S.No	Section No.	Page No.	Point No.	Content of RFP requiring Clarification	Points of clarification required	Response
1		28		The major content feeding the digital display systems shall be sourced from Railway systems and shall be meant for general public view	The bidder shall not be responsible for extracting the from Railway system (e.g. PRS / NTES). Railway system should publish such data in standard web sharing format for consumption by RDN - CMS and publish on desired displays	At present it will be as per scope of work in the RFP
2		32		Auction Engine: Auction engine shall be a module through which advertising inventory may be bought by customers on a per-timeslot basis, via the business portal, similar to financial markets	Conflicting definition of slot - Should it be Sq inch seconds basis as discussed later in the document.	Understanding is correct. Unit of measurement for inventory will be sq-inch second
3		32		Auction engine -With realtime bidding, advertising buyers bid on a content scheduling time slot and, if the bid is won, the buyer's ad shall be scheduled for display on a specific display node or set of nodes.	Ad slot buying and campaign scheduling should be independent process with various approval controls in between to maintain security and data santity. Moreover, It may not be feasible for displays which will be connected through internet (which is bound to be sporadic in many instances) to be able to real time buy, schedule and play. Auction engine scope should be limited to sale of slots. and should not be force linked to actual launch of campaigns and scheduling / delivery of contents to displays.	As per RFP. Bidders are expected to evolve their own business model
4	4.3	34		4.3 Recommendation Engine: To aid the scheduling and publishing of presentations (with or without internet), there should be a campaign recommendation engine which recommends the campaigns that are optimized for a given time slot, context and categories.	Not a clear statement and needs further clarity on the requirement.	As per RFP (Expectation is to have intelligence within the system so as to create better contextualization and value for customers)
5	4.4	34		4.4.Frame accurate ad insertion on edge device: There should be a provision to do dynamic ad insertion on the client devices especially for live stream events. The advertisements played for each user can be different and all the users have to come back to live streaming at the same time without losing a frame.	Feature not applicabe for Digital Signage network and is related to Youtube type end user streaming service .	The RFP has been envisaged with multiple layers of businesses.There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution. Bidders are free to create and plan their own business model

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6	4.5	34		4.5 Retargeting capability: The proposed solution should include mobile apps for the Railway passengers catering to various services of railways. The auction engine should be capable to monetize the mobile app users by delivering advertisements to mobile devices and TV screens. It should also support retargeting users across these channels.	Re-targeting can not be applicable in Digital Signage Network.

Is this mandatory to have a mobile app? If yes, what are the service that needs to be offered? Is railways going to provide integration to all their vendors/service providers/ systems to build this app. How does the retargeting be done on Signage screens, which is meant to be for public viewing. | As per RFP |
7	4.6	34		4.6.Open Standard APIs: Auction engine should support connecting to third party DSPs and Ad exchanges through OpenRTB. It should also expose the dynamic contexts created for railways ecosystem to further down the pipeline through the bid request. Auction engine should publish its interfaces as public APIs so that other exchanges and systems can seamlessly integrate and leverage the power of Indian railways network of screens.	Not a clear statement and needs further clarity on the requirement.	This has been incorporated to leverage/ alliance with bigger advertisers and facilitate B2B transactions and gradually evolve to become a platform for maximum unlocking of value
8		35		This portal will help users to identify where they would like to display their content and finalize the time period for which they would like their advertisement to be running. The portal will also assist them in planning prior announcements or content which they would like to display at a particular date, time and place.		As per RFP
9	6	36		6. Mobile Application	Is this mandatory to have a mobile app? If yes, what are the service that needs to be offered? Is railways going to provide integration to all their vendors/service providers/ systems to build this app. How does the retargeting be done on Signage screens, which is meant to be for public viewing.	As per RFP

