

Request For Proposals (RFP) for the

Supply of Digital Video Services to BBC Sport



October 2025

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Summary

BBC Sport is looking to appoint a third-party supplier to help increase its relevance with audiences who are regular consumers of digital video.

We are seeking proposals from interested parties to fulfil various requirements regarding the supply of digital video services.

The contract would initially be for 1 year, commencing on 1 January 2026, with an option, at the BBC's discretion, to extend for a further 2 years.

A budget range together with other secondary information will be provided on receipt of the signed & returned non-disclosure agreement ('NDA'). You will need to register on the BBC's portal, "Jaggaer", to sign the NDA. Your proposal will also need to be submitted via Jaggaer.

Section A: Context

Video is deeply integrated into social media ecosystems, it's how trends spread, connections are made, and conversations start. It combines audio, visuals and storytelling, making it engaging, empowering and able to convey emotion. This resonance helps encourage repeat viewing and sharing.

The increasing sophistication of digital services mean that users can choose what to watch and when to watch, giving them full control over their media consumption. Algorithms tailor content to individual interests allowing creators to build communities.

YouTube is the most-used video platform for 16 to 24 year-olds in the UK, second only to the BBC across all age groups. It is the second-largest search engine after Google, an immensely powerful tool for organic discovery, visibility and relevance.

BBC Sport's current digital video offer

BBC Sport has accounts on various social platforms including:

- Instagram (3.5m followers), TikTok (3m) for behind-the-scenes content, features and video storytelling.
- YouTube (0.9m) for longer-form visual content, including action, interviews and features.
- Facebook (15m) for reaching different audience demographics with curated content.
- X (10.5m) for real-time sports updates and more.

BBC Sport's aim is to engage different audience segments by building fandom and relevance, whilst also driving them back to the BBC's wholly owned platforms.

The BBC's digital video reach on social platforms continues to grow, from the 700m+ clip views for Paris 2024, to the 86% increase for Euro 2025 (v2022) and the near 4-fold increase for the latest edition of the Hundred.

Section B: Eligibility

Invitations will be welcomed from companies (either on their own or in partnership with others) who:

- can demonstrate a strong and successful track record of digital video commissioning, curation and production in the sports media sector - up to 5 examples of previous/existing engagements are recommended;
- can demonstrate a commitment to best practice around areas such as Data Protection, Bullying & Harassment, Diversity & Inclusion, payment of Real Living Wage, Safety & Assurance etc;

- have declared any potential conflicts of interest with regards this project and, if so, what mitigating actions they will take; and
- have declared any significant breaches of editorial policies/guidelines or major health & safety incidents.

Section C: Our Requirements

BBC Sport is looking to appoint a third-party supplier to help increase its impact with audiences who regularly consume digital video.

Our ambition to grow reach through a more impactful and relevant digital video strategy. This is expected to require, amongst other things, an increase in the volume and frequency of original digital video that puts us in the conversation, part of fan communities, rather than relying primarily on action or other rights-driven content.

We are seeking a supplier that can meet our key requirements, with evidence provided as to their experience of providing similar services to other high-profile sports media organisations. These key requirements/deliverables include but are not limited to:

- An in-depth review of BBC Sport's digital video content strategy for social platforms.
- Setting of clear & measurable (digital video) output requirements for BBC Sport's social platforms.
- Setting a Channels (or equivalent) strategy for BBC Sport's social platforms.
- Operating certain elements of BBC Sport's social accounts.
- Producing original digital video content for BBC Sport's social platforms.
- Targeted training & development of BBC Sport staff.

The supplier will be required to work in close collaboration with BBC Sport across all areas, including commissioning, rights and production.

The BBC has published a corporate policy entitled the [Responsible Use of AI](#). The BBC has made clear that its use of AI will (i) be in the best interests of the public (ii) prioritise talent and creativity, and (iii) be open and transparent. Suppliers must state in their proposals where/if they propose to use AI in their workflows.

Further details of the BBC's requirements will be provided to those suppliers who sign and return the NDA.

