage to the master story.	
64	NRCS clarification questions	The proposed platform provides configurable product features that allow customers and implementation partners to build role- and workflow-specific dashboard views. Can MBN confirm whether this configurable approach is acceptable, with MBN and/or the implementation partner defining the required dashboards during implementation? If specific dashboard views are mandatory at launch, please identify them.	Yes. Configurable dashboards are acceptable and preferred. At launch provide, at minimum, the shared story pipeline, personal assignments/deadlines, managing-editor overview, approval queue, rundown status, engagement analytics, storage/cloud cost and resource/cost views. Authorized MBN administrators shall be able to adjust them.	
65	NRCS clarification questions	Can MBN provide the required launch role model for /NRCS, including which roles can create, edit, approve, publish, override, configure workflows, manage metadata, view sensitive/legal items, and administer users/roles?	The launch role model shall include journalist/reporter, producer, editor, managing editor, editor-in-chief, assignment/planning, media manager, craft editor, studio/rundown operator, approver, legal/stylebook reviewer and system administrator. Exact permissions and overlapping role membership will be finalized during configuration.	

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66	NRCS clarification questions	For legal, anonymous-source, geopolitical, or otherwise sensitive stories, does MBN require restricted story visibility, restricted field-level visibility, special approval routing, or simply status/metadata flags visible to authorized roles?	Sensitive stories require restricted story visibility, field-level protection for source identity/legal notes, and special approval routing. A simple visible flag is not sufficient. Access must be role-based, audited and inherited by related media and child deliverables where appropriate.	
67	NRCS clarification questions	The SOW references routing to a “stylebook guardian” for terminology flags. Does MBN have an existing stylebook/terminology system that should the proposed platform integrate with, or is this expected to be configured as metadata, manual editorial review, or an AI-assisted flagging workflow?	MBN is not requiring integration with an existing external stylebook system at launch. Implement configurable terminology/house-style lists, AI-assisted flagging and manual routing to the stylebook guardian, while preserving an API option for a future external service.	
68	NRCS clarification questions	Which /NRCS configuration changes must MBN administrators be able to perform without supplier involvement — roles, permissions, workflow states, approval flows, notifications, metadata fields, calendars, feed sources, templates, dashboards, and publishing destinations?	MBN administrators must be able to manage all listed business configuration: roles/permissions, workflow states, approval flows, notifications, metadata fields, calendars, feed sources, templates, dashboards, retention policies, AI enablement and publishing destinations. Supplier involvement may be required only for new custom connector development or platform upgrades.	
69	NRCS clarification questions	Section 4.3 describes configurable approval routing, exception routing, approval inheritance, escalation, legal/stylebook routing, and maximum sign-offs per content type. Can MBN provide 2–3 representative approval workflows for launch — for example standard article, sensitive political story, video package, social post, and newsletter — including required approvers and escalation rules?	Configure at least three launch patterns: (1) standard content - editor review and managing-editor approval; (2) sensitive/legal content - editor, legal/stylebook as triggered, then managing editor or editor-in-chief; and (3) multimedia/social/newsletter derivative - child-workstream owner plus final channel approver. Escalation times and sign-off caps shall be configurable by content type and priority.	

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70	NRCS clarification questions	Which approval capabilities are mandatory at launch versus acceptable as configured workflows, custom workflow extensions, or later-phase enhancements: exception routing, approval inheritance, legal routing, stylebook routing, escalation timers, approval caps, mobile approval, immutable approval logs, and hard publish blocking?	All listed capabilities are mandatory for the initial production release. They may be implemented through native configuration, but may not be deferred to an undefined roadmap: exception/inheritance routing, legal/stylebook routing, escalation, approval caps, mobile approval, immutable logs and hard publish blocking are required.	
71	NRCS clarification questions	What exact conditions should trigger exception routing — anonymous sources, legal keywords, geopolitical sensitivity, AI-generated content, stylebook terms, platform type, desk, language, author, publication destination, audience impact, or manual flags?	Mandatory triggers include anonymous source, legal reference/sensitivity, stylebook term, geopolitical sensitivity and AI-generated content. The rule engine must also allow MBN to configure triggers by desk, language, content type, author, destination, priority and manual flag without code changes.	
72	NRCS clarification questions	The SOW says already-published content reused in new formats inherits approval status and only net-new editorial content requires fresh approval. Can MBN clarify what counts as “net-new editorial content” when a story is adapted for another platform, shortened for social, translated, updated, corrected, combined with new media, or reused in a newsletter?	Only unchanged reuse or purely technical reformatting inherits approval. Translation, correction, substantive shortening, update, new headline/copy, new media, combined content or new editorial context is net-new and requires fresh approval. Re-promotion of unchanged approved content may inherit approval but remains audited.	
73	NRCS clarification questions	Section 4.3 states that human approval on every publish path is architectural and that no bypass path exists. Does this apply equally to CMS drafts, direct CMS publication, scheduled social posts, newsletters, updates/corrections, re-promotions, and AI-generated follow-up suggestions?	Yes, the human gate applies to every external publish or schedule path, including CMS, social, newsletter, corrections and AI-derived versions. Saving a non-public CMS draft may occur before final approval, but making it public cannot. AI recommendations alone do not authorize publication.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
74	NRCS clarification questions	What format and retention period are required for approval audit trail export? Should approval logs be exportable per story, per user, per date range, per desk, and/or to a SIEM or compliance archive?	Provide export in CSV and JSON, human-readable PDF where appropriate, and API/SIEM forwarding. Filters shall include story, user, desk, action and date range. Configure a seven-year default retention for approval and audit records, with the ability for MBN to change the period by policy.	
75	NRCS clarification questions	For approval delay escalation, should escalation rules be based on elapsed time, deadline proximity, content priority, desk, content type, or publication destination? Who receives escalation notifications?	Escalation shall primarily use elapsed time per approval step, with configurable adjustments for deadline, priority, desk and content type. Notify the assigned approver, designated backup and the configured supervisory/escalation role.	
76	NRCS clarification questions	Can MBN clarify the expected rundown workflows at launch: number of shows/rundowns per day, simultaneous rundowns, rundown templates, timing rules, anchor read rates, breaking-news insertion, approval indicators in rundown, and whether rundown changes must update downstream systems in real time?	The platform must support multiple simultaneous active rundowns, reusable timing templates, configurable anchor/read-rate rules, live breaking-news insertion and real-time downstream MOS updates. For bid comparison, demonstrate or size for 10 concurrent active rundowns and disclose the tested maximum; the platform must remain usable for continuous 24/7 breaking-news operation.	
77	NRCS clarification questions	What rundown templates are required at launch, and should MBN administrators be able to create and maintain templates without supplier involvement?	The final template set will be agreed during implementation. Include configuration of MBN's initial rundown templates in the base implementation, and allow administrators to create, copy, modify and retire templates without supplier involvement.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
78	NRCS clarification questions	The SOW requires MOS integration for graphics, prompter, and playout/automation, with specific support for VizRT. Can MBN identify the complete studio and broadcast integration environment required at launch, including the number of studios and MOS instances/integrations? Please also confirm which systems must be integrated for the PoC and whether VizRT is the only specifically required PoC integration.	Assume two primary production locations and up to four simultaneous productions for launch integration sizing. MOS integration is required for graphics, prompter and automation/playout; VizRT is the mandatory named graphics integration. For PoC no MOS integration required.	
79	NRCS clarification questions	VizRT workflow detail For VizRT integration, should trigger graphics templates, populate graphics metadata, preview graphics in the rundown, send MOS objects to downstream automation, or simply pass graphics references/cues through the rundown?	The VizRT workflow shall allow users to select/search templates, populate fields, preview where supported, insert and edit, update and remove MOS objects in the rundown, and pass the resulting object/cue to downstream automation. Passing an uneditable text reference or merely citing prior integrations is not sufficient.	
80	NRCS clarification questions	For Arabic RTL prompter output, which prompter system(s) must integrate with, and should the PoC demonstrate actual prompter output or only correct Arabic/mixed-direction rendering in the rundown/script interface?	The final prompter product will be confirmed during integration discovery. The PoC must demonstrate correct Arabic RTL and mixed-direction prompter output through an actual or functional representative connector; editor-only display is insufficient.	