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10	4.2	37		4.2. Latest version of all softwares only should be used for setting up the RDN.	Why is this required? It highly unlikely that already developed products will be using the latest versions of all softwares unless its is build from scratch post the bid.	All the software components that is used to setup the solution and not the solution itself must be in their latest version. If required, further configuration/customization is expected to be carried out to meet the desired level.
11	1.8	40		1.8 Solution is able to capture and display real time audio announcement and SOS alerts from station	SOS alerts can be shown on screen However audio announcement should not be mixed with RDN, as it would primarily be a visual display network.	This has been kept to ensure that RDN solution if required can be leveraged upon to manage disasters etc.
12	1.9	40		1.9 Solution should be able to provide real time voice over facility for Train announcements	RDN is intended to be a display network displaying relevant information for passengers, while local audio announcement should be independent of RDN and should not be part of scope.	There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution so as to provide better engagement with passengers. Audio integration will be carried out only if it can enhance the experience of the passengers and it is an intention indicated in the RFP
13	1.22	41		1.22 Solution should be able to support full featured Announcement Management System	RDN is intended to be a display network displaying relevant information for passengers while local audio announcement should be independent of RDN and should not be part of scope.	There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution so as to provide better engagement with passengers. Audio integration will be carried out only if it can enhance the experience of the passengers and it is an intention indicated in the RFP
14	1.15	40		1.15 Solution should be able to support Content Syndication of third party content using Cable Labs ADI(Asset Distribution Interface) specification	Why such support is required	The RFP has been envisaged with multiple layers of businesses.There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution. Bidders are free to create and plan their own business model

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15	1.27			1.27 Solution should be able to support formats to be included but shall not be limited to are Advanced Systems Format files (.asf), Windows Media Audio files (.wma), Windows Media Video files (.wmv), MP3 files (.mp3), JPEG files (.jpeg or .jpg), Multicast information files (.nsc), Client-side playlist files (.asx, .wax, and .wvx), Server-side playlist files (.wsx)	Vendor specific templates should not be made compulsory	As per RFP. These file formats are standard and indicative. Bidders are free to incorporate additional standard formats, if required
16	3.4			3.4 Solution must support ad insertion through a IAB VAST response	IAB VAST standards are applicable for "in-stream digital video advertising marketplace" e.g. youtube. RDN would be a digital signage network for serving ads on pre defined slots (Not based on user triggered view) IAB VAST standards are not applicable for RDN.	The RFP has been envisaged with multiple layers of businesses.There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution. Bidders are free to create and plan their own business model
17	3.8	45		3.8 Solution should have capability to insert video ads in pre roll, mid roll and post roll mechanisms	Applicable for "in-stream digital video advertising marketplace" e.g. youtube. RDN would be a digital signage network for serving ads on pre defined slots (Not based on user triggered view) Such requirements are not applicable for RDN.	The RFP has been envisaged with multiple layers of businesses.There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution. Bidders are free to create and plan their own business model
18	3.9	45		3.9 Solution should have capability to insert video ads based on Cue tones/SCTE-35 markers/GPIO triggers provided by TV broadcasters	Such standards are applicable for TV broadcasters and should not made part of RDN.	The RFP has been envisaged with multiple layers of businesses.There are certain functional and technical requirements that have been kept in the RFP in order to ascertain the capability of the solution. Bidders are free to create and plan their own business model

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19	11.1.2	105		11.1.2 Functional Requirements for RDN Platform The minimum functional and technical specifications for RDN is given in Annexure 20. The functional and technical specifications have been classified into two categories – Mandatory and Detailed.	Annexure 20 is missing, which is supposed to include the mandatory functional and technical requirements of RDN.	Available at TCIL e-bidding portal
20		106		RailTel, at its sole discretion, may ask the bidders to simulate the functional and technical requirements/ features and validate the response (F/ C/ M/ N) submitted by the bidder	It is very important to know the F/C/M/N against each functional requirement to be able to ascertain the fitment, and accordingly participate in the bidding process.	The annexure has provision for bidder to submit their compliance against each functional requirement. Evaluation will be done basis the response received.