[COMPANY NAME] Scope Assessment

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| **ITEMS** | **CLIENT RESPONSE** |
| 1. **Timeline**
 |
| * 1. What is the estimated project start date?
 |  |
| * 1. What is the preferred launch timeline (and any dates or events driving the launch)?
 |  |
| 1. **Sites/Properties**
 |
| * 1. How many sites/properties/domains are in scope? Please include property/domain names.
 |  |
| * 1. If there are multiple properties, will all properties share the same design across all channels?
 |  |
| 1. **Channels**
 |
| * 1. Desktop and Mobile Web - In scope?
 |  |
| * + 1. Design scope: [Choose one]
* Retain current design
* Client provides new designs (responsive breakpoints)
* Perfect Sense does a site redesign
* Client chooses one of Brightspot’s out-of-the-box themes
* Perfect Sense to build API to power existing frontend templates (Headless CMS)
 |  |
| * + 1. Pages/Templates
* Homepage
* Section Page
* Article
* Author
* Video
* Audio/Podcast
* Image
* Photo Gallery
* About Us
* Privacy Policy
* Terms of Service
* Tag
* 404/500
* Search
* Search Results
* Header & Footer
* [Others]
 |  |
| * 1. Native app - In scope?
 |  |
| * + 1. iOS Native App - In scope?
 |  |
| * + - 1. Choose one:
* Perfect Sense to build new app
* Perfect Sense to build feed/API for existing app
 |  |
| * + - 1. Screens:
* Home
* Sections
* Video
* Audio/Podcast
* Photo Gallery
* Article
* [Others]
 |  |
| * + - 1. Need push notification? Please specify if using a 3rd party like Urban Airship.
 |  |
| * + 1. Android Native App - In scope?
 |  |
| * + - 1. Choose one:
* Perfect Sense to build new app
* Perfect Sense to build feed/API for existing app
 |  |
| * + - 1. Screens:
* Home
* Sections
* Video
* Audio/Podcast
* Photo Gallery
* Article
* [Others]
 |  |
| * + - 1. Need push notification? Please specify if using a 3rd party like Urban Airship.
 |  |
| * 1. TV App - In scope?
 |  |
| * + 1. Apple TV
 |  |
| * + - 1. Choose one:
* Perfect Sense to build new app
* Perfect Sense to build feed/API for existing app
 |  |
| * + - 1. Monetization model (AVOD, SVOD, TVOD)
 |  |
| * + 1. Roku
 |  |
| * + - 1. Choose one:
* Perfect Sense to build new app
* Perfect Sense to build feed/API for existing app
 |  |
| * + - 1. Monetization model (AVOD, SVOD, TVOD)
 |  |
| * + 1. Fire TV
 |  |
| * + - 1. Choose one:
* Perfect Sense to build new app
* Perfect Sense to build feed/API for existing app
 |  |
| * + - 1. Monetization model (AVOD, SVOD, TVOD)
 |  |
| * + 1. [Others]
 |  |
| 1. **Authentication and Authorization**
 |
| * 1. Is there a need for CMS single sign on, i.e., for editors to login to the CMS backend? If so, state protocol (Active Directory, LDAP, SAML, etc.)
 |  |
| * 1. Is there a need for authentication for the consumer experience, i.e., visitors to login to the site? If so, describe any 3rd party integrations that are required for this.
 |  |
| * 1. Is there a need for a Paywall for consumers? Please describe the behavior envisioned.
 |  |
| 1. **E-commerce and Payment Processing**
 |
| * 1. Is there a need for selling product online and shopping cart functionality?
 |  |
| * 1. How is payment processing handled? Please include vendor.
 |  |
| 1. **Advertising/Sponsorships**
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| * 1. Display advertising (Please provide Ad Platform such as Google DFP)
 |  |
| * 1. Video ads - prerolls/midrolls (Please provide Ad Platform such as Google DFP)
 |  |
| * 1. Sponsored content (Any 3rd party integrations?)
 |  |
| * 1. [Others] Any special ad requirements such as native ad integrations, sponsorships, header bidding, etc.? (Please provide any 3rd party integrations for each)
 |  |
| 1. **Analytics**
 |
| * 1. Google Analytics
 |  |
| * 1. Chartbeat
 |  |
| * 1. [Others]
 |  |
| 1. **Audio**
 |
| * 1. Is there a need for on-demand audio?
 |  |
| * 1. Is there a need for live audio stream?
 |  |
| * 1. Is there an integration with audio and/or podcast streaming platforms?
 |  |
| * 1. What is your preferred audio player?
 |  |
| 1. **Video**
 |
| * 1. VOD - In scope?
 |  |
| * 1. Livestream - In scope?
 |  |
| * 1. Is there an integration with 3rd party OVP vendor for transcoding? Specify which vendor (example AWS Elemental, Brightcove, Ooyala, YouTube, etc.)
 |  |
| * 1. What is your preferred video player? Specify which vendor (example, JWPlayer, Video.js, etc.)
 |  |
| * 1. If Brightspot video (using AWS Elemental) is chosen for VOD and live stream transcoding, please answer questions below
 |  |
| * + 1. VOD
 |  |
| * + - 1. Where are your assets stored?
 |  |
| * + - 1. What do your initial volumes and/or monthly usage patterns look like? (example, 500 content hour library and then 75 content hours/month)
 |  |
| * + - 1. What is the average duration in minutes of a typical video in your library?
 |  |
| * + - 1. What are your output specifications per asset/library? We need to know Codecs, Resolution, FPS, 1 or 2 pass (if any of these are unknown, we can make some assumptions based on most common use-cases)
 |  |
| * + 1. Livestream
 |  |
| * + - 1. Which AWS regions will you be transcoding your live channels?
 |  |
| * + - 1. Are channel(s) 24/7 or event-based?
 |  |
| * + - * 1. 24/7: How many channels?
 |  |
| * + - * 1. Events: How many events per month? What is the average duration or range of duration for events?
 |  |
| * + - 1. Formats: What are the Inputs? What are the Outputs?
 |  |
| * + - * 1. Inputs: Codec, Resolution, Bitrate
 |  |
| * + - * 1. Outputs: Codec, Packaging Format(s) (HLS/Dash, etc), Resolution, Bitrate, Framerate
 |  |
| * + - 1. Are you leveraging Dolby audio or Audio Normalization for any of your channels?
 |  |
| * + - 1. Do you have any interest in a catch-up window for any of your live channels or events?
 |  |
| * + - 1. Do you have a Just-In-Time Packaging requirement?
 |  |
| * + - 1. Which CDNs are you using? Do you have an estimated usage volume?
 |  |
| 1. **3rd Party Content Ingestion**
 |
| * 1. Is there any recurring 3rd party content that needs to be ingested into the CMS (example AP wire feeds)? Specify all 3rd party content sources.
 |  |
| 1. **Syndication Feeds**
 |
| * 1. Are there any feeds that need to be built for 3rd parties/partnerships (Include any need for RSS, Google AMP, Facebook Instant Article, Apple News, etc.)?
 |  |
| 1. **Email Service**
 |
| * 1. Breaking news email notification (Any 3rd party integration with an email delivery service?)
 |  |
| * 1. Email newsletters (Any 3rd party service?)
 |  |
| 1. **Taxonomy**
 |
| * 1. Describe how the current taxonomy (content tags) is managed and expectations for future management
 |  |
| * 1. Are the tags flat or hierarchical?
 |  |
| 1. **Personalization/Recommendation**
 |
| * 1. Any needs for personalization of content?
 |  |
| * 1. Any 3rd party service being used?
 |  |
| 1. **Digital Rights Management**
 |
| * 1. Any digital rights management rules for content (articles, images, videos, audio)?
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| 1. **Print**
 |
| * 1. Describe your print publishing workflow and needs.
 |  |
| * 1. Any integration needs for print publishing (example, Adobe InDesign)?
 |  |
| 1. **3rd Party Integrations (Please specify the 3rd party service for each item)**
 |
| * 1. Story embeds
 |  |
| * 1. Social share bar
 |  |
| * 1. Sponsored links
 |  |
| * 1. DMP
 |  |
| * 1. Weather data
 |  |
| * 1. Sports data
 |  |
| * 1. [Others] Example, School Closings, Traffic, etc. Please include all other 3rd party integrations including content being pulled in via iframe if possible.
 |  |
| 1. **CMS Reports**
 |
| * 1. Describe reports that are needed in the CMS
 |  |
| 1. **Content migration**
 |
| * 1. Which CMS’s/Datastores is content being migrated from?
 |  |
| * 1. What are the various assets that need to be migrated?
* Articles/Story with corresponding embeds
* Images
* Videos
* Audios
* Newsletters
* [Others]
 |  |
| * 1. What is the approximate volume/size for each asset type?
 |  |
| * 1. How is the content made available for migration (API, data dump?)
 |  |
| 1. **Editorial/Publishing Users and Workflows**
 |
| * 1. Describe CMS User roles (Example, Reporter, Managing Editor, Homepage Editor, etc.)
 |  |
| * 1. System access rules and restrictions
 |  |
| * 1. Every day News Story workflow
 |  |
| * 1. Breaking News workflow
 |  |
| * 1. Image/Gallery Media workflow
 |  |
| * 1. Video Workflow
 |  |
| * 1. Audio Workflow
 |  |
| * 1. Print Workflow
 |  |
| * 1. [Others]
 |  |
| 1. **Developer Training**
 |
| * 1. Do you currently have your own development/technology team? Please describe the team make up and any needs for developer training and enablement.
 |  |
| 1. **Misc.**
 |
| * 1. Monthly uniques
 | Desktop: Mobile: OTT:  |
| * 1. Monthly page views
 | Desktop: Mobile:  |
| * 1. Monthly video views
 | Desktop:Mobile:OTT:  |
| * 1. Monthly audio views
 | Desktop:Mobile:OTT:  |
| * 1. Monthly bandwidth utilization
 |  |
| * 1. Monthly storage utilization
 |  |
| * 1. Anticipated peak traffic (for example during election day or other super bowl type of event)?
 |  |
| * 1. Monthly email newsletter sends
 |  |
| * 1. Monthly email breaking news alert sends
 |  |
| * 1. Average number of articles published in day
 |  |
| * 1. Average number of videos published in day
 |  |