



PEOPLE'S TELEVISION  
P A R A S A B A Y A N

## REQUEST FOR QUOTATION

SVP No. 2023 – 008

13 March 2023

The People's Television Network, Inc. (PTNI), through its Bids and Awards Committee (BAC), invites interested bidders for the Small Value Procurement of **Provision of Television Measurement (TAM) AdHoc Report (FY 2023)**. The details of the project are as follows:

A. Name of the Project	Provision of Television Measurement (TAM) AdHoc Report (FY 2023)
B. Source of Fund:	Corporate Budget
C. Approved Budget for the Contract (ABC):	Eight Hundred Thousand Pesos Only (Php800, 000.00)
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"><li>1. <b>Mayor's/Business Permit (2023)</b></li><li>2. <b>PhilGEPS Registration Certificate</b></li><li>3. <b>Income/Business Tax Return (2021)</b></li><li>4. <b>Omnibus Sworn Statement (duly signed); and if applicable:</b> -Notarized Secretary's Certificate in case of corporation, partnership, or cooperative.</li></ol> <i>*only the BIR Certificate of Registration shall be submitted in lieu of DTI Registration and Mayor's Permit.</i>	



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**Only Sealed bids / 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:** Processing of payment will observe the following schedule

- 25% upon submission and acceptance of January-March hard copy data;
- 25% upon submission and acceptance of April-June hard copy data;
- 25% upon submission and acceptance of July-September hard copy data;
- 25% upon submission and acceptance of October-December hard copy data;

Note: Processing of payment will start upon receipt by PTNI of the physical copies (specifications above) of the reports.

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

**Delivery Period:** **FOR THE DIGITAL COPY OF REPORTS:** Fifteen (15) days upon receipt of Notice to Proceed for the most recent monthly data, and three to five (3-5) working days upon availability of monthly data for the balance months of 2023.

**FOR THE PRINTED COPY OF THE REPORTS:**

- Fifteen (15) days upon submission of the digital copy of the Q1 and Q2 monthly reports (January to June)
- Fifteen (15) days upon submission of the digital copy of the Q3 and Q4 monthly reports (July to December)
- The complete 2023 report shall be in three (30 binded copies or sets (January to June reports; July to December reports) in color print and shall be delivered to PTNI.

F. Description:


Provision of Television Measurement (TAM) AdHoc Report (FY 2023)

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

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

**Sealed quotations may be submitted on or before 10:00am, 20 March 2023, at the Purchasing Office, Broadcast Complex, Visayas Avenue, Diliman, Quezon City.**

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

**Provision of Television Audience Measurement  
(TAM) AdHoc Report (FY 2023)**

**TERMS OF REFERENCE**

**Project Description:**

The Television Audience Measurement (TAM) AdHoc Report shall provide information on PTV's program ratings, channel ranking, viewership profile and reach for FY 2023. The TAM report will also include ratings reports for NHK-produced programs aired by PTV in 2023 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 free to air TV stations in the Philippines, especially among free-to-air channels, audience/viewers' profile and reach, which can be used in assessing and evaluating PTV programs, planning for content, targeting specific audiences, and generating sales and revenue for the Network.

**Specifications and Scope of Work:**

- The report must contain monthly TV ratings of PTV programs in % and in thousands (000) with data analysis.
- The report must contain the ranking, reach/viewership, and audience profile of PTV programs (PHINTAM- Total Urban + Rural Philippines)
- The report must contain the complete list of ranking of free-to-air channels in the Philippines, including PTV's rank in terms of channel share.
- There must be a separate report that contains the ratings and audience/viewers' profile of NHK-produced programs. *(Note: PTV shall provide the third-party agency with a list of NHK programs)*
- The report must contain the quarterly report on daypart ratings and audience/viewers profile of FTA channels, across PHINTAM. *(Note: PTV shall only provide the third-party agency the program schedule)*

- The reports must be in Excel format, with a quarterly topline report (in powerpoint format).

### **Delivery and Payment Schedule**

- a. After the Notice to Proceed (NTP), reports shall be submitted to PTNI on the following schedules:

#### **For the digital copy of the reports:**

- Fifteen (15) days upon receipt of the NTP for the most recent monthly data, and three to five (3-5) working days upon the availability of monthly data for the balance months of 2023.

#### **For the printed copy of the reports:**

- Fifteen (15) days upon submission of the digital copy of the Q1 and Q2 monthly reports (*January to June*)
- Fifteen (15) days upon submission of the digital copy of the Q3 and Q4 monthly reports (*July to December*)
- The complete 2023 report shall be in three (3) binded copies or sets (*January to June reports; July to December reports*) in color print and shall be delivered to PTNI.

- b. Processing of payment will observe the following schedule:
  - 25% upon submission and acceptance of the January-March hard copy data;
  - 25% upon submission and acceptance of April-June hard copy data;
  - 25% upon submission and acceptance of July-September hard copy data;
  - 25% upon submission and acceptance of October-December hard copy data;

*Note: Processing of payment will start upon receipt by PTNI of the physical copies (specifications above) of the reports.*

### **Approved Budget for Contract:**

For all the above specifications, the scope of work, and requirements, the Approved Budget for Contract (ABC) shall be **Php 800,000.00** inclusive of all taxes.

