

Project title:	REQUEST FOR A QUOTATIONAPPOINTMENT OF A SERVICE PROVIDER TO SUPPLY MARKET RESEARCH DATA AND ANALYSIS ON ADVERTISING SPEND FOR THE PAST 10 YEARS IN THE TV, RADIO AND INTERNET (STREAMING) SECTOR OF THE BROADCASTING SECTOR)		
Quotation or Proposal no:	SENT/RESEARCH/2022		
Issue date:	02-June-2022		
Closing date:	09-June- 2022		
Closing time:	12h00pm.	Validity period:	30 days

1.1. BACKGROUND

SENTECH is a state-owned company and is the largest broadcasting signal distributor in Africa. SENTECH is a licensed Electronic Communications Network Service provider in South Africa, currently operates a number of communication networks from which Internet access is provided for customers and internal use.

REQUEST FOR A QUOTATIONAPPOINTMENT OF A SERVICE PROVIDER TO SUPPLY MARKET RESEARCH DATA AND ANALYSIS ON ADVERTISING SPEND FOR THE PAST 10 YEARS IN THE TV, RADIO AND INTERNET (STREAMING) SECTOR OF THE BROADCASTING SECTOR

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Scope of Work:	Appointment of a service provider to supply market research data and analysis on advertising spend for the past 10 years in the tv, radio and 5-10 years internet (streaming) sector of the broadcasting industry The deliverables include: - Request for TV, Radio and Internet advertising spend for the past 10 years - Platform adoption trends for TV, Radio and Internet, including OTT (streaming, on-demand, etc.) services (insights on increase or decrease in users – listenership/viewership trends) - Reports must contain interpretation/narrative of data presented - Reports submitted should be in PDF, and Datasheet in excel format - Access to a research analyst to engage on the research findings. SUPPLIERS HAVE THE OPTION TO SELECT WHICH PRODUCT PORTFOLIO THEY CAN PROVIDE RESEARCH THAT FULLY COMPLIES WITH THE DELIVERABLES AS STATED ABOVE NB: The Service Provider to submit a quotation(s) that includes costs for the research reports		
	Research Required & Access to Analyst	PLEASE TICK (X)	

	<table border="1"> <tr> <td data-bbox="472 185 1238 255">Advertising spend : Televisions</td><td data-bbox="1238 185 1426 255"></td></tr> <tr> <td data-bbox="472 255 1238 313">Advertising spend : Radio</td><td data-bbox="1238 255 1426 313"></td></tr> <tr> <td data-bbox="472 313 1238 371">Advertising spend : Internet (streaming)</td><td data-bbox="1238 313 1426 371"></td></tr> <tr> <td data-bbox="472 371 1238 427">Availability of a research analyst</td><td data-bbox="1238 371 1426 427"></td></tr> </table> #Please select which research you will provide	Advertising spend : Televisions		Advertising spend : Radio		Advertising spend : Internet (streaming)		Availability of a research analyst	
Advertising spend : Televisions									
Advertising spend : Radio									
Advertising spend : Internet (streaming)									
Availability of a research analyst									
Terms and Conditions	SENTECH reserves the right to • Extend the closing date. • Verify any information contained in a response. • Request documentary proof • Cancel or withdraw the requirement • Communication will be limited to only those Service Providers who meets the requirements. • This request will be subject to the General Conditions of Contract issued in accordance with Treasury Regulation 16A published in terms of the Public Finance Management Act, 1999 (Act 1 of 1999). The Special Conditions of Contract are supplementary to that of the General Conditions of Contract. Where, however, the SCC conflict with the GCC, the SCC shall prevail. • SENTECH shall have the right, at its sole and exclusive discretion, upon written notice to the Service Provider, to terminate this Agreement, in whole or in part should the Service Provider fail to perform any of its obligations or deliver any deliverable timeously or should SENTECH not be satisfied with the quality of any service/s in terms of this Agreement, to the satisfaction of SENTECH. • SENTECH shall furthermore have the right, as a result of such termination, to appoint a third party to perform the obligations of the Service Provider in terms of the Agreement and the Service Provider indemnifies SENTECH against all costs incurred by SENTECH in appointing such third party to fulfil the obligations of the Service Provider. • SENTECH shall have the right, at its sole and exclusive discretion, to terminate this Agreement, at any time, upon 30 (thirty) days' written notice to the Service Provider. • SENTECH reserves the right to conduct supplier due diligence at any time pre, during and post the contract period. This may include announced or unannounced site visits. • Key resource provided in response should be engaged in the project, should there be resource changes the resource levels must be equivalent to the resources in the proposal, with notice and acceptance by SENTECH be understood as special condition of contract. • Service Level Agreement will be signed with the successful Service Provider.								

Mandatory Requirements

Does your Research Comply with the following Requests	Indicate Yes or No
Request for advertising spend for the past 10 years for TV and or Radio and or Internet Streaming (5-10 years)	
Platform adoption trends (insights on increase or decrease in users – listenership/viewership) for TV and or Radio and or Internet Streaming	
Research Reports contains both qualitative and quantitative data	
Access to a Research Analyst for TV and or Radio and or Internet Streaming	

PRICING DATA – Price List

Work Component (Televisions Research & Access to Analyst)	Deliverables	Total
	TOTAL AMOUNT (EXCL VAT)	
	VAT (15%)	
	TOTAL AMOUNT (INCL VAT)	

Work Component (Radio Research & Access to Analyst)	Deliverables	Total
	TOTAL AMOUNT (EXCL VAT)	
	VAT (15%)	
	TOTAL AMOUNT (INCL VAT)	

Work Component (Internet Streaming & Access to Analyst)	Deliverables	Total
	TOTAL AMOUNT (EXCL VAT)	
	VAT (15%)	
	TOTAL AMOUNT (INCL VAT)	

Grand Total (Vat Incl)

Televisions Research & Access to Analyst	R
Radio Research & Access to Analyst	R
Internet (Streaming) Research & Access to Analyst	R
TOTAL	R