International Cricket Council

Fan Data, Audience Analytics & Digital Sponsorship ITT

Expression of Interest (EOI)

KEY CONTACTS	- Barry McAdams – Senior Manager, Digital products & data (ICC) - Caitlin Devin – Manager, Digital Products (ICC) - Manav Devaraj – Manager, Digital Sponsorship (ICC) - Finn Bradshaw - Head of Digital (ICC) - Nick Pinder – VP of Sponsorship & Partnerships (ICC)
PROJECT	Fan Data, Audience Analytics & Digital Sponsorship ITT
DATE OF RELEASE	July 28, 2023
KEY DATES	**July 28, 2023** - EOI Issued **August 11, 2023 -** EOI Submissions Due **August 14, 2023 -** ITT Documents Issued to Shortlisted Suppliers **August 14 – August 25, 2023 –** Clarifications / Respondent-led Workshops with ICC Working Group (Remote) **September 11, 2023** - Responses Due **September 18 – September 29, 2023-** Respondent Presentations to ICC Working Group (Dubai/TBC) **December 2023 –** Partner Appointed **January 1, 2024 –** Partner Begins

International Cricket Council Background

The ICC is the global governing body for cricket, the world's second most popular sport. As well as governing and administering the game with our 108 Full and Associate Members, the ICC runs all ICC events – in particular, the Men's, Women's, and Under-19 World Cups, both ODI and T20.

The strategic aim of the ICC's Digital Team is to fuel growth for the sport across the world by deepening love for the game. The Digital Team can drive that through world-class digital products backed by engaging content and marketing.

Cricket is uniquely placed to capitalise on changing media consumption trends, so with that in mind, the ICC's technology strategy is at an inflection point. The decisions we make, and the partners we choose, will have a huge impact on the future of the sport. Through this process, we hope to find partners that share our vision and can complement that with technical and strategic excellence.

Project Background

The ICC aspires to create direct customer relationships with the vast global audience of cricket fans and connect them with the content they value most. We strive to provide more value to our members and sponsors, and in turn grow the interest in the game of cricket, deepening the connection that fans already have with the sport.

The ICC Digital and Sponsorship Teams will embark on a program to increase the breadth, quality, and volume of content it offers, particularly on ICC's owned and operated platforms. The team will look for more ways to build direct customer relationships, create insights around the game and ultimately deliver more relevant content to cricket fans and value to its sponsors and members.

While the ICC's digital aspirations are significant, the internal digital team is not large. It works with partners who have deep experience in technology and digital services in the sports industry and are committed to helping the ICC realise the value of their properties and audience.

The ICC digital team has existing relationships with four incumbent partners. They respectively provide:

- **Digital Publishing Platform Partner -** Content management tools, sports data ingestion/display and identity management as well as all of the services to build, enhance and support the ICC's suite of products.
- **OTT Streaming Partner –** End to end streaming solution for ICC.tv, including payments, customer service, tax handling and website, mobile and TV Apps.
- **Content and Publishing Partner –** Responsible for the creation and publication of all digital content on ICC's owned and operated social media channels. This includes the creation of short and long form content, video, and graphics 365 days a year to the ICC's global digital audience of hundreds of millions of fans.
- **Fan Data, Digital Marketing and Commercial Services Partner - Data Warehouse management, BI tools, Digital Marketing tools and integrations with the ICC's providers. The same partner also provides services for Digital Marketing support, Advertising Operations, Data Analysis, Commercial and Sales support.**

This Fan Data, Audience Analytics & Digital Sponsorship Invitation to Tender (ITT) process will find the appropriate digital partner(s) required to supply services for the final bullet highlighted in bold above. The other services are not covered in this process. However, the chosen vendor(s) may be required to work closely with the other services to help ICC achieve its overall aims.

Services

The ITT will be divided into two specific services and vendors are encouraged to bid for one or both depending on their capabilities.

1. **Fan Data, Insights and Digital Sponsorship Servicing**
   - Audience insights and segmentation across ICC's digital channels, including data warehouse, website, app, and social media to inform digital marketing campaigns.
   - Reporting on ICC's digital audiences providing insights and commentary on audience behaviour in and out of events in the form of digital dashboards and detailed reports.
   - Reporting on sponsorship activations and campaigns across ICC's digital channels and platforms including industry accepted media valuation as well as performance metrics across web, app, and social media. Benchmarking these numbers against other sports rights holders.
   - Sponsorship servicing, including campaign set up, maintenance and tracking across ad serving, paid social, organic social etc.
   - Reporting, including automated dashboards and analytics reports for sponsors on their activities and audience analysis on ICC's digital channels.
   - Global Market research capabilities to provide insights on fans in various territories.
   - Customer value measurement and life cycle optimisation.
   - Customer survey capabilities.

2. **Data Warehouse Hosting and Management**
   - The secure management of the ICC customer and fan data warehouse ensuring data is cleansed, secure and compliant with all relevant data privacy policies.
   - Ingestion of all ICC 3rd party data sources including any ticketing, gaming, fantasy, and other partner data.
   - Live dashboards including ability to segment based on audience demographics.
   - Marketing and automation platform integrations.
   - Integration with ICC's digital products including ICC's website, mobile app, and ICC Family SSO solution.

All costs, management and licences for any technology and software required for the solution must be included as part of any proposal and is the responsibility of the vendor to contract.

