



PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY ISLAMABAD

Joint Industry Regulatory Committee (JIRC)

REQUEST FOR PROPOSAL (RFP) HIRING OF SERVICES FOR CONDUCTING TELEVISION ESTABLISHMENT SURVEY (TVES) IN PAKISTAN

Joint Industry Regulatory Committee (JIRC) is a joint industry – regulatory body constituted by PEMRA under Regulation 17 of the PEMRA Accreditation/ Registration for Television Audience Measurement / Television Rating Points Regulations, 2018 as amended upto 2024. It is responsible for conducting establishment surveys, performance audits through a third party and any other tasks which may be required to ensure transparency in the TAM services in Pakistan. JIRC acts on behalf of and with the approval of the regulator that has the final authority on all the matters related to this study. One of its objectives is to conduct a credible TV Establishment Survey (TVES) in Pakistan.

For this purpose the JIRC intends to hire services of an agency having requisite expertise to participate in the pitch/tender for conducting TVES and submit their technical & financial proposals. The tendering process will be a single stage two envelope process as per the PPRA Rules. Details of requisite expertise, evaluation criteria, list of deliverables, timelines etc. are available in the tender documents which can be downloaded from the link <https://www.pemra.gov.pk/jirc/>.

The Bidders /Tenderers / interested agencies are expected to propose their own innovative solutions, methodology and implementations ensuring a world class study for Pakistan using GGTAM guidelines that would cater to industry's current and future developing needs based on the required deliverables. To ensure a world class TVES, bidders /tenderers are required to follow the gold standard in this area.

Experience of the Interested Firm / Company/ Agency:

- i. The interested firm/agency/company shall have sufficient experience (five years at least) of completing similar projects.
- ii. The interested firm/agency/company shall be required to share details of clients in the last five years for reference check, reputation & credibility, office addresses, field offices etc.
- iii. The interested firm/agency/company shall share details of similar largescale surveys conducted in last 5 years including sample size, geographic coverage, year of execution, client, etc.
- iv. The interested firm/company/agency shall be registered with all tax authorities of the Government of Pakistan for income tax, sales tax etc. & shall provide documentary evidence in this regard.
- v. The interested firm/agency / company shall not have been defaulter or blacklisted by any foreign government, organization or Government of Pakistan or any of its organizations, financial institutions, regulators including PEMRA, the firm shall give an undertaking on Judicial Paper duly notarized to this effect.
- vi. The interested firm/agency/company shall confirm unconditional acceptance of full responsibility executing the work as per scope & deliverables defined in the tender document. The confirmation shall be accompanied with the proposal

Interested firm/agency/company may submit proposals as per requirements given in the tender documents during working days i.e. Monday-Thursday (0900-1500 hrs) & Friday (0900-1230 hrs) on or before **26th March, 2026** till 1100 hrs on the address given below along with non-refundable processing fee in the form of pay order / demand draft in favor of PEMRA amounting to **Rs. 10,000**.

The submission of proposals or qualification of technical proposal shall not establish any right or claim of any applicant whatsoever for the award of contract. The PEMRA /JIRC reserves the right to accept or reject all or any proposal as per PPRA Rules/PEMRA Laws.

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پاکستان الیکٹرانک میڈیا ریگولیٹری اتھارٹی، اسلام آباد

جوائنٹ انڈسٹری ریگولیٹری کمیٹی (JIRC)

