

**Invitation for Expressions of Interest (EOI) for Services**

|  |   |  |          |
|--|---|--|----------|
| 1  | Ministry/Division   | Posts and Telecommunications Division, Ministry of Posts, Telecommunications and Information Technology  |          |
| 2  | Agency  | Bangladesh Satellite Company Limited   |          |
| 3  | Client Name   | Dr. Shahjahan Mahmood, Chairman and CEO  |          |
| 4  | Client Code   | Not used at present  |          |
| 5  | Client District   | Dhaka  |          |
| 6  | Expression of Interest for Selection of                             | Procurement of Service for Program and Advertisement Log of all TV channels  |          |
| 7  | EOI Ref No  | 14.39.0000.012.07.004.22-7(M)  |          |
| 8  | Date  | 16/01/2024   |          |
| <b>KEY INFORMATION</b>   |   |  |          |
| 09.  | Procurement Sub-Method  | Quality and Cost Based Selection (QCBS)  |          |
| <b>FUNDING INFORMATION</b>   |   |  |          |
| 10.  | Budget and Source of funds  | Own Funds  |          |
| 11.  | Development Partner (if applicable)                                 | N/A  |          |
| <b>PARTICULAR INFORMATION</b>  |   |  |          |
| 12.  | Project/Programme Code  | N/A  |          |
| 13.  | Project/Programme Name  | N/A  |          |
| 14.  | EOI Closing Date and Time   | 31 January 2024  | 12:05 PM |
| <b>INFORMATION FOR APPLICANT</b>   |   |  |          |
| 15.  | <b><u>Brief Description of the Assignment:</u></b>                  | Providing program and advertisement logs of all Bangladeshi TV channels.   |          |
| 16.  | <b><u>Objective:</u></b>  | Consulting firm will provide the ready-to-use Daily Media Monitoring service prepared from the different types of Advertising and TV program which show every day in different television channel in Bangladesh. The consulting firm will be responsible to monitor daily, weekly, monthly and yearly media coverage and develop relevant reports accordingly. The firm will have to prepare different monitoring reports whenever asked by the BSCL management. The objective of the service is to give the data to Ad agency by which they will take the decision that an Ad will show when & which program.   |          |
| 17.  | <b><u>Experience, Resources and Delivery Capacity Required:</u></b> | EOI should include the following information:<br><ul style="list-style-type: none"> <li>• Company profile/ brochure with specialty, facility, management capability etc.</li> <li>• 2 years experience in media monitoring.</li> <li>• Up-to-date valid Trade License, TIN, BIN Certificate must be submitted.</li> <li>• EOI as well as attached forms/supporting documents shall be written in English.</li> <li>• A sample of program and advertisement log of one day created by the consultant must be submitted.</li> </ul>  |          |
| 18.  | <b><u>Other Details (if applicable)</u></b>                         | <p>i) Short listing will be made in accordance with the 'Rule-115 of Public Procurement Rule (PPR)-2008'</p> <p>ii) EOI as well as attached forms/supporting documents shall be written in English.</p> <p>iii) <b>The Detailed Scope of services will be found at <a href="http://www.bscl.gov.bd">http://www.bscl.gov.bd</a> (under tender notice) along with EOI notice.</b></p> <p>iv) Two (2) signed copies of EOI along with 1 (one) original shall be submitted in a sealed envelope mentioning 'Procurement of Service for Program and Advertisement Log of all TV channels' on top of the sealed envelope and shall be submitted to the following address before above-mentioned date and time.</p> <p>v) EOIs submitted by Consulting Firm will be screened and Consulting Firm will be shortlisted. Only short-listed Consulting Firm will be invited to submit proposals. Interested applicants may obtain further information from the office mentioned below during the office hours (9:00 to 16:00 hours BST)</p> |          |
| <b>PROCURING ENTITY DETAILS</b>  |   |  |          |
| 19.  | Name of the Official Inviting EOI                                   | Dr. Shahjahan Mahmood  |          |
| 20.  | Designation of the Official Inviting EOI                            | Chairman and CEO, Bangladesh Satellite Company Limited (BSCL)  |          |
| 21.  | Address of the Official Inviting EOI                                | 116, SEL Rose-N-Dale, 7th & 8th floor, Kazi Nazrul Islam Avenue, Dhaka-1000  |          |
| 22.  | Contact Details of the Official Inviting EOI                        | Phone: +88 02 41030091-92<br>E-mail: <a href="mailto:procurement@bscl.com.bd">procurement@bscl.com.bd</a> ; <a href="mailto:info@bscl.com.bd">info@bscl.com.bd</a>   |          |
| <b>The procuring entity reserves the right to accept or rejects all EOIs</b> |   |  |          |

(signed)  
Rehenuma Tarannum  
Manager, Procurement (Additional Charge)  
Bangladesh Satellite Company Limited.

## Terms of Reference

### 1. Objective:

Consulting firm will provide the ready-to-use Daily Media Monitoring service prepared from the different types of Advertising and TV program which show every day in different television channel in Bangladesh. The consulting firm will be responsible to monitor daily, weekly, monthly and yearly media coverage and develop relevant reports accordingly. The firm will have to prepare different monitoring reports whenever asked by the BSCL management. The objective of the service is to give the data to Ad agency by which they will take the decision that an Ad will show when & which program.

