

Statement of Work
Production Music for NASA TV
February 21th, 2013

A. Introduction/Background

Dryden Video is the video department at NASA's Dryden Flight Research Center located in Edwards, CA. NASA TV's team of (4) producers create videos for its internal customers at the center for distribution on the web and NASA TV (national broadcast cable channel), as well as presentations, meetings, conventions, etc. Dryden Video creates a wide variety of videos (approximately 50-70 a year), including highlight/year end videos, documentaries, project overviews, project documentation, personnel profiles, and more. Most videos are under fifteen minutes long and are not broadcast on NASA TV. Dryden Video does not produce video content for commercial use.

Dryden Video is staffed by seasoned industry professionals, and creates video products that adhere to highest broadcast television standards.

B. Description of Services

Dryden Video is looking for a contractor to provide production music for use in their video products. Dryden Video is not looking for original compositions to be created for use in its video products.

Contractor shall provide Master and Synchronization license for music to use in all Dryden Video products. The contractor must warrant that it has the right to grant a master and synchronization license for music licensed by Dryden Video. Upon expiration of agreement, Dryden Video may continue to use the original work product, as permitted under the permitted uses set forth in the original agreement, in perpetuity.

The license must include clearances for use in the following distribution channels:

- a. Internet streaming, webcasting, social networks, video hosting sites (including episodes and themes)
- b. Non-broadcast
- c. Broadcast – local, regional, and national (including episodes and themes)

Contractor must provide unlimited download access to agreed upon music libraries without reporting by Dryden Video. Contractor must provide unlimited needle drops in all productions without reporting by Dryden Video.

Contractor must provide access to a library(s) of music with a minimum of 1000 (virtual) cd's.

Contractor must create and allow access to at least forty new (virtual) cd's of music per year.

Contractor must provide access to their staff music supervisor(s).

Duration of agreement is for three years from time of order.

C. Deliverables

All music must be downloadable from contractor's website. Downloadable format of music files must include uncompressed AIFF, WAV, and MP3 (16 bit resolution @ 44.1kHz sample rate or higher. MP3's 256 to 320 kbits @ 16 bit resolution).

D. Music/Quality

Contractor must provide a wide variety of music to accommodate the diversity of video products created by Dryden Video. Music in contractor's library must include a multitude of categories, genres, styles, tempos, and durations. Music tracks must include alternate versions / edit lengths of tracks, and include instrumentals.

As a measure of quality assurance, contractor must employ Grammy and/or Emmy winning composers and have credits that include primetime, network television shows (please list in solicitation).

E. Evaluation of Requirements

Each Solicitation will be evaluated on the specifications listed above. Based on their professional opinion and experience, Dryden Video producers will evaluate contractor's music library on the basis of:

- a. quality and quantity of music as it relates to their (producers') work
- b. ease of site navigation
- c. list of credits
- d. artistic sensibility
- e. size of library/catalogue/tracks included in contractor's bid
- f. cost
- g. ability to have unlimited preview access for a period of 3 business days (for review of content)

In addition, solicitations will be evaluated based on what is most advantageous to the government.

Consideration will be given to the experience and quality of contractor's artists, i.e., composers, musicians, and producers.