پیشکشیں مطلوب ہیں

پاکستان میں ٹیلی وژن اسٹیٹسٹمنٹ سروے (TVES) کے انعقاد کیلئے خدمات کی فراہمی

جوائنٹ انڈسٹری ریگولیٹری کمیٹی (JIRC) پیما ایکریڈیٹیشن / رجسٹریشن برائے Television Audience Measurement / Television Rating Points Regulations, 2018 (ترمیم شدہ 2024) کے قاعدہ 17 کے تحت پیمرا کی جانب سے قائم کردہ ایک جوائنٹ انڈسٹری ریگولیٹری باڈی ہے۔ اس کی خدمات میں پاکستان میں TAM خدمات میں شفافیت کیلئے تھرڈ پارٹی کے ذریعے اسٹیٹسٹمنٹ سرویز، پرفارمنس آڈٹس اور دیگر ضروری خدمات کی انجام دہی شامل ہے۔ JIRC ریگولیٹری منظوری سے اور اس کی جانب سے کام کرتی ہے جبکہ اس سٹڈی سے متعلق تمام معاملات میں حتمی اختیار ریگولیٹر کو حاصل ہے۔ اس کے مقاصد میں سے ایک پاکستان میں ایک معتبر ٹی وی اسٹیٹسٹمنٹ سروے (TVES) کا انعقاد ہے۔

اس مقصد کے لیے JIRC ایسے ادارے / ایجنسی کی خدمات حاصل کرنا چاہتی ہے جو مطلوبہ مہارت رکھتی ہو اور TVES کے انعقاد کے لیے پچ / ٹینڈر میں حصہ لے کر اپنی تکنیکی اور مالی پیشکش جمع کروائے۔ ٹینڈرنگ کا عمل پیمرا قواعد کے مطابق سنگل اسٹیج ٹو اینیولپ طریقہ کار کے تحت ہوگا۔ مطلوبہ مہارت، جانچ کے معیار، قابل فراہمی امور (Deliverables)، ٹائم لائنز وغیرہ کی تفصیلات ٹینڈر دستاویزات میں دستیاب ہیں جو درج ذیل لنک سے ڈاؤن لوڈ کی جا سکتی ہیں: <https://www.pemra.gov.pk/jirc>

بولی دہندگان / ٹینڈرز / دلچسپی رکھنے والی ایجنسیوں سے توقع کی جاتی ہے کہ وہ GGTAM گائیڈ لائنز کے مطابق عالمی معیار کی اسٹڈی کے لیے اپنی جدید اور اختراعی حکمت عملی، طریقہ کار اور عمل درآمد کی تجاویز پیش کریں جو صنعت کی موجودہ اور مستقبل کی ضروریات کو پورا کرے اور مطلوبہ ڈیلیوریبلز کے مطابق ہو۔ عالمی معیار کے TVES کو یقینی بنانے کے لیے بولی دہندگان کو اس شعبے میں تسلیم شدہ اعلیٰ معیار (Gold Standard) کی پیروی کرنا ہوگی۔

دلچسپی رکھنے والی فرم / کمپنی / ایجنسی کا تجربہ:

- i - متعلقہ فرم / ایجنسی / کمپنی کے پاس کم از کم پانچ سال کا تجربہ ہو اور اس دوران اسی نوعیت کے منصوبے کامیابی سے مکمل کیے ہوں۔
- ii - گزشتہ پانچ برسوں کے کلائنٹس کی تفصیلات (ریفرنس چیک، شہرت و سہا، مرکزی و فیلڈ دفاتر کے پتے وغیرہ) فراہم کرنا لازم ہوگا۔
- iii - گزشتہ پانچ برسوں میں کیے گئے اسی نوعیت کے بڑے پیمانے کے سرویز کی تفصیلات فراہم کی جائیں، جن میں نمونے کا حجم (Sample Size)، جغرافیائی کوریج، سال تکمیل، کلائنٹ وغیرہ شامل ہوں۔
- iv - فرم / کمپنی / ایجنسی حکومت پاکستان کے تمام متعلقہ ٹیکس اداروں (انکم ٹیکس، سیلز ٹیکس وغیرہ) میں رجسٹرڈ ہو اور اس ضمن میں دستاویزی ثبوت فراہم کرے۔
- v - فرم / ایجنسی / کمپنی کسی بھی غیر ملکی حکومت، تنظیم، حکومت پاکستان یا اس کے ماتحت اداروں، مالیاتی اداروں یا ریگولیٹرز بشمول پیمرا کی جانب سے نادہندہ یا بلیک لسٹ قرار نہ دی گئی ہو۔ اس ضمن میں عدالتی اسٹامپ پیپر پر حلف نامہ (نوٹرائزڈ) جمع کرانا ہوگا۔
- vi - فرم / ایجنسی / کمپنی ٹینڈر دستاویز میں بیان کردہ دائرہ کار اور قابل فراہمی امور کے مطابق کام کی مکمل اور غیر مشروط ذمہ داری قبول کرنے کی تصدیق کرے جو پیشکش کے ساتھ منسلک ہو۔

