



Request for Proposal – Streaming Provider

1. Introduction

Touch Football Australia (TFA), New South Wales Touch Association (NSWTA), and Queensland Touch Football (QTF) are jointly inviting proposals from suitably qualified organisations to become the exclusive streaming provider for Touch Football in Australia.

Historically, production and broadcast services for Touch Football events have been delivered on an ad-hoc and segmented basis, with different providers engaged across events and jurisdictions. To improve alignment and long-term sustainability, TFA, NSWTA, and QTF have established a Broadcast Working Group, which has reviewed the sport's current production and streaming landscape, assessed the performance of previous providers, and developed a consistent framework for evaluating future partners.

The objective of this Request for Proposal (RFP) is to appoint a single, exclusive streaming provider to deliver a unified standard of coverage across all major national and state events. This approach aims to create consistency in viewing experience, generate economies of scale, and improve operational efficiencies across the sport.

TFA, NSWTA, and QTF are seeking a streaming partner with demonstrated experience in live sports broadcasting, digital streaming infrastructure, and multi-platform delivery. The successful partner will possess the technical capability, reliability, and flexibility to ensure high-quality, low-latency streaming experiences for viewers across Australia and internationally.

Through this partnership, Touch Football seeks to enhance the visibility of the game, strengthen its connection with fans and participants, and unlock new commercial and media opportunities to support the sport's continued growth nationwide.

All proposals will be reviewed against the relevant evaluation criteria and discussed within the Broadcast Working Group comprising representatives from TFA, NSWTA, and QTF.

Proposals must be submitted via email to ben.zampa@touchfootball.com.au by 5:00pm (AEDT) on 5 December 2025.



2. Contract Terms & Overview

Term:

The contract will commence on 1 January 2026 and conclude on 31 December 2027, covering a two-year period of engagement.

Events Covered:

The appointed streaming provider will be responsible for delivering broadcast and live-streaming services for events conducted by TFA, NSWTA, and QTF during the contract term. This may include international events hosted in Australia within the same period.

A preliminary list of potential events for streaming in 2026 is provided in Appendix A. This list is indicative only and subject to change based on scheduling, resources, and commercial considerations.

Rights and Appointment:

The successful respondent will be appointed as the exclusive streaming provider for Touch Football in Australia for the duration of the contract term.

However, TFA, NSWTA, and QTF reserve the right to engage alternative providers for specific events at their sole discretion, including (but not limited to) circumstances where:

- the appointed partner does not have the capacity or infrastructure to deliver in a specific location,
- the proposed costs are not commercially viable, or
- the quality of service or performance does not meet the required standards or agreed performance expectations.

3. Purpose, Objectives & Scope of Services

The purpose of this Request for Proposal (RFP) is to identify and appoint a highly capable Streaming Partner to deliver consistent, professional, and engaging live streaming coverage of Touch Football events across Australia.

TFA, together with QTF and NSWTA, are seeking proposals from qualified streaming providers to host, distribute, and manage live and on-demand digital broadcasts of events at national, state, and regional levels.

The successful provider will be responsible for platform hosting, stream distribution, viewer interface management, and delivery of broadcast feeds from TFA's production partner to end users.

Please note that a separate RFP for production services will be released concurrently, allowing specialist production providers to submit standalone proposals for consideration. Organisations capable of delivering both production and streaming services may submit integrated proposals but must clearly outline the delivery model, technical compatibility, and pricing structure for both elements.

The intent is to appoint a preferred streaming provider for the period 1 January 2026 to 31 December 2027.



Objectives of the partnership

The partnership aims to:

- Delivering reliable, high-quality streaming experiences across multiple devices and regions.
- Ensuring technical stability, minimal latency, and superior playback performance.
- Providing robust analytics, commercial integration options, and data insights.
- Supporting scalable, multi-event broadcast delivery with flexible configurations.
- Enhancing brand presence and viewer engagement through innovative features.

Scope of Services

The appointed Streaming Partner will be responsible for delivering end-to-end streaming services across the national Touch Football calendar, including major national championships, state and regional events, and may include international tournaments hosted in Australia.

At a high level, services are expected to include:

- **Platform Delivery:** Hosting and distributing live streams via a reliable, scalable, and accessible platform to ensure consistent viewer experiences across devices. Providers should demonstrate their technical ability to support up to 20 concurrent field streams with stable performance, low latency, and consistent quality across all broadcasts.
- **Stream Management:** Ensuring smooth ingestion of production feeds (RTMP/SRT) from on-site providers and delivering high-quality, low-latency output to end users.
- **Video Quality & Encoding:** Supporting adaptive bitrate streaming, HD/Full HD output, and standard broadcast formats such as HLS, DASH, and RTMP ingest.
- **Commercial Integration:** Incorporating sponsor branding, ad placements, and overlays consistent with Touch Football's commercial objectives.
- **Data & Analytics:** Providing real-time and post-event reporting on audience metrics, ad performance, and viewer engagement.
- **Security & Rights Management:** Implementing DRM, geo-blocking, and secure access controls to protect content integrity and enforce copyright compliance.
- **Technical & Operational Delivery:** Maintaining uptime of 99.9% or greater with redundancy systems, load balancing, and disaster recovery planning to ensure uninterrupted streaming.
- **Collaboration & Communication:** Working closely with production teams, commercial partners, and event operations to align delivery standards and communication protocols.

The selected provider will be expected to demonstrate flexibility and scalability, delivering streaming solutions that align with event size, bandwidth capability, and audience demand while maintaining a consistent level of quality across all broadcasts.

4. RFP Format & Submission Requirements

To ensure consistency and enable fair assessment, proposals must be structured under the following headings. Each section should clearly address the requirements outlined below and reference any supporting appendices or materials as appropriate. You are encouraged to include additional information that you feel is relevant to the proposal.



Appendix B provides additional detail on each assessment criterion, outlining the expectations and standards under which proposals will be evaluated. Providers are encouraged to review Appendix B carefully when preparing their submissions to ensure all relevant areas are addressed.

4.1. Company Overview

Provide a concise overview of your organisation, including:

- Legal entity, ownership structure, and ABN/ACN
- Key personnel and their roles within the streaming delivery team
- Summary of relevant experience in sports streaming, OTT delivery or comparable event broadcasting

4.2. Relevant Case Studies

Submit a minimum of two recent examples of comparable work. Each example should outline:

- Event name, date, and scale
- Client organisation
- Description of streaming scope and outcomes
- Technologies or platforms used
- Links live or archived stream examples

4.3. Technical Proposal

Provide a detailed outline of your proposed streaming setup, including:

- Platform architecture, server capacity, and redundancy systems
- Encoding, transcoding, and delivery methods (HLS, DASH, RTMP, SRT)
- CDN partnerships and regional coverage
- Ability to support multiple concurrent streams, including the scalability of your platform to handle up to 20 simultaneous field broadcasts with consistent quality and stability
- Player features (multi-stream, DVR, adaptive bitrate, casting)
- Contingency and load-balancing measures
- Any unique or value-added technical capabilities you can provide

4.4. Commercial Features & Opportunities

Outline how your organisation will support and enhance Touch Football's commercial objectives.

Your proposal should demonstrate capability to:

- Integrate sponsor and commercial content seamlessly within the platform (ads, banners, overlays)
- Provide monetisation options (subscription, pay-per-view, ad revenue share)
- Deliver brand-aligned content, interactive features, or digital activations
- Integration of click-through links
- Collaborate with TFA, NSWTA, and QTF commercial teams to design engaging sponsorship experiences
- Provide measurement tools or reports quantifying viewer engagement and brand exposure
- Provide a summary of any measurement tools or reporting mechanisms available to quantify brand exposure, viewer engagement, or advertising reach.

4.5. Pricing Model

Provide a clear, scalable, and modular pricing structure that can be applied across events of varying size and scope.

Pricing should be presented using the table template provided in Appendix C. Not all items listed may be



applicable to your proposal, and there may be additional items that you believe add value to the sport. Applicants are encouraged to include any other relevant cost items, services, or innovations that enhance the overall production and streaming delivery of Touch Football events.