Key Stakeholders and Timelines

The selection process is being led by Finn Bradshaw, Head of Digital for the ICC. Finn has assembled a small working group consisting of internal resources, who will be involved at various points in the selection process. The ICC Working Group (ICC Working Group) is:

- Barry McAdams - Senior Manager of Digital Products & Data (ICC)
- Caitlin Devin – Manager, Digital Products (ICC)
- Manav Devaraj – Manager, Digital Partnerships (ICC)
- Nick Pinder – VP of Sponsorship & Partnerships (ICC)Nick Pinder, VP of Sponsorships and Partnerships (ICC)
- Claire Furlong, GM of Marketing and Communications (ICC)

The ICC Working Group needs to move through this selection process with the right balance of speed and thoroughness to ensure enough time is left for the successful partner to properly implement the platform and provide the services required for the beginning of the next ICC rights cycle on 1 January 2024.

The process to select the Fan Data, Audience Analytics and Digital Sponsorship partner(s) will be a two-step process, starting with this EOI before selecting the most appropriate suppliers to be involved in a more detailed ITT.

This EOI will be published on the ICC's website and is designed to allow the ICC to find the most suitable and experienced sport-focused digital providers to be invited into a more detailed ITT process. The ICC will review the EOI responses and then invite shortlisted suppliers into the ITT process.

The next process will involve issuing a more detailed ITT document and supporting materials, followed by workshops where respondents can ask questions of the ICC Working Group about any aspect of the ITT. It is expected that the respondents will plan and run these workshops to ensure they have as much information as required to submit a proposal.

The process will culminate in each respondent supplying a written proposal and attending a subsequent video or in person presentation with the ICC Working Group to talk through their response and answer any questions.

All meetings can be conducted via video conference or in person. In-person meetings will be at the discretion of ICC but will be held at the ICC Headquarters in Dubai if required.

The key dates for this selection process are:

- **July 28, 2023** - EOI Issued
- **August 11, 2023 -** EOI Submissions Due
- **August 14, 2023 -** ITT Documents Issued to shortlisted suppliers
- **August 14 – August 25, 2023 –** Clarifications / Respondent-led Workshops with ICC Working Group (Remote)
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EOI - Information Required

This EOI process has been intentionally designed to avoid suppliers writing and submitting long and onerous responses. The ICC has a clear set of minimum skills and experience prospective partners need to meet in order to progress to the ITT stage.

At a high-level, the ICC is looking for an experienced sports-focused partner (or partners) who can provide both the platform and all the services required to build, enhance, and support the ICC's growth in Digital through best-in-class services.

Partners will have experience working with other partners operating on a global scale. The ICC's products attract a huge audience, which only intensifies in the lead up to and during major events such as the Men's and Women's T20 World Cups and ICC Cricket World Cups. By way of example, during the recent Men's T20 World Cup, the ICC's owned and operated platforms attracted 80 million unique users. The event had over 6.6 billion video views, making it the most digitally engaged global cricket event ever for ICC.

In addition, the ICC has a first party data warehouse of approximately 17 million records, 13 million of which are marketable and has ambitions to significantly grow this number – with the support of its partners – over the next rights cycle.

Suppliers are asked to complete the information in the following form and return it, along with any supporting documentation, to digitalrfp@icc-cricket.com by 23:59 GT on August 11, 2023.

Please answer the questions directly into this document and keep answers as brief as practical. If you need to supply supporting documentation, please send it back clearly labelled and denote the question it relates to.

Suppliers are welcome to submit a covering letter of no more than 3 pages outlining any other information you would like the ICC to consider.

Sports Domain Expertise

1. List any existing clients in the sports domain, for example governing bodies, clubs, federations, leagues, broadcast rights holders, and supply a short description of the technology and services provided.

2. List any major sporting events where your organisation has provided customer insights and/or sponsorship support for the organising federation or entity.

3. Briefly describe two sports-focused projects your organisation is most proud of being involved in, and the impact those projects had on sports fans and commercial outcomes.

4. Does your organisation exclusively service clients in the sports domain? If not, please describe the other domains and industries your business supplies technology and services for which may be relevant.

Customer Data Capabilities

1. Please provide a list and brief description of products and technology your organisation delivers and maintains, for example any relevant fan data platforms, audience insight tools and/or analytics dashboards etc.

2. Please describe how long your organisation has been delivering end-to-end solutions for clients and identify the technology you develop and which you deploy from third parties.

3. Please outline any third-party tools you use in any similar projects of this scale and purpose.

4. Please provide an example of a tech solution you maintain which holds vast amounts of customer data – this can be in the form of a database, data warehouse or data lake, outlining the technology stack and software which is used in your solution.

Sponsor Services Capabilities

1. Please outline customers where you provide sponsorship servicing including valuing sponsored assets and campaigns on digital platforms, working with sponsors to design and execute campaigns on official channels, and reporting on those activities.

2. Briefly describe your capability to provide accurate valuation for global campaigns, in particular your company's experience and expertise in the Indian market.

3. Please provide an example of a successful sponsorship campaign you have delivered and the role your organisation played in supporting the client.

Insights and Analytics

1. Please provide examples of clients where you provide reporting and analytics on digital audiences across website, app, social media, and data warehouse.

2. One of the key services we are seeking is comparative insights against other sporting bodies, leagues and/or federations. Please provide details of your capability to provide such services including any relevant examples where possible.

3. Please give examples of products or events your organisation delivered that have attracted large audiences. Supply key metrics such as the number of unique visitors over a specific period, amount of content consumed, concurrent live streams served, video views etc.

4. Does your organisation have an established process when getting ready to support large events - describe how you ready the technology, infrastructure, support, and your teams to ensure major events are successful.

Data Protection and Information Security

1. Please describe your organisations approach to security and customer data management and list any certifications your organisation has received.