### 2. Deliverables:

1. The media monitoring reports will cover reports on coverage from television channels. Major deliverables are:

- Daily media monitoring report
- Weekly media monitoring report (if needed)
- Monthly media monitoring report
- Yearly media monitoring report

2. The Consulting firm will carry out the following activities under the guidelines:

3.1. The consulting firm will provide the below 2 types of TV monitoring report for all current and future Bangladeshi TV channels.

3.1.1 Ad monitoring report

3.1.2 Program monitoring report

In Ad Monitoring report there should be included at least: Ad Date, Channel Name, Ad Company, Ad Type, Peak/Off-Peak, Telecast Time, Ad Duration (Sec), Ad Name, Brand, Sub Brand, Product Type, Product, Program Type, Program Name, Break Type, Ad Qty, Ad Pos, Campaign, Incomplete Ad like as below:

| Ad Date | Channel Name | Company | Ad Type | Peak/Off-Peak | Telecast Time | Ad Dur(Sec) | Ad Name |
|---------|--------------|---------|---------|---------------|---------------|-------------|---------|
|---------|--------------|---------|---------|---------------|---------------|-------------|---------|

| Brand | Sub Brand | Product Type | Product | Program Type | Program Name | Break Type | Ad Qty | Ad Pos | Campaign | Incomplete Ad |
|-------|-----------|--------------|---------|--------------|--------------|------------|--------|--------|----------|---------------|
|-------|-----------|--------------|---------|--------------|--------------|------------|--------|--------|----------|---------------|

\* these Ad monitoring report elements might be changed based on BSCL's necessity and/or requirements of the system.

**Ad-type:** Along with TVC, all the other ad-types like promo, L-shape, pop-up, break card, PIP, scroll etc. need to be included.

In the Program Monitoring report there should be included at least Date, Week No, Day name, Channel Name, Peak/Off-Peak, program Start & End Time, Program Duration (Min), Program Type/Genre, Program Name, Language like as below:

| Date | Week NO | Day | Channel Name | Peak/Off-Peak | Start Time | End Time | Program Duration (Min) | Program Type/Genre | Program Name | Language |
|------|---------|-----|--------------|---------------|------------|----------|------------------------|--------------------|--------------|----------|
|------|---------|-----|--------------|---------------|------------|----------|------------------------|--------------------|--------------|----------|

\* these Program monitoring report elements might be changed based on BSCL's necessity and/or requirements of the system.

N.B.: The particular data fields (for both Ad and Program Monitoring report) might be increased or decreased as per need by BSCL.

3.2. The consulting firm will provide the report within 2 pm every day and seven days in a week to some dedicated e-mail addresses and/or server of BSCL and this service cannot be discontinued during government holidays, Eid or any other unusual situations.

3.3. The monitoring report will come every day in electronic format like as excel. There should be option to do necessary editing. The format and design of the service can be changed, modified and improved as desired by BSCL Office anytime during the contract period.

3.4. The consulting firm will provide the report in English, every day. Additional information (if required) as per BSCL requirement during the contract period should be addressed.

3.5. In addition to the above-mentioned services, consulting firm will provide additional occasional special services when requested. BSCL may also seek occasional service/s for some crucial time related to TV monitoring under the final contract price.

3.6. The consulting firm will store at least 6 months live TV Broadcast stream of all Bangladeshi TV channels for future reference and shall deliver to BSCL if and when needed.

3.7. The consulting firm must not provide any biased report and will be liable for any false data provided in the reports.

3.8. The BSCL will not provide any equipment/other logistical support for the task. Consulting firm will provide the service. BSCL shall not be responsible for any loss, wrong translation, misinterpretation of reports for synopsis, accident, damage or injury suffered by consulting firm or any person claiming under the contract, arising in and out of the production of the service or in any manner whatsoever.

3.9. Payment will be made on a monthly basis.

#### 4. Required Experience:

- Established present and previous experience in media monitoring 2 years is desirable.
- Consulting firm must have manpower as below:

| Serial | Particulars        | Months        | Qualification            |
|--------|--------------------|---------------|--------------------------|
| a      | Team Leader        | 12 man-month  | Bachelor in any subject  |
| b      | Report Producer    | 24 man-month  | Bachelor in any subject  |
| c      | Media Log Operator | 180 man-month | Basic computer knowledge |

## 5. Error Handling:

Report should be accurate to 99.99% of the time, calculated over a month. False reporting or Error in report shall be notified to consultant within 7 days of the report delivery by BSCL or by BSCL customers of TRP system. If the false or error in report is proven, consultant shall immediately rectify the report and deliver as soon as possible and the duration of the error shall be calculated towards the accuracy calculation.

For accuracy less than 99.99%, the monthly fee shall be deducted as follows:

| Sl no | Accuracy         | % of Fee deduction     |
|-------|------------------|------------------------|
| 1     | 99.96%-99.98%    | 1% of monthly payment  |
| 1     | 99.93%-99.95%    | 5% of monthly payment  |
| 2     | Less than 99.92% | 10% of monthly payment |