Given that Touch Football events differ in duration, number of fields, and complexity, your pricing model should:

- Tiered pricing by event scale, bandwidth, or concurrent viewers
- Options for bundled events or seasonal coverage
- Details of setup, hosting, and ongoing costs (exclusive of GST)
- Transparency around variable components such as data usage or regional loadings
- Explanation of how the structure ensures value for money and long-term sustainability

Applicants will also be asked to provide an indicative quote for three common event sizes within the Touch Football ecosystem. The details of these event sizes and their associated production and streaming requirements are outlined in Appendix D.

4.6. Platform Management & Support

Detail your organisation's ability to manage, deliver, and archive content across events to ensure consistent access, quality, and value.

Your proposal should include:

- Service uptime and monitoring systems
- Technical support during live events
- Disaster recovery and redundancy processes
- Onboarding and training for TFA operational teams

4.7. Data, Analytics & Reporting

Outline your ability to provide:

- Viewer numbers, demographics, engagement, and retention data
- Commercial reporting (ad impressions, sponsor visibility, click-throughs)
- Exportable data for internal analysis or partner reporting
- Privacy compliance with relevant regulations

4.8. Risk & Contingency Plans

Describe your approach to risk management and event continuity, including:

- Backup systems for servers and streams
- Procedures for maintaining quality during technical interruptions
- Scalability strategies for high-traffic events
- Security measure to prevent breaches or unauthorised access

The appointed provider will be responsible for the delivery of streaming services, ensuring the highest possible quality of coverage across all nominated events.

4.9. References

Provide contact details for at least two clients for whom you have delivered comparable streaming services within the past three years.



5. Submission Date

Proposals must be submitted via email to ben.zampa@touchfootball.com.au by 5:00pm (AEDT) on 5 December 2025.

6. Clarifications and Questions

Any questions or requests for clarification regarding this Request for Proposal (RFP) should be directed in writing to Ben Zampa, Commercial Partnership Manager at TFA via ben.zampa@touchfootball.com.au.

All questions must be submitted via email. Responses or clarifications may, at the discretion of Touch Football Australia (TFA), be shared with all prospective respondents to ensure fairness and transparency in the process.

Appendix A

Possible Streamed Events in 2026:	Approximate duration of stream	Estimated Viewership
Asia Pacific Open Touch Cup (International)	4 days (30 hours)	90,000
The Championships (National)	4 days (30 hours)	66,000
National Youth Championships (National)	3 days (30 hours)	55,000
WA State Champs (State)	3 days (30 hours)	15,000
WA Junior State Champs (State)	3 days (30 hours)	No Data available
NT Titles (State)	3 days (30 hours)	No Data available
VIC Junior State Cup (State)	2 days (20 hours)	No Data available
VIC Victoria Touch League (State)	4 rounds + Finals (10 hours)	No Data available
ACT Territory Cup (State)	3 days (30 hours)	No Data available
ACT Super Series (State)	4 rounds + Finals (10 hours)	No Data available
National Indigenous Touch Football Knockout (National)	1 Day (10 Hours)	No Data available
NSW State Cup (State)	3 days (30 hours)	125,000
Vawdon Cup (State)	9 rounds + 3 finals (20 hours)	55,000
NSW JSC South (State)	3 days (30 hours)	28,000
NSW Junior State Cup North (State)	3 days (30 hours)	25,000
NSW Junior State Cup Finals (State)	1 day (10 hours)	10,000
QLD State Cup (State)	4 days (40 hours)	40,000
QLD Junior State Cup (State)	3 days (30 hours)	40,000
BMTA Metro Cup (Regional)	10 rounds + finals (35 hours)	55,000

Appendix B

Criteria	Assessment Areas
Platform Reliability & Performance	Uptime & stability: Proven record of high availability (99.9%+ uptime), redundancy and failover systems. Latency: Low latency streaming options Load testing: Has tested infrastructure to support large concurrent audiences without degradation. Content Delivery Network: Uses a global content delivery network for fast, consistent streaming quality across regions.
Video Quality & Delivery Standards	Resolution & bitrate support: 1080p HD minimum; adaptive bitrate streaming for various devices. Encoding formats: Support for standard formats (HLS, DASH, RTMP ingest). Multi-stream support: The platform must be capable of handling multiple concurrent field or court streams within a single event environment. Larger national or state events may require the delivery of up to 20 simultaneous streams, encompassing one main production field and multiple additional fields captured via cost-effective or AI-assisted solutions. Applicants should outline their technical capacity, infrastructure, and bandwidth management strategies to ensure stable, high-quality performance across all concurrent streams without degradation in viewing experience. Cross-device compatibility: Works seamlessly on mobile, tablet, desktop, smart TVs, and casting devices. Playback stability: Smooth playback with minimal buffering or lag.
Commercial Features	Advertising Integration: TVC and banner ad options Sponsorship placement: Ability to display logos, overlays, or watermarks. Revenue share models: Varied financial arrangements for monetised content. Integration with partners: Click-through links
Integration with Production & Other Systems	Ingest compatibility: Accepts RTMP/SRT feeds from production partners. Scoreboard/graphics integration: Allows overlay of live data, team lists, scores, and stats.



