

REQUEST FOR PROPOSALS (RFP)

PROVISION OF CONSULTANCY SERVICES FOR DESIGNING, DEVELOPMENT, SUPPLY, INSTALLATION, TESTING, COMMISSIONING OF A CONTENT DELIVERY APPLICATION

ISSUE DATE: 14TH OCTOBER 2026
REF. NO: MACRA/IPDC/BROAD-CDA/2026/10/01

1. INTRODUCTION

Malawi Communications Regulatory Authority (MACRA) is mandated to regulate the communications sector in Malawi, including broadcasting, telecommunications, postal services and digital content services. In line with the Government of Malawi's digital transformation agenda and the need to promote sustainable digital content industries, MACRA intends to establish a National Content Delivery and Monetization Platform.

The platform is intended to address long-standing challenges affecting Content Service Providers (CSPs), Broadcasters, Musicians, Filmmakers, Digital Content Creators and other creative industry stakeholders, particularly challenges relating to:

- » Limited digital monetization opportunities.
- » Piracy and unauthorized content distribution.
- » Lack of centralized digital distribution infrastructure.
- » Limited audience reach for local content creators.
- » Weak analytics and royalty tracking mechanisms.
- » Limited integration between regulators, broadcasters and creators.

The proposed platform shall provide a centralized, secure, scalable and commercially sustainable ecosystem for hosting, distributing, streaming, monetizing, regulating and analyzing digital content.

The Authority therefore invites qualified firms and consortiums with proven experience in enterprise-grade OTT (Over-the-Top) streaming systems, digital rights management and large-scale media delivery systems to submit technical and financial proposals for the design, development, implementation and support of the platform.

2. OBJECTIVES OF THE ASSIGNMENT

The primary objective of the project is to establish a national digital content ecosystem that supports content distribution, monetization, regulation and analytics for Malawi's broadcasting and creative sectors.

Specific objectives include:

- » Implement a centralized multi-platform content streaming ecosystem.
- » Enable sustainable monetization for broadcasters and content creators.
- » Improve access to Malawian digital content locally and internationally.
- » Reduce piracy through implementation of modern Digital Rights Management (DRM) technologies.
- » Provide integrated royalty and usage reporting mechanisms for regulatory institutions.
- » Support live streaming, Video-on-Demand (VOD), music streaming, podcasts and short-form content.
- » Provide analytics-driven reporting for creators, regulators and administrators.
- » Support low-bandwidth and offline viewing experiences for users in areas with limited internet connectivity.
- » Enable integration with mobile money operators, banks and telecom service providers.
- » Promote Malawi's digital economy and creative industry growth.

3. SCOPE OF THE ASSIGNMENT

The scope of the assignment covers the development of the software which must support a diverse range of content and user experiences across multiple categories:

3.1 System Design and Planning

Conducting detailed requirements analysis in collaboration with MACRA to finalize system specifications and design architecture.

3.2 Multi-Device Access

The application must be accessible via Android, iOS, Web, PC, Mac, iPad OS and Smart TVs.

3.3 User Experience

Features must include account creation, content search/discovery, "watch later" lists, and the ability to resume playback where the user stopped.

3.4 Content Types

Support for video on demand, live TV streaming, music (audio), and short-form videos.

3.5 Offline Functionality

To accommodate Malawian data challenges, the platform must support offline downloads. Downloads should offer a Wi-Fi-only mode, background downloading and varying expiry timeframes (48 hours for free users; 7–30 days for paid users).

3.6 Broadcaster Integration

TV stations will have a digital distribution channel and be available on mobile, web and decoders. Content creators will be restricted to mobile and web platforms.

3.7 Dashboard Ecosystem

The developer must provide three distinct dashboards for Content Service Providers (CSP), Content Creators/Music and an interface for COSOMA and the Censorship Board.

3.8 Content Copyright

All content aired will adhere to copyright guidelines and regulations administered by COSOMA and the Censorship Board. Additionally, the dashboard will have the capability to detect and keep track of the type and frequency of music played and will generate automatic reports to COSOMA for its loyalty program. Content Creators/CSP and Musicians will not be allowed to copy content from each other.

4. QUALIFICATIONS AND EXPERIENCE OF CONSULTANTS

The successful Consulting Firm shall be required to undertake the assignment as a multi-disciplinary team comprising a Lead Consultant and two Key Experts with diverse expertise. The bidder shall propose a team of qualified experts with demonstrated technical and managerial competencies to carry out the assignment successfully.

The proposed team must include a minimum of a bachelor's degree in computer science, Software Engineering, Data Science, Statistics in a relevant field with at least 5 years of experience specializing in the following;

- a) Enterprise-grade OTT (Over-the-Top) streaming platforms.
- b) Digital Rights Management (DRM) solutions.
- c) Large-scale media delivery and content distribution systems.

5. SELECTION OF SUCCESSFUL CONSULTANTS

The consultant shall be selected in accordance with the **Quality and Cost Based Selection (QCBS)** procedures as set out in the Government of Malawi Procurement Guidelines. Interested Consultants or firms are therefore instructed to submit their proposals in two separate labelled envelopes; one for the Technical Proposal and another for the Financial Proposal.

6. TERMS OF REFERENCE (TOR'S)

Detailed Terms of Reference (TORs) are available. Interested consultants may request them in writing at the address provided in section 8(i) below.

7. INSPECTION OF RFP DOCUMENT, SUBMISSION AND OPENING OF PROPOSALS.

The following are addresses for inspection of RFP document, submission and opening of proposals documents:

- i) Inspection of Bidding Documents

THE CHAIRPERSON

Malawi Communications Regulatory Authority (MACRA)

Senior Chief Kapeni VII Campus

8 Kasungu Crescent

Chichiri

Private Bag 261

BLANTYRE

312225

MALAWI

Attention: **Head of Procurement & Supply Chain**

E-mail: **procurement@macra.mw**

- ii) Submission of Bidding Documents

THE CHAIRPERSON

Malawi Communications Regulatory Authority (MACRA)

Senior Chief Kapeni VII Campus

8 Kasungu Crescent

Chichiri

Private Bag 261

BLANTYRE

312225

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- iii) Opening of Bidding Documents

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9. BID VALIDITY PERIOD

Proposals shall be valid for a period of **180 days** after technical proposal opening. This procurement subject is fully funded by MACRA and does not attract any payment or part thereof in any foreign currency.

10. PROPOSAL OPENING

Opening of proposals shall take place in MACRA Boardroom on **Tuesday, 3rd November 2026** at **10:00 hours** and bidder's representatives and the public who wish to attend are welcome.

MACRA is however, not bound to accept the lowest or any proposal but reserves the right to exercise choice of lowest evaluated, substantially responsive proposal and can cancel the procurement proceedings at any stage.