81	NRCS clarification questions	Should the proposed platform be responsible for sending all final rundown cues directly to playout/automation, or should it hand off via a separate MOS gateway, automation system, or systems integrator-managed layer?	The NRCS shall hand off rundown elements through MOS to MBN's existing automation system or MOS gateway. The bidder is responsible for correct MOS messaging, updates and status handling.	
82	NRCS clarification questions	Does MBN require real-time downstream update acknowledgements in the proposed platform — e.g. queued, received, ready, on-air, error — for graphics, prompter, playout, and video elements?	Yes. Where the downstream system exposes them, return at least queued/sent, received, ready and error status to the NRCS, and on-air/taken status when supported. Failures must be visible and alerted; unavailable status capabilities shall be documented.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
83	NRCS clarification questions	Section 4.5 identifies WordPress VIP as the planned CMS, subject to confirmation. Does MBN expect to publish directly to live WordPress pages, create drafts for final editing in WordPress, or support a bidirectional workflow where changes in WordPress sync back to ?	The NRCS remains the editorial system of record. The default workflow is to create an approved draft in WordPress VIP for final release, with direct publication available only to authorized roles. Bidirectional editing from WordPress back into the NRCS is not required for launch.	
84	NRCS clarification questions	Will MBN provide WordPress VIP sandbox, API credentials, test content types, taxonomy definitions, and technical contacts during PoC/implementation, or should the supplier simulate the integration?	For PoC, a representative connector and simulated WordPress payloads are acceptable. MBN will provide sandbox/API access, content models and technical contacts during implementation when the target CMS is confirmed.	
85	NRCS clarification questions	Can MBN provide the required WordPress post types, taxonomies, custom fields, authors/bylines, sections, tags, locations, embargo fields, media handling rules, and publication-status mappings required for launch?	MBN will finalize post types, taxonomies, fields, bylines and status mappings during implementation. The proposal shall include configurable field/taxonomy mapping and shall not require custom code for normal additions or mapping changes.	
86	NRCS clarification questions	For structured metadata and Answer Engine Optimization, should the proposed platform generate schema.org/JSON-LD directly, or should the proposed platform pass structured editorial metadata to WordPress VIP and have WordPress render the final page markup?	The preferred design is for the NRCS to send complete structured editorial metadata to WordPress VIP and for WordPress to render the final schema.org/JSON-LD in page markup. The delivered integration remains responsible for validating the final output.	
87	NRCS clarification questions	Can MBN provide examples of acceptable structured metadata output for article, video, live story, newsletter item, and social/video package pages?	MBN will provide representative published-item examples during PoC/implementation. Demonstrate standards-compliant Article/NewsArticle and VideoObject output, with extensibility for live, newsletter and social/video package content types.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
88	NRCS clarification questions	When a story contains media from the proposed platform, should WordPress receive the media file, a the proposed platform asset reference, an embedded player reference, a CDN URL, or another delivery object?	Send a managed MAM asset reference and an approved delivery rendition, CDN URL or player/embed reference as appropriate; do not transfer the high-resolution production master to WordPress unless a specific workflow requires it. Preserve asset identity and lineage.	
89	NRCS clarification questions	The SOW lists X, Instagram, Facebook, and YouTube. Which exact account types and publishing methods are required at launch — posts, reels/shorts, stories, YouTube videos/shorts, thumbnails, captions, scheduling, approval, and publish-status return?	Support normal posts, long-form video and short-form/reel/short workflows where exposed by official APIs, including captions, thumbnails, scheduling, approval and returned publish status. Stories or other API-restricted formats are required only where the official platform API permits compliant publishing.	
90	NRCS clarification questions	Should social publishing be performed natively from the proposed platform, via MBN's existing social publishing/optimization tool if one exists, or is MBN open to a third-party connector/workflow engine handling platform-specific publishing?	Native or third-party connector delivery is acceptable, provided users publish and monitor status from one newsroom interface, without separate platform logins, and all approval, audit, rights and failure-handling controls remain intact.	
91	NRCS clarification questions	How many social accounts/channels must be supported at launch, and should account access be controlled by desk, language, platform, role, geography, or content type?	For pricing and configuration, assume up to 20 social accounts/channels at launch, expandable without redesign. Control access by brand/desk, language, platform and role; administrators must be able to change account assignments and permissions.	
92	NRCS clarification questions	Should scheduled social posts remain editable after approval? If so, what changes require re-approval — text, image/video, timing, target account, hashtags, or platform-specific formatting?	Scheduled posts shall remain editable. Changes to text, media, target account, destination or platform-specific version require re-approval. A timing-only change may retain editorial approval when allowed by the configured workflow, but it must be audited.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
93	NRCS clarification questions	What publish status should be returned to — scheduled, submitted, published, failed, removed, URL/permalink, platform ID, and/or analytics availability?	Return scheduled/submitted, published, failed and removed status, together with timestamp, URL/permalink, platform ID and error details. Analytics availability and collection status shall also be visible when the platform API provides it.	
94	NRCS clarification questions	For newsletter production, does MBN require a full newsletter editor inside the NRCS, or is it acceptable for the proposed platform to assemble and approve newsletter content before sending it to Mailchimp or an equivalent email service provider for final layout and delivery?	MBN requires the newsletter assembly/editor, bilingual layout, preview, QA and approval workflow inside the NRCS. Mailchimp or the selected email service is used for distribution and recipient/list management, not as the primary editorial assembly tool.	
95	NRCS clarification questions	How many newsletter templates are required at launch, and do Arabic and English newsletters require separate templates, approval flows, layouts, and distribution lists?	Include at least four initial templates: Arabic, English, bilingual and breaking/special coverage. Templates, approval paths and distribution lists may differ by language. Administrators must be able to copy and edit templates without supplier involvement.	
96	NRCS clarification questions	Which email service provider should be integrated — Mailchimp or another system — and will MBN provide sandbox/API access for PoC or implementation?	Use Mailchimp as the planning assumption, while allowing an equivalent provider through the same API boundary. A representative connector is acceptable for PoC; MBN will provide sandbox/API access during implementation when the provider is confirmed.	
97	NRCS clarification questions	Section 4.1/4.2 describes multi-source feed aggregation across wires, RSS/Atom, and monitored social-media accounts. Does MBN expect the NRCS itself to provide a full monitoring and aggregation layer, or would an integrated third-party feed/monitoring service presented inside satisfy this requirement?	An integrated third-party aggregation/monitoring service is acceptable. The required outcome remains one in-platform monitoring view with normalization, provenance, search, alerts and routing into pitches/stories; a separate standalone monitoring login is not acceptable.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
98	NRCS clarification questions	Which feed/source types are mandatory at launch — Reuters, AFP, AP, RSS, Atom, email inboxes, monitored X accounts, Facebook pages, YouTube channels, Instagram accounts, websites, press-release feeds, or others?	Reuters and AFP, RSS/Atom and monitored social accounts are mandatory launch sources. The MAM ingest layer shall support at least four licensed wire services; the additional providers will be selected later. Email inbox ingestion is optional, not a launch requirement.	
99	NRCS clarification questions	The SOW specifically references Reuters and AFP in /NRCS. Are AP or other wires also required at launch, and should wire text and wire video be treated differently?	AP is not a specifically mandated launch provider, although the platform must support additional wire services beyond Reuters and AFP. Wire text and wire video may use different ingest handlers, but both must retain common source, licensing, rights and provenance metadata.	
100	NRCS clarification questions	For in-platform wire feeds, should enforce automatic deletion/metadata stripping for unactioned wire content, or is this primarily expected in the MAM/wire-ingest layer? Please confirm retention rules and whether they differ between Reuters, AFP, AP, and any other wire providers.	Apply the 24-hour default retention and metadata-stripping rule in the shared wire-ingest/MAM layer so the same policy is enforced throughout the NRCS. Provider-specific retention and rights rules must be configurable; users shall not be able to bypass them.	
