

TENDER SPECIFICATION

for the television audience measurement services

I. General provisions

Tender specification is an integral part of the tender documentation and constitutes the set of minimum mandatory requirements for each tender participant.

The offer that does not correspond to the level of technical characteristics foreseen in the tender specification is considered inappropriate and is rejected.

II. The object of the tender specification

The definition of **audience** agreed by the Moldovan market is: the presence of the viewer in the room with the television turned on and with the intention of watching.

The Provider offers good quality services for the capture and recording of terrestrial, digital terrestrial, cable and satellite signals, providing software for maintaining the operational and data generation metric panel, providing the system for programs and advertising monitoring, providing software for data analysis and systematization according to the qualification documentation and according to the needs of the beneficiaries.

The Provider guarantees launch of the panel on _____ (to be proposed, but not later than 01.07.2019).

III. Description of the provided services and technical specifications

1. The metric panel installation:

- The Provider uses CHAID technique in the weighting process;

- The Provider performs/procures calibration research in accordance with international standards;
- The Provider installs the metric panel to the necessary number of households according to the options and configuration selected by the tender commission;
- The Provider guarantees the audit of the metric panel immediately after its installation, by a qualified company (Annex No. 1, List of the qualified audit companies). In case of any irregularities or deficiencies, the Provider undertakes to eliminate them within reasonable timeframes agreed with the beneficiaries;
- The Provider guarantees households confidentiality in accordance with international standards.

2. Effective communication and reporting:

- The Provider assists training, stimulation and loyalty of the households equipped with electronic devices;
- The Provider guarantees the necessary training of the beneficiaries;
- The Provider participates in all meetings, ensures efficient communication and coordinates all its activities with the representatives of General Assembly of Television Audience Measurement (GATAM);
- The Provider elaborates and approves at the GATAM meeting the action plan for increasing the client portfolio;
- The Provider submits annual reports to GATAM and CCA;
- The Provider guarantees customer service support, provides diagnostics and elimination of technical deficiencies;
- The Provider delivers thematic studies/presentations at the request of the beneficiaries or the CCA;
- The Provider measures TV audience and provides daily data to the beneficiaries from Monday to Friday, time _____ (to be proposed) and weekly advertising data on _____, time _____ (to be proposed);

- The Provider subscribes to all the cable distribution operators for access to all broadcasters;
- The Provider fixes the audience each second and reports in the software per one minute;
- The Provider delivers 4+ data.

2. Specific objectives and technical description

- The Provider guarantees a panel rotation of maximum 20% per year (maximum admissible error margin +5%);
- The Provider describes in the technical proposal the process/methodologies for collecting, countering, processing and reporting data;
- The Provider guarantees the appropriate equipment that allows the household guests to register with gender and age;
- The Provider provides a description of software for maintaining the operational and data generation metric panel, of the system for programs and advertising monitoring, of software for data analysis and systematization;
- The Provider describes the units of measurement used and their calculation formulas;
- The Provider describes the reach & frequency calculation methodology;
- The Provider guarantees the access to the raw data;
- The Provider describes the method of audience weighting;
- The Provider attaches the panel member manual.

IV. Final provisions

- The Provider keeps the records during 60 calendar days from the broadcasting day;
- The Provider guarantees quarterly domestic controls in the territory;
- The Provider drafts the financial and technical proposals based on the technical requests and qualification requirements stipulated in the invitation to tender and tender specification, specifying the price for each position and proposing several configurations.

- The Provider includes separately in the financial proposal the possibility of measuring the following options:
 - 1) TV, radio and online
 - 2) TV and online
 - 3) TV and radio
 - 4) Radio and online
 - 5) TV;
- The Provider's employees and their blood relatives do not have the right to directly or indirectly hold shares in companies operating in the audiovisual field;
- Provider's employees do not have the right to cumulate position within the audiovisual institutions;
- The Provider guarantees the fact that the panel members are not the Provider's and the broadcasters' employees and that they do not directly or indirectly hold shares in companies operating in the audiovisual field;
- The Provider hires/guarantees qualified staff and provides the necessary logistics for proper functioning;
- The Provider does not have political affiliation and does not make political donations;
- The Provider operates in accordance with the provisions of the legislation in force in the Republic of Moldova;
- This tender specification is enclosed as Annex to the Agreement with the Provider;
- Annually, (in December) the Provider makes the recalculation of services delivered to the GATAM members in the amount of the total value that exceeds the annual contract value agreed with the tender commission.

V. Sufficient understanding of the terms and conditions for participation in the tender

The Provider must get sufficient understanding of the terms and conditions and other relevant information for participation in the tender. Thus, the Provider undertakes to consult the following documents:

- 1) Regulation on the procedure and conditions for organizing and holding the tender to select the company for television audience measurement;
- 2) Invitation to tender for the procurement of television audience measurement services (Annex No. 1 to the Regulation);
- 3) General information on the participant (Form F1) (Annex No. 1 to the Regulation);
- 4) Financial proposal (Form F2) (Annex No. 1 to the Regulation);
 - a) Statement of ethical behavior and non-involvement in fraudulent and corrupt practices (Form F3) (Annex No. 1 to the Regulation);
- 5) Statement of the participant's personal situation (Form F4) (Annex No. 1 to the Regulation);
- 6) Tender specification for television audience measurement services;
- 7) List of qualified audit companies (Annex No. 1 to the tender specification. To be enclosed to the Agreement).