

Annex A to
20240116-BC_JIAG_SimSocMedia_Licence_Renewal-Final-O
Dated 16 Jan 24

Statement of Requirement – Conductrr Simulated Social Media (SimSocMedia) software licence

1. **Introduction.** There is a requirement for Joint Information Activities Group (JIAG) to maintain the licenced usage of Conductrr Simulated Social Media (SimSocMedia) software in order to meet Defence individual communication training requirements.
2. **Background.**
 - a. **Conductrr.** Conductrr is a simulated social media software platform developed by Transmedia Storyteller Ltd. It provides a uniquely powerful, real-time training environment with integrated social media feeds; this is essential to effectively simulate modern crisis communications and other media operations. Instead of relying on manual inputs, the content is automated and scalable, and information tempo can be adjusted by Exercise Directing Staff (DS) to meet/exceed training objectives.
 - b. **UK Defence Conductrr environment.** Within the Conductrr platform UK Defence has developed a bespoke environment to enable collective and individual Joint training. This was funded by MilTech HQ and DASA across FY19/20 and 20/21. This included the development of two Joint individual training exercises:
 - (1) **Exercise CADWALADR.** Exercise CADWALADR is an effective synthetic crisis communications training environment for Service Personnel attending the Joint Media Practitioner Course (JMPC) that meets core UK Defence Media Ops individual training requirements.
 - (2) **Exercise GREEN FLASH.** Exercise GREEN FLASH is a realistic synthetic overseas Media Operations training simulation to prepare Media Ops students who are deploying in support of UK operations. It meets PJHQ J9 (Media Ops) Pre-Deployment Training requirements. Green flash is not being used in TY24/25 at present.
 - c. **Usage of Conductrr to date.** On completion of the development of the UK Defence Conductrr environment, the capability has been used under licence across 2021-2023 by Joint Force Training (in support of Combined Joint Task Force Headquarters collective training) and JIAG (in support of Joint individual training). JIAG wishes to renew this licence for a further year in order to continue individual training delivery, concurrent to UK Defence formulating a longer-term strategy for the use and further development of the capability.
3. **IPR.** Transmedia Storyteller Ltd retain technical IPR of the Conductrr platform. The simulated environment developed for the delivery of UK MOD Collective and Individual Training, including individual exercises, remains UK Defence IPR for the sole use of UK Defence.
4. **Requirement.** JIAG requires 1 x web-based Osprey Licence as per proposed Transmedia Storyteller Ltd Conductrr Servicing Provision Agreement as well as 8 x professional service days. The professional service days are to enable JIAG trainers to request any updates to the scenarios they deem necessary to maintain currency and quality of the training. Scenario/exercise development requests can be made on an ad-hoc basis to Transmedia via any reasonable and recorded communication medium. Transmedia must support these requests to the extent of up to 8 days service in a timely manner – this service can be conducted from any location. Any extra scenario/exercise development requirements will be staffed under separate business cases.