101	NRCS clarification questions	What wire licensing information must be visible in the proposed platform — permitted platforms, expiry, geography, source, embargo, no-training restriction, no-AI restriction, or other rights flags?	Display source/provider, permitted platforms/use, expiry, geography, embargo where supplied, attribution requirements, no-training/no-AI restrictions and any other provider rights flags. Rights metadata is authoritative and read-only to ordinary users.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
102	NRCS clarification questions	The SOW asks for duplicate and near-duplicate items to be detected and collapsed across inbound sources. Should this be treated as a mandatory launch/PoC capability, and what level of matching is expected — title similarity, exact wire IDs, semantic similarity, media fingerprinting, editorial/manual grouping, or AI-assisted grouping?	Yes. Duplicate and near-duplicate detection is mandatory at launch and shall be demonstrated with representative inbound items in the formal PoC. Use exact IDs/hash matching, title/text similarity, semantic matching and media fingerprinting where applicable, with AI-assisted grouping and authorized manual merge/split control. Grouping must be reversible and shall never destructively delete the underlying source items.	
103	NRCS clarification questions	When a feed item is routed into a pitch, calendar item, or story, which provenance fields must be carried forward and visible to editors?	Carry forward source/provider, original URL or wire ID, capture/publication time, language, rights/licensing flags, verification status, ingest method and full provenance. Editors must be able to trace the resulting pitch/story back to the original item.	
104	NRCS clarification questions	For monitored social-media accounts, should the supplier provide platform API integrations directly, or does MBN already use a social listening/monitoring tool whose outputs should be surfaced in the proposed platform?	MBN is not designating an incumbent social-listening system for this procurement. The bidder may provide direct official-API integrations or an integrated third-party service, but the resulting monitoring workflow must be surfaced and controlled within the NRCS.	
105	NRCS clarification questions	Section 4.6 requires closed-loop engagement capture from digital and social platforms. Which analytics systems and APIs should be considered authoritative at launch — WordPress VIP analytics, GA4, YouTube Analytics, Meta, X, Mailchimp, Chartbeat, Parse.ly, or others?	Use the official APIs of WordPress VIP, YouTube, Meta platforms, X and the selected email service as the primary sources. Use GA4 for web analytics where applicable. Do not make Chartbeat, Parse.ly or another paid analytics product a mandatory dependency unless offered as an option.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
106	NRCS clarification questions	Is MBN expecting to be the system of record for engagement analytics, or is it acceptable for the proposed platform to display, embed, or link analytics from external systems while retaining the story-level relationship?	The proposed platform shall be the logical system of record for normalized engagement data and its relationship to stories/assets. Raw source metrics may remain authoritative in the external platform, but the NRCS must retain the normalized history, provenance and story-level linkage.	
107	NRCS clarification questions	Does MBN require engagement dashboards to be native inside the NRCS interface, or would embedded/linked dashboards from a BI or analytics platform satisfy the requirement if story IDs and platform metadata are passed back to the proposed platform?	The dashboards may be native or securely embedded from an analytics/BI component, but they must appear inside the newsroom interface with SSO, RBAC, story/asset drill-down and interaction. A link that opens a separate analytics application is not sufficient.	
108	NRCS clarification questions	Analytics granularity What level of analytics attribution is required — story, asset, author, desk, language, platform, program/show, publishing time, geography, or audience segment?	Attribute performance at least by story, asset, journalist/author, desk/team, language, platform, program/show and publication time. Include geography and audience segment where the official source API exposes reliable data.	
109	NRCS clarification questions	Audience comments and sentiment Does MBN require Arabic and English audience comments/replies to be ingested into the proposed platform, or is summarized sentiment/theme reporting sufficient?	Ingest Arabic and English comments/replies on a recurring schedule where official APIs permit it. Retain the source linkage and original text, then provide summarized sentiment, themes, spikes and moderation/quality indicators; summaries alone are not sufficient.	
110	NRCS clarification questions	AI editorial recommendations launch scope For AI-generated editorial recommendations based on engagement, should the supplier provide this as a launch requirement, a roadmap capability, or an integration point to MBN's analytics/AI tooling?	This is a launch requirement, not a roadmap-only item. It may be delivered natively or through an integrated AI/analytics component, but the recommendations must be available within the newsroom workflow at initial production acceptance.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
111	NRCS clarification questions	Can MBN provide examples of expected AI recommendation outputs — topic suggestions, follow-up prompts, best publication time, platform recommendations, reformatting suggestions, underperforming-content alerts, or audience-response summaries?	Provide topic/angle demand, follow-up candidates, best-performing format/platform by desk and language, publication-time/cadence suggestions, under-performing-content alerts and reformat/re-promotion recommendations. Every recommendation must cite the supporting engagement evidence.	
