[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** | |
| * 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)? |  |
| 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 |  |