

Confidential



VeriCorder Technology Inc.

Proposal for WUVA

A complete system for mobile journalism and multimedia publishing

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Overview

92.7KissFM.com and WUVA Online have expressed a need to improve the digital offerings for two of its websites; one for its news radio station, and the other for its FM station. The company currently uses a WordPress site for each. However, both the stations and the website have a need to lower production costs, improve the 'Time to Air' on breaking stories, create new monetization opportunities, and improve the quality of multimedia reports.

The company does not have a large capital budget, but has a relatively large newsroom, with about 20 to 30 reporters. Therefore, the company needs a solution that is relatively inexpensive on a per user basis, and also allows software licenses to be easily transferred and shared between the various full-time and part-time staff. A major component of the required technology is an effective means of providing mobile journalism.

The company currently does not have a system for managing assignments and incoming content, so a basic newsroom system is also required, to track content going to both websites and both radio stations. The radio stations use the Nexgen software from RCS as a playout mechanism. The ability to deliver content directly to Nexgen, with all of the required metadata, is a secondary requirement.

Finally, the station needs a means to manage the allocation of 'pool equipment' to its reporters.

Proposed system

After discussing requirements with staff at WUVA, we are proposing a system with the following elements:

1. Voddio Console to manage assignments, mobile apps, incoming content, internal communications, server access, website access and equipment management.
2. Distribution of the Voddio App to all reporters and editors. The app will allow users to record and edit items for both radio and the websites, and post them directly to the radio station playout system, and/or the two websites.
3. Voddio Publisher, Network Version, with a modified WordPress CMS. The Voddio Publisher's network version will allow WUVA to launch and operate multiple websites, all controlled by a central admin, or by the 'local' admin. Incoming stories will be displayed in both the admin and in Voddio Console. Voddio app users will be able to post a draft story directly to the WordPress admin. This system will include the advanced Voddio media player, with the ability to create playlists, and add pre-roll video ads. This proposal includes the creation of two websites, each designed with the logos, branding and desired 'look and feel' for each radio station. The Voddio Publisher will include monetization systems, including a business directory, events listings, job listings, and a classified system, and video ad management system for pre-roll video ads.
4. Newsroom integration. The Voddio apps will be integrated directly to the Nexgen playout system at the radio station. Files will be delivered to a watch folder, and then ingested automatically to Nexgen for easy management and playout.
5. Media hosting and online transcoding. Files sent from the app or from a computer will be automatically transcoded to the desired format on the Voddio Cloud. Each app license will include two gigs of transfer and transcoding. VeriCorder will also host the video and other streaming multimedia on a dedicated Amazon S3 server. Pricing options are described below.
6. Support. A support package will be offered at 15 per cent of the cost of the Voddio Publishing system. This support package entitles the customer to free upgrades, support calls, advanced training, and critical incident support.

7. Mobile viewing app and uploader. The Voddio Publisher is a fully responsive site, so it will also generate a 'mobile web app' that your viewers can use to access your websites on their mobile phones or tablets. In addition, your reporters will be able to upload videos and other media from within the website, using a user name and password combo to get access to the uploader.
8. WUVA will get a free account on FindStringers, the media marketplace for freelance reporters. WUVA will be able to sell its own content on the FindStringers network.
9. All WUVA reporters who have the Voddio app license, will also receive a free Premium account on FindStringers at no extra charge. Normal value: \$120 per year.
10. WUVA will have a 10 per cent discount on any hardware purchased from VeriCorder. A discount code will be provided so the agreed upon discount can be accessed through the VeriCorder online store.

Proposed Workflow for Deployment

VeriCorder will deploy a Voddio Console to WUVA, with all of the current targets already installed, such as the radio newsrooms, and both websites. The editors can then create 'Groups' of reporters, and give those groups the targets that are appropriate to them.

WUVA reporters will download the Voddio app from the iTunes app store. The editors will then send them an 'Invite' through the Voddio Console. This will send the reporters a link to a web form. The reporters fill out that form, using their email as the User Name, and choosing a password, and click Submit.