112	NRCS clarification questions	Should AI recommendations create draft pitches/calendar items automatically, or only present suggestions for an editor to manually accept?	Recommendations shall be presented for human acceptance. An accepted recommendation may pre-populate a draft pitch or calendar item, but the system shall not automatically commission, schedule or publish it.	
113	NRCS clarification questions	What role-based access controls and retention periods are required for audience analytics, comments, sentiment analysis, and AI-generated editorial recommendations?	Limit access by editorial/analytics role and audit all access to comments and audience data. Configure 24 months as the initial retention for raw comments/interaction detail, with longer retention permitted for aggregated analytics. MBN administrators must be able to change the policy.	
114	NRCS clarification questions	Section 4.7 describes management of human resources, equipment, teams, bookings, conflicts, approvals, availability, equipment inventory, control rooms, and maintenance status. Is MBN expecting the NRCS to replace a dedicated resource scheduling system, or integrate with one? If integrating, which system is currently used or preferred?	The NRCS is not intended to replace a system. It must provide operational newsroom resource planning and bookings, either natively or through a tightly integrated resource tool, while retaining story/assignment context in the NRCS.	
115	NRCS clarification questions	Which resource types must be represented at launch — journalists, editors, producers, crews, control rooms, cameras, field kits, vehicles, edit suites, freelancers, translators, graphics operators, and/or equipment inventory?	Represent journalists, editors, producers, crews, control rooms, cameras, field kits, vehicles, edit suites, freelancers, translators, graphics operators and other equipment inventory needed for assignments. Resource types and fields must be administrator-configurable.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
116	NRCS clarification questions	Should the proposed platform create and approve resource bookings, or only display resource availability and link assignments to stories?	The platform must create, approve and manage resource bookings, detect conflicts, show availability and maintenance/unavailability, and link bookings and actual usage to stories. Display-only availability is not sufficient.	
117	NRCS clarification questions	Where should staff and equipment availability come from — Microsoft calendar, HR/rostering system, resource-management platform, manual entry, or another source?	Use Microsoft 365/Exchange calendar and corporate identity data as the preferred source for staff availability where available. Equipment and facility availability may be maintained directly or synchronized from another system through API; manual entry must also be supported.	
118	NRCS clarification questions	For story-level cost rollup and chargeback, what cost inputs must be tracked at launch — user time, crew bookings, equipment, control rooms, cloud consumption, AI usage, third-party services, travel, freelance cost — and should the proposed platform calculate costs or send usage data to finance/planning systems?	Track labor/time, crews, equipment, control rooms, cloud/storage/egress, AI/model use, subscriptions and third-party production services. Travel and freelance costs may be entered manually or imported. Calculate planned-versus-actual rollups in the platform and export detailed data to finance/BI.	
119	NRCS clarification questions	Does MBN have an existing finance, BI, or planning system that should receive cost/resource data from the proposed platform, and what export/API format is required?	No specific finance or BI platform is mandated at launch. Provide REST API plus CSV/Excel-compatible export with stable story, project, desk, account and cost-code identifiers so MBN can integrate the data with its finance or BI tools.	
120	NRCS clarification questions	If full native resource and cost management is not available in the NRCS, would MBN accept a partner/tool integration approach where the proposed platform remains the story and assignment layer while a dedicated tool handles resource planning, cost rollup, and management reporting?	Yes. A partner or dedicated tool is acceptable if the integrated delivery provides the complete booking, conflict, costing, reporting, RBAC, audit and story-linkage workflow. The bidder remains responsible for the end-to-end solution and user experience.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
121	NRCS clarification questions	Arabic/bilingual editorial scope beyond UI Beyond RTL rendering, does MBN require Arabic/English field-level metadata, cross-language story search, Arabic dialect handling, bilingual editorial workflows, and bilingual templates to be demonstrated during PoC?	Yes. The PoC shall demonstrate Arabic/English field metadata, cross-language search, Arabic dialect and code-switching support, bilingual drafting, mixed-direction rundown/prompter behavior and bilingual publishing handoff. Bilingual newsletter layout must also be demonstrated or functionally represented.	
