



PEOPLE'S TELEVISION
PARA SA BAYAN

People's Television Network, Inc.
Broadcast Complex, Visayas Avenue, Diliman, Quezon City 1100
Telephone No. 3453-1097/www.ptni.gov.ph

REQUEST FOR QUOTATION

SVP No. 2021 – 0031

08 October 2021

The People's Television Network, Inc. (PTNI), through its Bids and Awards Committee (BAC), invites interested bidders for the Small Value Procurement of **Television Audience Measurement (TAM) AdHoc Report – Philippine National Television Audience Measurement (PHINTAM) with Program Categorization and Metro Cities Television Audience Measurement (MCTAM) (FY 2021)**. The details of the project are as follows:

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| A. Name of the Project | Television Audience Measurement (TAM) AdHoc Report – Philippine National Television Audience Measurement (PHINTAM) with Program Categorization and Metro City Television Audience Measurement (MCTAM) (FY 2021) |
| B. Source of Fund: | MOOE 2021 |
| C. Approved Budget for the Contract (ABC): | Nine Hundred Ninety-Six Thousand Eight Hundred Pesos Only. (Php996,800.00) |
| D. Mode of Procurement: | Procurement will be conducted in accordance with Sec. 53.9 (Small Value Procurement) of the Revised Implementing Rules and Regulations of Republic Act 9184, otherwise known as "The Government Procurement Reform Act" |
| E. Documentary Requirements: | Copies of the following eligibility requirements are also required to be submitted along with your quotation/proposal: <ol style="list-style-type: none">1. Mayor's/Business Permit (2021)2. PhilGEPS Registration Number3. Income/Business Tax Return (2020)4. Omnibus Sworn Statement (duly notarized) *only the BIR Certificate of Registration shall be submitted in lieu of DTI Registration and Mayor's Permit. |

Only Sealed bids/ or E-mail quotations from the eligible bidders will be opened and a contract will only be awarded to the Lowest Calculated and Responsive Bidder who was determined as such during post qualification.

Payment: within 30 calendar days after completion and acceptance.

Price Validity: All price quotations shall be considered as fixed prices and not subject to price escalation during contract implementation.

Deliver: The digital copy of the reports must be sent to PTNI via email fifteen (15) days after signing of the Service Agreement for the most recent monthly data, and three to five (3-5) working days upon availability of monthly data for the balance months of 2021.

F. Description:


Television Audience Measurement (TAM) AdHoc Report – Philippine National Television Audience Measurement (PHINTAM) with Program Categorization and Metro City Television Audience Measurement (MCTAM) (FY 2021)

Please see attached for the T.O.R. (Terms of Reference))

Bids received in excess of the ABC shall be automatically rejected at the opening of quotations.

Sealed or E-mail quotations may be submitted on or before 10:00am, 19 October 2021, at the Purchasing Office, Broadcast Complex, Visayas Avenue, Diliman, Quezon City or thru Email add: purchasingsection@yahoo.com, respectively.

The PTNI reserves the right to accept or reject any bid to annul the bidding process and to reject all bids at any time prior to contract award without thereby incurring any liability to the affected bidder or bidders.


MARIE THERESE D. NICOLAS
Chairperson, BAC II-SVP

**Request for the Procurement of PTV Programs Data
for the Period January to December 2021**

TERMS OF REFERENCE

Project Description:

The Television Audience Measurement (TAM) AdHoc Report shall provide information on PTV's program ratings, channel ranking and viewership for FY 2021.

The report will also include program ratings for NHK-produced programs aired by PTV in 2021 to be submitted to JICA Philippines as part of its commitment to the PTV-NHK Cultural Grant Agreement.

Objective:

This aims to get a clearer understanding of PTV's program performance and ratings, ranking among TV stations in the Philippines, especially among free to air channels, audience profile and viewership that can help the Programming Committee, Production Units, and Sales and Marketing in program evaluation, content planning and development, and sales and revenue generation.

Specifications and Scope of Work: PHINTAM and MCTAM

- The report shall contain monthly data of a) PTV programs and b) NHK-produced programs aired by PTV for January to December 2021.
- The report must contain monthly TV ratings in % and in thousands (000) with data analysis for each report.
- The report must contain the ranking of PTV among TV stations in the Philippines, especially among free to air channels, with the complete list.
- The report must contain the audience/viewers profile of each PTV and NHK-produced program viewers.

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- The report must contain the ratings and audience/viewers profile of PTV programs per category:
 - News
 - Public Affairs
 - Presidential
 - Agricultural
 - Educational
 - Religious
 - Travel/Tourism
 - Public Service
 - Cultural
 - Game Show
 - Entertainment
 - Sports

(Note: PTV shall provide the third-party agency with the list of programs under each category/classification)

- The report must contain the channel reach/viewership of PTV (Metro Manila and Total Philippines).
- The report must contain the ratings and audience profile with brief data analysis of PTV programs on Metro Cities- MCTAM: Dagupan, Iloilo, Bacolod, Cebu, CDO, Davao, Naga.
- The reports must be in Excel format.
- The digital copy of the reports must be sent to PTNI via email fifteen (15) days after signing of the Service Agreement for the most recent monthly data, and three to five (3-5) working days upon availability of monthly data for the balance months of 2021.
- The printed copy of the report – three (3) copies or sets, in color print, and packaged in a hard bound folder -- shall also be submitted/delivered to PTNI.

Approved Budget for Contract:

For all the above specifications, scope of work and requirements, the Approved Budget for Contract (ABC) shall be Php 996, 800.00 inclusive of all taxes.

W. A. Treck