

Los Angeles Office

July 27th, 2021

Prot. N. 0088385/21

MARKET SURVEY NOTICE “WEBSITE DESIGN AND MARKETING COMMUNICATION SERVICES FOR THE AUDIOVISUAL SECTOR” – ITA LOS ANGELES

FREQUENTLY ASKED QUESTIONS

Question n. 1, Annex 1: How many news will be uploaded? Will texts, photos or videos be provided by you? Do we have to provide for a periodic update, if so, how often and for how many months?

Answer: The awarded company is requested to create a templated “News Area” that allows ITA to upload, edit and manage the news (at least 6/8 plus archive) independently, without any technical support from the company, regardless the number of the news produced.

Texts, photos and videos will be provided by ITA.

No periodic update is requested by the company during the life of the contract (apart from the regular site maintenance) as the news will be managed by ITA internal resources once created.

Question n. 2, Annex 1: How many events will be uploaded? Will texts, photos or videos be provided by you? Do we have to provide for a periodic update, if so, how often and for how many months?

Answer: The awarded company is requested to create a templated “Events Area” that allows ITA to upload, edit and manage the events (at least 6/8 plus archive) independently, without any technical support from the company, regardless the number of the news produced.

Texts, photos and videos will be provided by ITA.

No periodic update is requested by the company during the life of the contract (apart from the regular site maintenance) as the events will be managed by internal resources once created.

Future specific digital features regarding special events, outside the requested services mentioned in Annex 1, will be evaluated case by case through additional request of offer.

Question n. 3, Annex 1: "an interactive marketplace"? you may specify the features of this section. Will it be a list with the names and details of the companies with the possibility of applying search filters? Or will individual cards be created with the possibility of uploading video content, files to download? How many companies will this section consist of? do we have to provide for a periodic update, if so, how often and for how many months?

Answer: This area should include, but not limited to:

- A form to fill in (both for US and Italian companies) to submit specific requests and needs in terms of business, research of partners, networking etc.
- A space where to publish the above mentioned requests by US and Italian companies – to be validated by ITA - with FAQ and comments functions integrated. The content to be inserted in this space will be provided by ITA.

Question n.4, Annex 1: How many videos, webinars and training sessions will be uploaded? do we have to provide for a periodic update, if so, how often and for how many months?

Answer: The awarded company is requested to create a templated "Education & Training Area" that allows ITA to upload, edit and manage videos, training sessions and recorded webinars independently, without any technical support from the company, regardless the number of the news produced.

No periodic update is requested by the company during the life of the contract (apart from the regular site maintenance) as the area will be managed by ITA internal resources once created.

Question n.5, Annex 1: Will the video contents be uploaded to external platforms (youtube, vimeo etc ..) or must they be uploaded to the hosting? In the first case, do we have to create a dedicated channel ourselves?

Answer: The web site will have some video contents uploaded on external platforms, managed by ITA, and some on the site. The creation of a dedicated channel is not required as it will be created through ITA internal resources.

Question n.6, Annex 1: Will sections a, b, c, d be kept up to date by you? in this case how many assistance hours should we include to your operators?

Answer: The sections a, b, c, d will be kept up to date by ITA after the awarded company creates a website structure that allows ITA staff to access, edit and manage pages in autonomy.

As written in the Annex 1, point 1, regular site maintenance will be required and included, on a monthly basis, to manage backups, update plugins and themes, fixing bugs etc.

Question n.7, Annex 1: Is the creation of request information form required?

Answer: Yes

Question 8, Annex 1: Is the creation of a newsletter subscription form required?

Answer: Yes

Question 9, Annex 1: Services such as hosting, maintenance, backups, plugins updates, themes, and bug fixes for how many months must it be guaranteed?

Answer: The above mentioned services should be guaranteed for a minimum of 1 year from the final delivery of the website and for a minimum of 1 year from the purchase of the hosting service.

Question 10, Annex 1: Having to provide for the integration and configuration of an EU / USA ToolBox - which allows to assolve the requirements of the European and US laws on online privacy GDPR and CCPA, Privacy and Cookie Policy, Cookie banner etc. how many months of subscription must be guaranteed for the integration to work through online services?

Answer: ITA will provide further indications after the company will be awarded.

Question 11, Annex 1: Having to include a "general terms and conditions" section, the texts will be provided by your legal office? Otherwise, how many months of subscription must be guaranteed for the integration to work through online services?

Answer: ITA confirms that the text for this section will be provided by our legal office and ITA will provide further details after the company will be awarded.

Question 12, Annex 1: Google AdWords Section - How many campaigns must be included in a month?

Answer: One Google AdWords campaign will be included per month, for a 12 months period.

Question 13, Annex 1: Google AdWords Section - Does the monthly price not include the advertising budget but only the management budget?

Answer: The monthly price includes both advertising budget and management budget, for Google AdWords.

Question 14, Annex 1: Google Display Section - How many campaigns must be included in a month?

Answer: One Google Display campaign will be included per month, for a 12 months period.

Question 15, Annex 1: Google Display Section - Does the monthly price not include the advertising budget but only the management budget?

Answer: The monthly price includes both advertising budget and management budget, for Google Display.

Question 16, Annex 1: In addition to the creation of 4 newsletter graphic templates, must also be provided the technical support for help your operators to adapt the templates in base of the contents?

Answer: The newsletter templates should be created directed in Mailchimp and no technical support is needed to adapt these templates.