122	NRCS clarification questions	Can MBN provide representative Arabic/English mixed-direction script and article examples to validate RTL/bidi rendering in the proposed platform, rundown, publishing handoff, and prompter output?	Yes. MBN will provide representative Arabic, English and mixed-direction scripts/articles, together with sample media and rundowns, for validation.	
123	NRCS clarification questions	For mobile or responsive approval, what actions must be possible on mobile at launch — read/review only, approve/reject, comment, edit, publish, manage assignments, receive push notifications, or operate in offline/continuity mode?	Mobile/responsive users shall be able to read/review, comment, approve/reject/return, view assignments, update status, attach media, receive notifications and make lightweight editorial corrections. Direct publishing from mobile is not mandatory; if offered, it remains subject to the same authorized role and recorded approval gate. Offline mobile continuity is not required.	
124	NRCS clarification questions	Should mobile users be able to create and edit full stories/scripts, or only perform lightweight actions such as assignment updates, comments, approvals, and media attachment?	Full desktop-equivalent story/script authoring on mobile is desirable but not mandatory. The mandatory launch scope is responsive lightweight editing, assignment updates, comments, approvals and media attachment/upload.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
125	NRCS clarification questions	The SOW references publishing of stored or queued content during continuity mode. Which destinations must be supported in continuity mode — CMS, social, broadcast rundown/payout, newsletters, or internal export only?	Continuity must preserve writing/editing, rundown operation, internal export and publishing of stored/queued content. When Internet access is available but a cloud service fails, available CMS/social/newsletter destinations should continue. During total Internet loss, external items shall queue and publish after restoration.	
126	NRCS clarification questions	If users continue writing/editing during a disconnected period, what conflict-resolution behavior does MBN expect when connectivity is restored?	Automatically resynchronize on restoration, preserve all versions, notify users of genuine conflicts and offer merge or authorized override. Apply administrator-configurable conflict rules by content type, and never silently discard either the local or cloud version.	
127	NRCS clarification questions	For /NRCS requirements in section 4 that are not explicitly represented in Gates 1 - 10, may bidders address those through the written technical response rather than live demonstration?	Yes. Requirements not selected as mandatory live demonstration gates may be addressed through the written technical response and supporting evidence. They remain mandatory contractual requirements and may be validated during formal acceptance.	
128	NRCS clarification questions	For integrations that cannot realistically be stood up before the PoC deadline — WordPress VIP, VizRT, social publishing, analytics, resource systems, wires — will MBN accept simulated payloads/API mocks and workflow demonstrations?	Yes. Functional representative connectors, simulated payloads and API mocks are acceptable where production integrations cannot be made available for PoC. Static screenshots, slideware and pre-recorded-only demonstrations are not acceptable substitutes for a working workflow.	

Question #	Requirement Area / Section	Clarification Question / Item	MBN Response	
129	NRCS clarification questions	Can MBN provide pass/fail criteria for each PoC area, especially for Arabic drafting, approvals, rundowns, CMS/social publishing, analytics, resource/cost dashboards, and continuity mode?	MBN will issue or agree detailed test scripts with shortlisted bidders before the formal PoC. Pass/fail will be based on demonstrated completion of the required workflow, correct Arabic/bilingual behavior, enforcement of approval/security controls, accurate data exchange and recovery without data loss.	
130	NRCS clarification questions	Given the breadth of requirements, is MBN open to a phased delivery model where core planning/story/rundown/publishing workflows are delivered first, and advanced engagement analytics, AI recommendations, resource/cost management, and broader social/feed monitoring are delivered as later phases or integrations?	Yes, a phased delivery model is acceptable and expected. Deliver core MAM/NRCS planning, story, rundown, search, editing and publishing first, followed by the agreed advanced analytics, recommendations, resource/cost and expanded integration phases. The proposal must price and schedule the complete mandatory scope.	
131	NRCS clarification questions	If delivery is phased, can MBN define acceptance criteria separately for core launch, integrations, analytics/recommendations, resource/cost management, and continuity-mode capabilities?	Yes. Define separate acceptance milestones for: core launch; priority integrations; analytics/recommendations; resource/cost management; and continuity/final acceptance. Each milestone will use requirement-based test cases, while final acceptance confirms the complete integrated solution.	