

# Sri Lanka Cricket



## Expression of Interest (EOI) for Digital Content Protection & Anti-piracy Services

Sri Lanka Cricket (SLC) invites qualified and experienced firms to submit an Expression of Interest (EOI) for providing Digital Content Protection and Anti-Piracy Services. The objective is to safeguard SLC's digital content, including live streaming, video-on-demand, and other multimedia assets, from unauthorized access, distribution, and piracy. The selected entity will play a crucial role in ensuring comprehensive copyright protection, preventing unauthorised exploitation of SLC's commercial interests, managing online brand reputation, safeguarding the rights of SLC-authorized sponsors/licensees, and establishing a framework for legal recourse in case of copyright infringement.

### Overview of Sri Lanka Cricket

SLC is the governing body for cricket in Sri Lanka, overseeing both international and domestic cricket. On the international front, Sri Lanka participates in an average of 30-35 matches annually across all formats, as per the Future Tours Program (FTP). Domestically, the cricket season is packed with around 120-150 matches, spanning various formats like First-Class, List A, and T20. SLC actively promotes the sport through extensive live streaming, offering approximately 500 hours of coverage per year. This includes comprehensive live coverage of all international matches hosted in Sri Lanka and major domestic leagues' key events, ensuring global accessibility to Sri Lankan cricket.

### Scope of Services (for the Interim Technical Proposal)

The successful service provider will have a wide range of responsibilities, including:

- **Due Diligence (Digital Content Monitoring) and Research-Based Protection:**
  - Conduct a comprehensive due diligence assessment of the current state of SLC's digital content security.
  - Analyze existing content distribution channels and platforms for potential vulnerabilities.
  - Develop a research-based, multi-layered protection module to safeguard SLC's digital content rights.

- **Comprehensive Copyright Protection:**
  - Develop and implement strategies to ensure copyright protection for all SLC digital content across platforms.
  - Provide guidance on copyright registration and enforcement.
- **Commercial Interest Protection:**
  - Implement measures with technological tools to prevent unauthorised distribution or exploitation of SLC's digital content, thereby safeguarding revenue streams.
  - Monitor online marketplaces and platforms for potential copyright infringements.
  - Identify and disrupt unauthorised streaming services or websites illegally distributing SLC content with SLC authority.
- **Online Brand Reputation Management:**
  - Develop and implement strategies to monitor and manage the online reputation of SLC and its players with SLC authority.
  - Identify and address negative publicity or misinformation online and take mitigating action to protect intellectual property rights.
- **Safeguarding Sponsor/Licensee Rights:**
  - Implement systems to protect the intellectual property rights of SLC-authorized sponsors and licensees with SLC authority.
  - Develop strategies to prevent unauthorised use of sponsor logos or trademarks associated with SLC content.
- **Legal Support and Enforcement:**
  - Assist SLC in establishing a clear framework for legal action against individuals or entities engaging in copyright infringement.
  - Providing comprehensive reports and analytics on piracy activities and enforcement actions.
- **Anti-Piracy Solutions:**
  - Demonstrate a strong commitment to fighting digital piracy and infringement.
  - Utilize industry-leading technologies and strategies to deter and disrupt illegal activities.
  - Developing and deploying advanced technologies to prevent unauthorized copying, sharing, and distribution of digital content.
  - Taking down pirated content from various online platforms, including social media, websites, and other digital channels.
- **Live Stream Protection:**
  - Implement robust protection measures for SLC live streams across mobile applications and social media platforms with SLC authority.
  - Ensure efficient reference file management to deter unauthorised access and manipulation.
- **24/7 Archival Video Protection:**
  - Develop a comprehensive system for the 24/7 monitoring and protecting archived video content on across digital platforms.
  - Establish mechanisms for rapid takedown requests for unauthorised uploads.
- **Consultation and Strategy Development:**
  - Offering expert advice on best practices for digital content protection.
  - Assisting in the development of long-term strategies to combat digital piracy.

- **Service Levels:** Provide details on the percentage of blocking, takedown timing, response time, and platforms covered.
- **Tools and technologies:** Detail the tools and technologies that will be used for content monitoring and enforcement.
- **Monitoring and Reporting:** Outline the reporting and monitoring process, including the frequency of reports (Daily, Weekly, Monthly).

### **Eligibility Criteria:**

**The service provider should possess the following areas of expertise in in digital content protection and enforcement mechanisms:**

- **Required Expertise:** The service provider should possess expertise in copyright law and enforcement mechanisms. Required minimum of 7 years of industry experience.
- **Technical Competencies:** Demonstrated proficiency in implementing advanced technological content monitoring, detecting, and mitigating digital piracy and enforcement solutions.
- **Industry Experience:** Proven track record of working with global, national, and international sports organisations to protect intellectual property rights.
- **Manpower and Resources:** Sufficient manpower with expert capabilities, including qualifications and relevant experience, and a minimum of five years of operation in the industry.
- **Audited financial reports:** Submit audited financial statements, including the auditor's report, for the last five years, and the turnover threshold should be over 300,000 USD per annum.

### **Submission Requirements:**

Interested firms are requested to submit their EOI, including the following information:

1. Company profile and background.
2. Detailed description of relevant experience and past projects.
3. Proposed approach and methodology for delivering the services.
4. References from previous clients.
5. Financial and technical capability statements.
6. Any other relevant information supporting the firm's suitability for this project.

### **Submission Deadline and Address:**

All EOIs including **Interim Technical Proposals** together with other information specified above must be submitted no later than 12 noon (IST) on **July 11<sup>th</sup>, 2024**, to the manager of procurement via [sampath.pushpakumara@srilankacricknet.lk](mailto:sampath.pushpakumara@srilankacricknet.lk)

Alternatively, please send your EOIs with the above-specified information to:  
MANAGER PROCUREMENT  
Sri Lanka Cricket  
No 35, Maitland Place,  
Colombo 7,  
Sri Lanka

N. B - Invitations for initial presentations will be extended exclusively to shortlisted candidates.

**Contact Information:**

For any inquiries or further information in relation to this EOI, please contact:

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Sri Lanka Cricket reserves the right to accept or reject any or all EOIs without assigning any reason thereof.

**CHIEF EXECUTIVE OFFICER  
SRI LANKA CRICKET**