Once this is done, the reporters log in to their Voddio apps, using the email/password combo. The new targets will appear on the app. To send a story, click on the file you wish to send, fill in the form, and click Send. The story and the media file will then appear at the target destination, whether in the Newsgen system, or on the Voddio Publisher admin.

If it is on the Voddio Publisher, the editor simply has to edit the item, and click on publish.

Training Schedule

The Voddio Publisher system includes six hours of training. Most of this time is spent on App training, in two sessions of two hours each, and the remainder on the admin tasks. The additional Support package provides an additional day of training, and the ability to get app support by phone or email.

We recommend an intensive 'Train the Trainers' approach using the Support package, along with two sessions with all of your reporters.

Proposed Pricing

The pricing below is significantly discounted from our normal pricing model, partly because WUVA is based at a school, and is therefore eligible for the educational discount. In addition, Rick Dreves negotiated additional discounts to app pricing. The table below provides our best estimate of pricing at this time. Amounts could change if additional requirements are added to the Scope of Work.

Product	Retail	WUVA price	Notes
Voddio Console	\$360	\$300	Recommend having one license for each station
Voddio Apps	\$120	\$30	Includes 5 gigs/mo. transfer & transcoding.
Voddio Publisher - Network	\$20,000	\$12,000	\$12K Includes design, for both sites, all standard features. \$20K includes the Social Media module
Newsroom Integration	\$3,600	\$1,800	Optional: For integration of apps to Nexgen
Support Package	\$2,400	\$1,800	Optional: 25 per cent discount applied. \$3K figure is for social media version.
Mobile viewing 'web app' with uploader	\$3,000	Free	Cost of \$1 per gig applies for uploads/transcodes. First gig per month is free. Uploads for Voddio license holder is also free.
FindStringers Account	\$120	Free	Free with app license for all reporters.

Bandwidth and hosting pricing on next page.

Pricing for Hosting and Bandwidth

VeriCorder hosts its video and other multimedia on a massively scaleable server network, with built in redundancy and at least 99.9 per cent uptime in any given billing cycle. As a global CDN, we provide blazing fast downloads, and rapid transcoding and delivery of uploaded video files.

VeriCorder Pricing	Basic	Pro	Commercial	Enterprise
Monthly Fee	\$49.00	\$99.00	\$199.00	\$299.00
Storage in Gigs	25	50	100	125
Downloads in Gigs	100	200	500	750

Custom packages are available for customers needing a solution larger than the Enterprise Model.

Payment Terms

Website Development:

One-third payment on contract execution. One-third in the following month on anniversary date of contract execution or the 1st of the month. One-third in the third month, on anniversary date of contract execution or the 1st of the month. Note: Final payment is not made if the client has not signed off on the acceptance testing.

Hosting, Console and Apps:

Client has the option to pay monthly or annually. If monthly, apps are \$2.50/month per license, and Console is \$25/month per license. Hosting as described in the table above.

Integration:

Paid in the fourth month on the anniversary date of contract execution or the 1st of the month.

Support:

Paid in the fourth month on the anniversary date of contract execution, or the 1st of the month.

Summary

VeriCorder is pleased to offer this package to WUVA, which we believe offers extremely advanced functionality, but at a cost that is competitive with a basic website. The system as described will provide all of the functions required of a monetized multimedia network, and will allow WUVA to create as many websites as desired in future. The support package will ensure WUVA always has the latest technology running on their site, and that future updates to WordPress will also result in the required updates to the Voddio Plugins.

We expect deployment time would be two to three weeks, barring any time conflicts with other projects that may book during August. We would aim for deployment and testing during the week of Aug. 19, with full deployment before Aug. 27.

Also, if desired, our team can port your existing content to the new site, using our automated site migration technology. We can provide pricing based on the number of files that need to be transferred.

I hope this proposal meets your needs. If you have any questions, please feel free to call me at the number below,

Sincerely,
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