



v.1.0

Scope of Work: ULP TV

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Table of Notifications

This Table represents the contacts in both companies as assigned currently.

Role	Name	Company
ULP TV Admin	Pierce Alexander Lilholt	Lilholt Technology Solutions LLC
Client Interface (Business)	Rob Lapointe	Software Developers Inc.
Client Interface (Technology)	Sachin Nayak	Software Developers Inc.

Aim

- To build a multi-platform YouTube video streaming app which allows users to compile and view user-curated YouTube content in a simple interface across web, mobile, and set-top platforms.

FEATURES & FUNCTIONS

Website: Three piece website to provide streaming service, informational pages, and management dashboards for all users in English, Spanish, and French.

1. **Streaming:** The streaming pages will be built responsive to accommodate smartphone, tablet, and desktop users through a browser. Front page of the web app will show popular channels and featured channel(s) chosen by app admin.. Channels will be labeled with a name & viewer count. Hovering over a video will play a 6 second snippet of the currently playing video (see how Bing Video search does this for an example).
 - a. **Categories:** User can filter by category from a pre-set list (music, sports, etc., complete list TBD) to view only channels in that category.
 - b. **Search:** User can enter text to search by channel names
 - c. **Watch:** Select a channel to begin viewing. Streaming will begin at the start of the currently broadcasting video and play in order from there.
2. **Information Pages:** Website will include a few informational pages explaining how the service works, funneling visitors to sign up and begin using the service.
3. **Managing:** Website will allow users to manage their accounts and channels. There will be two distinct types of accounts:
 - a. **Users**
 - i. **Sign Up (User):** Email & password.
 1. **Upgrade:** Users can upgrade to a Premium account to gain additional benefits. Cost will be \$10/month or \$100/year. Premium accounts will require a payment gateway handle transactions (subscription cost and revenue payouts).
 - ii. **Create Channel:** Users can create a channel which consists of a playlist of Youtube videos. They can paste Youtube URLs to add videos to the list. This list will be the default loop of content that plays on the channel.
 1. After every (10) videos an advertisement is inserted into the stream.
 - a. Premium users can change this number.
 - b. Premium users can select which advertisers' ads appear on their channel.
 - c. Each time an ad is viewed it counts as an impression and is credited to the channel operator.
 2. **Scheduled Programs:** Users can schedule blocks of videos to play at set times. Programs will need to be named and have a set category.

- a. At the end of the program the Channel's default loop of content will continue.
- iii. **Revenue:** Premium users will be able to collect revenue on ad impressions generated by their channel. Users collect 100% of the ad revenue paid for impressions on their channel (minus any processing fees TBD).
 - 1. Payments can be collected on a monthly basis in increments of \$10.
 - 2. Any payment left uncollected should a premium account expire will be removed and credited to the app owner.
- b. **Advertisers**
 - i. **Sign Up (Advertiser):** Email & password. Advertiser accounts will require a payment gateway to pay for impressions.
 - ii. **Create advertisements:** To create an ad, advertisers provide a Youtube URL for the ad. Select a range of dates for the ad to run, and a price per impression (pricing tiers TBD, cost will be measured per 1000 impressions).
 - 1. Higher tier ads will have preference over lower tiers.
 - 2. Ads will rotate to ensure a user never sees one ad twice in a row.
 - iii. **Reports:** View reports on impressions for each ad.

Android Tablet/Smartphone Apps: Native app for Android. Devices set to Spanish and French will default to the respective language options. All else will be in English.

- 1. **Streaming:** Streaming from the Android app will offer identical functionality of the web app.
- 2. **Managing:** Management features on the app will offer the same functionalities as the web app, but will NOT include the module for advertisers.
 - a. **Inter-app Share:** The app will be built so that users in the official Youtube app will be able to use the "share" functionality of the Youtube app to quickly send a video to the end of their channel list.

Roku & FireTV: Native apps for each set-top box will be created. These apps will offer streaming only, no management functionality.

- 1. **Streaming:** Similar functionality to the web app, taking into account the difference in User Interface

necessitated by the remote control input.

Language & Localization

Phase one will be built to support English, Spanish, and French languages. Text translation will be performed by a third party, which will incur costs based on the chosen provider and the extent of services required.

Website:

- Multi-language support will be built in for the streaming and management website in order to facilitate additional languages. Once this is created, new languages can easily be added by providing a translation of the content.

Android App:

- In order to enable localization, some design work will be needed for each language to ensure the text fits the design. SDI will upload each localized version to the app store for launch in each appropriate country, including translated app descriptions and screenshots for the appropriate language. Localized versions will require independent testing.

Launch

Client will be required to set up accounts with [Google Play Developers Console](#), [Roku Developer Account](#), and an [Amazon Account for FireTV](#) which will be used to publish the apps. SDI will set up and submit the app to app stores, including filling out the appropriate online forms for categories, locations, etc. Client will provide content for app store descriptions, screenshots, etc. where required which SDI will use when setting up the app for launch.

Investment details - Time & Cost

- TBD

Payment and revenue sharing terms

- 50% upfront at contract signing
- 50% upon completion

Warranty: SDI offers a 6 month warranty to fix bugs resulting from programming errors.