	Multi-camera switching: Supports broadcast feeds with camera switching, replays, and commentary audio. Clipping tools: Offers live clipping and highlight creation tools during broadcast.
Viewer Experience & Accessibility	User interface (UI): Easy-to-use layout, search and navigation for viewers. Brand customisation: White-label options to carry Touch Football branding. Closed Caption Feature: Ability to provide closed captions during broadcast. Engagement Features: Polls, chat and fan interaction integration.
Data, Analytics & Insights	Audience metrics: Real-time viewer numbers, watch time, drop-off rates, geo-location data. Commercial reporting: Tracking ad impressions, clicks, and sponsor exposure. Data export: Ability to export data for internal analysis or partner reporting. Privacy compliance: Meets data privacy regulations
Security & Rights Protection	Access controls: Secure logins, geo-blocking, and tokenised stream URLs. Digital rights management (DRM): Protects against piracy and unauthorised downloads. Copyright management: Ability to enforce take-downs or block unauthorised restreams.
Contractual Terms & Support	Pricing models: Transparent fees (subscription, per-stream) Support SLAs: Technical support during live events, with clear response times. Onboarding & training: Support for your internal teams to use the platform. Service level guarantees: Documented commitments to performance, uptime and response.

Appendix C

Section	Item	Unit	Quantity	Unit Rate (\$)	Notes / Assumptions
1. Platform Setup & Configuration	Initial platform setup / onboarding	per contract			One-off setup and configuration fee
	Platform branding / white-label customisation	per setup			Includes logo, colour scheme, and UI customisation
	Integration with production ingest (RTMP/SRT)	per event/feed			Integration with production partner feeds
	Multi-camera or multi-field configuration	per event			Platform setup for multiple concurrent streams
	Platform testing / load-testing / QA	per event or annual			Includes system stress testing and quality assurance
2. Live Streaming Delivery	Live stream delivery	per hour/stream			Primary live delivery cost
	Adaptive bitrate / transcoding	per stream/hour			Dynamic bitrate support for multi-device compatibility
	Concurrent stream surcharge	per additional field/feed			Applicable for multiple simultaneous field streams
	Low-latency or ultra-low-latency delivery	per stream/hour			Optional add-on for real-time engagement
	Bandwidth / data usage	per GB or TB			Includes CDN data transfer
	Cloud distribution / CDN delivery	per GB or month			Content delivery network costs
	Backup / redundant stream path	per stream/hour			Failover redundancy and dual-path streaming



3. Hosting, Storage & On-Demand Access	VOD / on-demand hosting	per event/month			Post-event replay and hosting
	Archive storage	per GB/month			Long-term content storage
	Long-term archive access	per project/annual			Access to archived streams
	File download / transfer services	per file/event			Secure file transfer to clients
4. Commercial Features & Advertising	Ad insertion / sponsorship overlay setup	per event/season			Setup for integrated ads or overlays
	Banner ads / pre-roll / mid-roll integration	per 1000 impressions			Monetisation through ad inventory
	Branded channel / microsite hosting	per month			White-label portal for branded viewing
	Revenue-share model	% of revenue			Percentage split of ad or subscription revenue
	Click-through link integration	per campaign/event			Interactive ad engagement capability
5. Data, Analytics & Reporting	Real-time analytics dashboard	per event/month			Dashboard access for viewer metrics
	Post-event reporting	per report			Summary of viewership, engagement, and ad performance
	API / data export access	per integration/annual			For internal analytics systems
	Commercial exposure reporting	per event/season			Sponsor visibility and exposure report
6. Security & Rights Management	DRM implementation	per event/annual			Digital rights management for content protection



	Geo-blocking / access control	per region/event			Restrict access by location
	Tokenised URL security	per event			Secured access to streams
	Anti-piracy monitoring	per month/event			Tracking and prevention of unauthorised streaming
7. Platform Management & Support	Live event technical support	per event/hour			Active support during live streams
	24/7 monitoring / uptime guarantee (>99.9%)	per month			Platform reliability monitoring
	Account management / customer success support	per month			Dedicated account support
	Training / onboarding for Touch football staff	per session			Support for staff training on platform use
8. Optional Enhancements	Closed captioning / subtitles	per hour/event			Accessibility service for live and VOD
	Multi-language audio tracks	per event			Alternate commentary languages
	Fan engagement features (polls, chat, Q&A)	per event/month			Interactive viewer features
	Integration with Touch Football data (e.g., live scores)	per event			Scoreboard or stats integration
	Clipping / highlight creation tools	per event			Real-time highlight generation
9. Travel & On-Site Services (if required)	On-site technical personnel	per person/day			Optional field-based support staff
	Equipment shipping /	per event			Transport and



	setup support				installation of equipment
	Regional loading	% markup			Additional cost for remote events
10. Package Pricing (Scalable Options)	Small Event Tier (<20 hours streaming)	per event			Includes setup, delivery, support
	Medium Event Tier (20–40 hours)	per event			Includes setup, delivery, support
	Large Event Tier (>40 hours)	per event			Includes setup, delivery, support
	Annual hosting & support fee	per year			Ongoing maintenance and support
11. Miscellaneous / Overheads	Insurance / liability coverage	per contract/event			Coverage for streaming operations
	Permits / licenses	per event			Streaming rights or local permits
	Contingency	%			Allowance for unforeseen costs

Appendix D

To ensure pricing can be applied consistently across events of varying scale and complexity, applicants are asked to provide indicative quotes for three common event sizes within the Touch Football broadcast and streaming ecosystem.

These scenarios reflect the diversity of events delivered nationally and should be used as reference points when completing the Pricing Template in Appendix C. Applicants should note that these examples are indicative only and that actual requirements may vary depending on event location, time of year, connectivity, and available infrastructure.

1. Large National / State Event

These events represent the highest level of competition, viewership, and technical delivery within the Touch Football calendar.

Indicative Scale and Streaming Requirements:

- Approximately 130+ teams
- 1 main stadium field delivered via full production and streaming setup
- Up to 19 additional fields streamed through cost-effective broadcast solutions (e.g., AI-assisted or automated streaming technology)
- Ability for the platform to manage and deliver up to 20 concurrent live streams with stable performance and minimal latency
- 4-day event duration
- Approximately 10 hours of gameplay per day (circa 16 game slots daily)
- Full integration of graphics, live scoring data, commercial overlays, and commentary feeds into the broadcast
- Post-event on-demand access and content archiving expected

Example events: National Championships, NSW State Cup, QLD State Cup.

2. Medium Regional Event

These events deliver strong regional engagement and viewership while operating at a moderate scale.

Indicative Scale and Streaming Requirements:

- Approximately 75 teams
- 1 main stadium field delivered via full production and streaming setup
- Up to 6 additional fields streamed using cost-effective broadcast or AI-assisted solutions
- Platform capacity to manage up to 7 concurrent live streams with reliable quality
- 2-day event duration
- Approximately 7 hours of gameplay per day (circa 10 game slots daily)
- Integration of graphics, live scoring data, and commercial overlays required
- Archiving and post-event highlights or replay access preferred

Example events: Regional Championships, Junior State Cups, or major affiliate tournaments.

3. Small Community Event



These events represent local or community-level competitions with limited broadcast scope but remain important for accessibility and community engagement.

Indicative Scale and Streaming Requirements:

- 1 field streamed using a cost-effective broadcast solution (e.g., AI-assisted or automated streaming)
- 1-day event duration
- Approximately 5 hours of gameplay (circa 8 game slots)
- Live scoring integration required
- Option for basic on-demand playback or short highlight capture

Example events: Local affiliate competitions, invitational tournaments, or community festivals.