

Company

RTL Group / RTL Netherlands

RFP

High-quality casual games and long-term content partners for European game portals for the female 20+ demographic.

RFP submitted

23 November 2009

RFP deadline

18 December 2009

Budget

Short-term: Limited due to pilot character, mainly license fees

Mid- to long-term: Revenue share, license fees and custom projects

Introduction

RTL Group is the largest European entertainment network including 46 TV channels and 30 radio stations in 11 countries. RTL is currently in the process of rolling out casual game portals for the female demographic in various European countries. The first local pilot portal has recently been launched by RTL Netherlands: Spelsalon.nl.

In the individual countries the portal framework will be used but with the look and feel adapted to local RTL brands and target group. Local business owners will select content from the games library that is part of the framework. The portal consists of three verticals: multiplayer casual games, premium downloadable casual games and free to play online casual games.

For the free to play section RTL is looking for additional games suppliers and high-quality individual games. Initially for Spelsalon.nl but with the intention to offer the games through every local RTL portal to be launched over the coming months. RTLs current partners include Absolutist, Skillpod and NickelArcade.

In the mid- to long-term RTL sees unique opportunities for games that offer the possibility to integrate TV IP and TV celebrities. Primarily RTL would seek to customize existing games with proven game-play popularity in the target group, but custom game development projects will be part of the strategy. Currently a limited number of custom or customized game are under development to be evaluated in the Spelsalon.nl pilot period.

RFP specification

Specifically, RTL is looking for:

1. Partners supplying a portfolio of existing flash games (under license)

- Target audience: 25-49 years, female
- At least five good quality casual flash games relevant to the target group
- Single player
- Flash games
- Non-branded with no external links (or branded games where the brand can be removed)

- Partners who own an extensive library and can offer a regular flow of new games, also in light of future plans.
- Partners who are willing to invest in a long-term relationship, considering the pilot-phase RTL is in.

If interested, please provide

1. Name of company, full address and contact details.
2. Links to corporate and portfolio website
3. **Names of and links to the individual relevant games**
4. Possibility to customize/ localize (Dutch): yes/no, by supplier and/or RTL
5. Availability per game: direct or date
6. Terms of license for a trial period of 6 months

2. Developers supplying a single or limited number of high quality existing flash game (under license)

- Target audience: 25-49 years, female
- Single player
- Flash game(s)
- Non-branded with no external links (or branded games where the brand can be removed)
- Unique game-play and/or look and feel appealing to the target audience
- Developers who are willing to invest in a long-term relationship, considering the pilot-phase RTL is in.

If interested, please provide

1. Name of company, full address and contact details.
2. Links to corporate and portfolio website
3. Name(s) of and link(s) to the individual relevant game(s)
4. Brief description of uniqueness of game and appeal to target audience
5. Possibility to customize: yes/no, by supplier and/or RTL
6. Availability per game: direct or date
7. Terms of license for a period of 6 months

3. Experienced flash game developers for custom game development

- RTL is keen to create a shortlist of experienced developers of custom games
- The games will use unique RTL TV IP integrated in existing game play or can completely be based on the TV IP unique characteristics .
- The IP and therefore the development project can be international or local
- RTL is not offering projects directly. Primary current objective is a shortlist.
- The budget will be determined individually per project.

If interested, please provide

- Name of company, full address and contact details.
- Links to corporate and portfolio website
- Name(s) of and link(s) to individual relevant custom game(s): cases
- Brief description of uniqueness of game and appeal to target audience. If you do not have case studies readily available please use the case study profile in gamesindustry.com and send the link.
- Indication of budget and development time per game(s) cases provided

RFP submission & contacts

Your submissions will be reviewed by RTL Group (Christophe Gobel) and RTL Netherlands (Richard Musch). Please send a brief email with your submissions to the following email address: spelsalon@gamesindustry.com, Christoph.gobel@rtlgroup.com, Richard.Musch@rtl.nl, preferably without attachments. If you have any questions about the submission procedure please contact: spelsalon@gamesindustry.com. Submissions will be accepted until 18th of December. Review will be continuous during this period so please do not wait until the deadline.