

Supplier : AGB Nielsen Media Research (Phils), Inc.	P.O No : 23-04-009
Address : 25F/Wynsun Corporate Plaza 22F Origas Jr Rd. Origas Center Pasig City	Date : April 20, 2023
Tel no./TIN : 202-718-026-000	P.R. No. : 23-03-0100
Mode of Procurement: Small Value Procurement-SVP No. 2023-008	Date : March 1, 2023

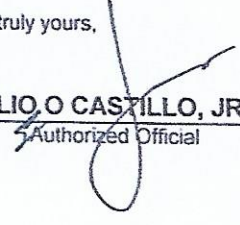
Gentlemen:
 Please furnish this Office the following articles subject to the terms and condition contained herein

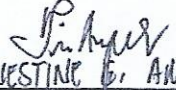
Place of Delivery : PTNI, Broadcast Complex, Visayas Ave., Diliman, QC	Delivery Term :
Date of Delivery :	Payment Term : billed monthly

Unit	Description	Quantity	Unit Cost	Amount
	Small Value Procurement - SVP No. 2023-008 Provision Television Audience Measurement (TAM) AdHoc Report (FY 2023) 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 2023 * Audience Profile of PTV program viewers * Channel Reach, Ranking and Audience Profile Phase 2: PTV Daypart Ratings and Profile * Quarterly Viewership ratings of dayparts (morning 6:00am-9:00am, daytime 9:00am-2:00pm, early fringe 2:00pm-6:00pm and prime time 6:00pm-12:00MN) 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			800,000.00

(Total amount in Words) eight hundred thousand pesos only 800,000.00

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,

JULIO O CASTILLO, JR., DBA
 Authorized Official

Conforme:

ERNESTINE G. AUIPER
 Signature over Printed Name of Supplier

May 12, 2023
 Date

Funds Available:
