

REQUEST FOR PROPOSALS TO REVAMP DIGITAL PLATFORMS OF SRI LANKA RUPAVAHINI CORPORATION

Sri Lanka Rupavahini Corporation is seeking the assistance of a Digital Company to revamp following Digital platforms of Sri Lanka Rupavahini Corporation.

1. Websites of SLRC main 3 channels
2. News Website of SLRC
3. YouTube Channels
4. All Social Media platforms
5. SLRC APP
6. News Alert Service
7. Any other revenue generation method through digital media

Selected company must possess required technical expertise within the company or sound technical partners onboard. Technical skills on digital platforms and prior experience in handling news related content and working with media organizations will be an added advantage during the selection process.

SLRC required to enhance the digital presence of its content, visibility of channels and also improve revenue generation through digital platforms of the Corporation.

You are asked to submit proposals via email.

Basic outline of the report is as follows.

1. Company Profile with experience
2. Expertise in handling news related content and experience with media
3. Key technical professionals with their experience
4. Details and credentials of technical partners
5. Review of the current digital platforms of SLRC
6. Suggested plan for SLRC to enhance digital presence, visibility and revenue generation
7. Any new suggestions for improvements
8. Conditions, charges, fees or suggested Business Model to work with SLRC

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Please send your proposals on or before 13th of July 2018