Section D: Timetable

Table 1: Timetable

| Stage | Indicative (by) date | Notes |
|------------------------|----------------------------------|---|
| Publish RFP | 21 st October | Via BBC Commissioning website |
| Online briefing | 6 th November, 12-1pm | Via MsTeams |
| Deadline for questions | 19 th November | Deadline for written questions via Jaggaer |
| Proposal submission | 21 st November | Deadline for submission of proposals via Jaggaer |
| Shortlist announced | 28 th November | Shortlist notifications via Jaggaer |
| Interviews | 11 th December | Interviews with shortlisted suppliers – in person (Salford) |
| Award notification | w/c 15 th December | Award notifications made |

All submissions must be made by 1800hrs on the relevant date. All dates are subject to change and suppliers will be notified of any changes. The BBC reserves the right to disqualify any supplier who does not submit their response by the deadlines outlined in the table above.

Section E: Award Criteria

Suppliers who believe they meet the eligibility criteria in Section B are invited to make a detailed submission (“Proposal”). Proposals will be evaluated according to the Award Criteria by an Evaluation Team comprising various representatives from BBC Sport. The Evaluation Team may seek opinions from subject matter experts across the BBC to help inform their decision.

Details of the Award Criteria & Evaluation Team will be provided on receipt of the signed & returned NDA.

The RFP process will be overseen by Raluca Albu, Senior Procurement Manager in the BBC.

Section F: Budget

A budget range (and response template) will be provided on receipt of the signed NDA.

Section G: RFP Process

The RFP process will involve the following stages:

Stage 1: RFP release & submission

The BBC will publish the RFP on the BBC’s Commissioning website. The BBC will then invite suppliers to

sign an NDA and then submit their written Proposal. The NDA as well as the Proposal response templates will be available via Jaggaer.

Please direct all clarifications and communications via Jaggaer.

Suppliers will also be invited to attend an online briefing session.

Stage 2: Shortlisting

The Evaluation Team will evaluate submissions against the BBC's requirements and criteria. Eligibility will be evaluated first and suppliers who pass this will have their full Proposals evaluated. As part of this evaluation, suppliers will be scored and ranked, and the highest scoring suppliers will be shortlisted for interview.

At any stage of the process, it may be necessary to seek clarifications from suppliers. Answers will be factored into the evaluation process as appropriate.

Stage 3: Interviews

Shortlisted suppliers will be invited to an interview with the Evaluation Team.

During the interview, suppliers will be required to discuss their submission, offer any clarifications and elaborate on their Proposal.

Prior to the interview, the Evaluation Team may issue a list of areas that suppliers should focus on during the interview.

Stage 4: Decision

The information provided in written responses (and interviews) will be evaluated by the BBC against the Award Criteria. Each criterion will be weighed and scored on a scale of 1 to 10 (where 1 is poor and 10 is excellent).

Before a final decision is made, the BBC may decide to provide further information; require further clarifications or documentation; further shortlist (using the Award Criteria); conduct second interviews; and/or implement any specific assurance process that the BBC deems necessary.

Before a final decision is made, the BBC will issue a contract to the supplier which scored highest in the evaluation against the Award Criteria. Once the contract has been signed, the award decision will be finalised. If the contract cannot be signed in a timely manner, the BBC reserves the right either to issue the contract to the supplier with the next highest-ranking score or re-open the process.

Stage 5: Announcement & notifications

All suppliers will be notified, and announcements will be made by the BBC. The content and timing of statements by the successful supplier will need prior approval by the BBC.

Stage 6: Feedback

Feedback is available to any supplier submitting a request within two weeks of receiving notification of the results. Request for feedback should be made via Jaggaer. Feedback will be provided within three weeks of receiving the request.

Section H: Instructions

Overview

Proposals must be received no later than 1800hrs on the dates set out in the timetable in Section D. Unless otherwise instructed, Proposals should be submitted as an electronic version saved as a pdf file or equivalent.

Proposals should be no more than 20 sides of A4 (excluding appendices) in English.

Proposals are submitted entirely at the supplier's own risk.

This RFP is not a contract. However, the information contained in this RFP, together with the winning Proposal will form the basis of the final contract. The BBC will consider Proposals to be accurate representations of the supplier's ability to deliver the services to the BBC's requirements and will be relying on them for contracting purposes.

