

REQUEST FOR PROPOSAL (RFP): ICF OTT Platform Development

Issued by: International Canoe Federation (ICF)

To be rebranded as Paddle Worldwide in 2026

Date of Issue: 1st December 2025.

Deadline for Submissions: 13th January 2026

Delivery format: .PDF/.PPT/.DECK proposal sent via email to Stuart Roach, Director of Broadcast, TV and Marketing (stuart.roach@canoeicf.sport)

1. Overview

The International Canoe Federation (ICF), soon to be rebranded as Paddle Worldwide in 2026, is the world governing body for paddlesport. We oversee Olympic, Paralympic and non-Olympic canoe/kayak disciplines, with 171 National Federations and millions of recreational participants globally.

ICF currently runs a successful YouTube channel (Planet Canoe), generating €100k+ annually through advertising and a members-only subscription model. However, to unlock greater long-term value, we intend to launch our owned and operated OTT platform in summer 2026.

Our defined objectives for launching an OTT platform are:

- Give ICF full ownership of audience data, enabling deeper analysis and informed content creation strategies
- Support a diverse monetisation model (subscription, PPV, advertising, sponsorship, freemium)
- Provide a premium digital user experience across multiple devices
- Increase our content output, maximising commercial opportunities and audience engagement

We aim to maintain a strong YouTube presence for audience reach and ad revenue, while using the OTT platform as our premium digital destination.

This RFP seeks proposals from qualified OTT technology providers to design, develop, launch, and operate this platform.

2. Scope of Requirements

The OTT partner should deliver an end-to-end solution, including:

Platform Development & Operation

- Multi-device support: Web, iOS, Android, Smart TV, Chromecast, Apple TV (others optional).
- Branded user experience aligned with the Paddle Worldwide identity (2026 relaunch).
- Robust CMS with support for Live, VOD, Linear, FAST channels, highlights, interviews, editorial and sponsor activations.
- Secure infrastructure: geo-blocking, DRM, VPN monitoring and user access rules.
- High scalability (20–30+ live events annually; growing VOD library).

Always moving forward

Content Management & Delivery

- Live ingest, encoding, transcoding and replay (Live DVR).
- Support for VOD ingestion (archive migration and ongoing uploads).
- Integrated scheduling tools and metadata management.
- CDN and multi-path redundancy to ensure global low-latency delivery.

Monetisation

- Subscription (monthly/annual).
- PPV and event passes.
- AVOD and sponsorship integration (banner, pre/post-roll).
- Hybrid/freemium models to balance reach and conversion.
- Commerce integration (tickets, merchandise memorabilia).

Analytics & Data

- Full ownership of user data by ICF.
- Real-time analytics: content, audience, subscription churn, geo data.
- Exportable datasets for integration into ICF's CRM/data lakes.

Ancillary Services

- Growth marketing and D2C consulting.
- Audience acquisition and retention support.
- 24/7 B2B support and end-user support (email/chat).
- Training for ICF staff to manage and operate the platform.

3. Business Model & Commercial

ICF invites providers to submit proposals including:

- Business model (licensing, revenue share, hybrid).
- Pricing structure (set-up fees, annual license, per-user or per-event costs, revenue share terms, support fees).
- Five-year financial projections for different monetisation models (freemium, AVOD, SVOD, PPV).
- Proposed commercial partnership approach (predictability, shared risk/reward, ancillary services).

4. Implementation Timeline

The proposed platform must be delivered in alignment with ICF's rebranding in summer 2026.

Please provide a project plan including:

- Discovery & design phases.
- Development, testing, and onboarding.
- Device/platform rollouts.
- Content migration and launch strategy.
- Key milestones with delivery dates.

5. Proposal Submission Instructions

All submissions must include:

1. Company background – relevant experience, case studies, key clients.
2. Technical capabilities – platform features, scalability, integrations.
3. Commercial model – fees, revenue share, partnership structure.
4. Implementation plan – timelines, milestones, launch readiness.
5. Support & services – B2B support, end-user support, training.
6. Innovation – recommendations for enhancing OTT user experience and revenue.

6. Evaluation Criteria

Proposals will be evaluated against:

- Demonstrated OTT experience with international sports federations.
- Technical capabilities, platform reliability and scalability.
- Strength of monetisation and data ownership solutions.
- Commercial approach (affordability, revenue potential, partnership model).
- Timeliness of delivery aligned with ICF's 2026 rebrand.
- Innovation, creativity and added value services.
- Alignment with ICF values (Leadership, Excellence, Integrity, Inclusivity, Passion).

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