

**PTV**  
 (People's Television Network, Inc.)  
 Broadcast Complex, Visayas Avenue, Diliman, Quezon City  
 Tel Nos. 453-1097/455-2718

Supplier : **AGB Nielsen Media Research (Phils), Inc.**  
 Address : 25F Wynsum Corporate Plaza, 22F Ortigas Jr. Rd., Ortigas Center, Pasig City  
 Tel no./TIN : 202-718-026-000  
 Mode of Procurement: Small Value Procurement-SVP No. 2022-0002

P.O. No.: **22-03-0003**  
 Date : **March 9, 2022**  
 P.R. No.: **22-02-0116**  
 Date : **February 11, 2022**

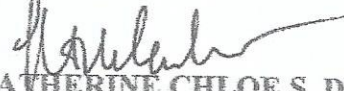
Gentlemen:  
 Please furnish this Office the following articles subject to the terms and condition contained herein:

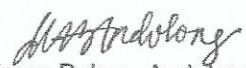
Place of Delivery : **PTNI, Broadcast Complex, Visayas Ave., Diliman, QC**  
 Date of Delivery :

Delivery Term :  
 Payment Term : **billed monthly**

Unit	Description	Quantity	Unit Cost	Amount
	Small Value Procurement - SVP No. 2022-0002 Television Measurement (TAM) Adhoc Report - Philippine National Television Audience Measurement (PHINTAM) with Program Categorization (FY 2022)  Scope of Inclusion: Phase 1: PTV/NHK-Produced Programs: * Average monthly TV ratings and Reach in % and in thousands (000) of PTV programs for the period of January to December 2022 * Audience Profile of PTV program viewers * Channel Reach & Viewership * Channel Ranking * MARKET: PHINTAM (Total Rural +Urban Philippines)  Phase 2: PTV PTV only * TV Ratings/Reach & Audience Profiles of Programs per Category News, Public Affairs, Presidential, Agricultural, Educational, Religious, Travel/Tourism, Public Service, Cultural, Game Show, Entertainment, Sports (List of Programs to be provided by PTV for each category)  MARKET: PHINTAM (Total Rural + Urban Philippines) ReportFormat: Excel Data Tables Delivery Timeline: Phase 1: 5-7 days upon receipt of signed contract (for recent available data) 3-5 days for monthly reports, upon availability of data Phase 2: 5-7 days after Phase 1 and upon final alignment with the client (for recent available data) 3-5 days for monthly reports, upon availability of data			513,800.00
<b>(Total amount in Words) five hundred thirteen thousand eight hundred pesos only</b>				<b>513,800.00</b>

In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent for every day of delay shall be imposed.

Very truly yours,  
  
**KATHERINE CHLOE S. DE CASTRO**  
 Authorized Official

Conform:   
**Aimee Bulay - Andolong**  
 Signature over Printed Name of Supplier  
  
 March 10, 2022  
 Date

Funds Available: