



**PEOPLE'S TELEVISION**  
PARA SA BAYAN

People's Television Network, Inc  
Broadcast Complex, Visayas Avenue, Diliman, Quezon City 1100  
Telephone No. 455-1326/455-4386/www.ptv.ph

## NOTICE TO PROCEED

March 9, 2022

### **AGB NIELSEN MEDIA RESEARCH (PHILS), INC.**

25/f Wynsum Corporate Plaza, 22F Ortigas Jr. Rd.,  
Ortigas Center, Pasig City

Attention: **AIMEE BULAY-ANDOLONG**  
Senior Manager, Business Development

Dear Ms. Andolong,

The attached Purchase Order having been approved, notice is hereby given to **AGB Nielsen Media Research (Phils), Inc.** that the work may proceed on the project, **Television Measurement (TAM) Adhoc Report - Philippine National Television Audience Measurement (PHINTAM) with Program Categorization (FY 2022) or SVP No. 2022-0002.**

Upon receipt of this notice, you are responsible for immediately performing the services under the terms and conditions of the **Purchase Order No. 2022-03-0003** and in accordance with the Terms of Reference of the project.

Please acknowledge receipt and acceptance of this notice by signing at the "**CONFORME**" portion at the bottom of this page of the two (2) copies. After signing, please retain one (1) copy and return the other to the BAC II-SVP Secretariat

Very truly yours,

**KATHERINE CHLOE S. DE CASTRO**  
Network General Manager & COO/  
Head of Procuring Entity (HOPE)

CONFORME:

**AIMEE BULAY-ANDOLONG**  
Senior Manager, Business Development  
**AGB NIELSEN MEDIA RESEARCH (PHILS), INC.**

Date: March 10, 2022