Suppliers are not permitted to seek information about the services requested in this RFP, anyone currently engaged directly by BBC Sport in providing such services or any on-screen personnel, unless otherwise agreed in writing with the BBC's Senior Procurement Manager. The BBC reserves the right to exclude any supplier that is found to have breached these requirements.

The BBC also reserves the right to exclude any supplier that is found to (a) provide information which is untrue; (b) be in breach of any of the terms of the NDA.

Participation in this process is confidential, unless mutually agreed otherwise between the supplier and the BBC's Senior Procurement Manager. The BBC reserves the right to exclude any supplier who does not maintain confidentiality regarding their participation in this process.

Format of Proposals

The structure and format of Proposals should be as follows:

Part 1 - Summary: this should highlight all key aspects of the Proposal. If the Proposal is from a partnership, details of the responsibility of each partner and details of the structure of the partnership should also be included.

Part 2 - Proposals: the Proposal should explain how the supplier will respond to the BBC's requirements. An overview of the proposed budget for the provision of the services should also be supplied.

A detailed budget will also be required using the template provided in Jaggaer.

Queries

All queries in connection to this RFP should be submitted via Jaggaer no later than 2 working days before the deadlines for submissions as outlined in Section D.

In the interest of fair competition, anonymised questions and responses will be circulated to all suppliers, where the BBC considers it is appropriate to do so.

Suppliers must nominate a single point of contact within their organisation (the “Supplier's Nominated Representative”) who will be responsible for all communication related to the RFP. The name and contact details of the Supplier's Nominated Representative must be included in the Proposal. If the supplier wishes to change their Nominated Representative for any reason, it must inform the BBC via Jaggaer asap.

Modification & withdrawal

The BBC may modify the RFP (including the timetable in Section D) at any time prior to the deadline for submission. Any such amendment will be notified in writing to all suppliers. To allow time for such amendment, the BBC may, at its discretion, extend the deadline for receipt of submissions.

Suppliers may modify their submissions prior to the deadline for receipt by giving written notice to the BBC and resubmitting documentation via Jaggaer. No Proposal may be modified after the deadline for receipt.

Suppliers may withdraw from the process at any stage by notifying the BBC in writing via Jaggaer. Withdrawal is final and withdrawing suppliers will not be eligible to re-join the process.

Contract award

The BBC reserves the right to perform any appropriate due diligence (including but not limited to health and safety assessments and/or financial due diligence) at any stage of the process prior to the award of a final contract. Suppliers will provide all assistance required for the BBC to do this.

The BBC will notify the supplier in writing. If agreement is reached, then the BBC will notify the unsuccessful suppliers as soon as reasonably practical, and the contract will be awarded.

In awarding the contract, the BBC may request additions or modifications to the service proposition, which may not have been included in the supplier's Proposal, provided that any such requests can be accommodated within the agreed contract price.

General

The BBC reserves the right to accept or to reject any Proposal (or part of a Proposal) and to annul the process and reject all bids at any time prior to award without incurring any liability to the affected suppliers.

Proposals must remain open for acceptance for 180 days from the closing date of submission. Proposals must be signed by a representative of the organisation who must also have corporate authority to sign any resultant contract.

All costs incurred directly or indirectly in responding to, preparing and submitting the Proposal or those costs which arise out of any presentations requested by the BBC will be borne wholly by the supplier.

Suppliers shall not, without the prior consent of the BBC, make any reference to the BBC in any advertising, promotional or published material, nor speak in public about the BBC or its affairs in

connection with this RFP.

Suppliers must not use or reproduce any BBC logo or otherwise make reference to the BBC without the prior consent of the BBC, other than to the extent required in order to prepare a response to the RFP.

The offering of inducement of any kind in relation to obtaining this or any other contract with the BBC will automatically disqualify a supplier and may constitute a criminal offence.

Freedom of Information Act

As a public authority, the BBC is required to comply with the Freedom of Information Act 2000 (“FOIA”), which came into force on 1st January 2005. FOIA is intended to deliver greater accountability for decisions and spending across the whole of the public sector.

Suppliers should be aware that, under an FOIA request, the BBC may be required to disclose information contained within the Proposal or future contractual information. Following a request, the BBC may take the views of organisations submitting bids into account when deciding on what information will be disclosed.

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