دلچسپی رکھنے والی فرم / ایجنسی / کمپنی ٹینڈر دستاویزات میں درج تقاضوں کے مطابق اپنی پیشکش دفتری اوقات کار کے دوران پیر تا جمعرات (0900-1500) اور جمعہ (0900-1230) مورخہ 26 مارچ 2026 بوقت 1100 بجے تک درج ذیل پتے پر جمع کروا سکتی ہیں، پیشکش کے ہمراہ 10,000 روپے کی ناقابل واپسی پراسیسنگ فیس بطور پے آرڈر / ڈیمانڈ ڈرافٹ بنام پیمرا منسلک کرنا ہوگی۔

پیشکش جمع کروانے یا تکنیکی پیشکش کے اہل قرار پانے سے کسی بھی درخواست دہندہ کو کنٹریکٹ کے اجراء کا کوئی حق یا دعویٰ حاصل نہیں ہوگا۔

پیمرا JIRC کو پیپرا اور پیمرا قواعد کے تحت تمام یا کسی بھی پیشکش کو قبول یا مسترد کرنے کا حق محفوظ ہے۔

ڈائریکٹر (لائسنسنگ - BM/TAM)

پیمرا ہیڈ کوارٹرز (JIRC کی جانب سے)

4th فلور، ماوا ایریا، G-8/1، اسلام آباد

فون نمبر: 051-9107114، فیکس نمبر: 051-9107165، ای میل: raheem1003@yahoo.com

**TENDER SPECIFICATIONS & TERMS OF REFERENCE FOR
TELEVISION ESTABLISHMENT SURVEY**

JOINT INDUSTRY REGULATORY COMMITTEE (JIRC)

March, 2026

TABLE OF CONTENTS

1.	INTRODUCTION.....	1
	1.1 Role of JIRC.....	1
	1.2 TVES Objectives.....	2
	1.3 TAM Service in Pakistan.....	3
2.	PROPOSAL SUBMISSION GUIDELINES.....	4
	2.1 General Terms & Conditions	4
	2.2 Earnest Money	4
	2.3 Bidding Process	5
	2.4 Evaluation & Award Criteria	6
	2.5 Disclaimer.....	9
3.	TECHNICAL PROPOSAL	11
	3.1 Project Design.....	11
	3.2 Geographical Coverage	11
	3.3 Innovation/Tools/Software	11
	3.4 Completeness of Proposal	11
	3.5 Data & Reporting	13
4.	SERVICE STANDARDS AND AUDIT.....	14
	4.1 Governing Principles.....	14
	4.2 Quality Control Procedures.....	14
	4.3 Disclosure & Audit.....	14
	4.4 Human Resource.....	15
5.	FINANCIAL PROPOSAL & TERMS.....	16
	5.1 Quotation.....	16
	5.2 Project Timelines.....	16
	5.3 Performance Penalties.....	16
	5.4 Items for Submission & Deadlines.....	16
	5.5 Terms of Payment	17
	5.6 Project Termination	18

1. INTRODUCTION

1.1 Role of JIRC:

Joint Industry Regulatory Committee (JIRC) is a joint industry – regulatory body constituted by PEMRA under Regulation 17 of the PEMRA Accreditation/ Registration for Television Audience Measurement / Television Rating Points Regulations, 2018. It is responsible for conducting establishment surveys, performance audits through a third party and any other tasks which may be required to ensure transparency in the TAM services in Pakistan. JIRC acts on behalf of and with the approval of the regulator that has the final authority on all the matters related to this study.

One of its objectives is to conduct a credible TV Establishment Survey in Pakistan for which the committee has drafted this tender document and will follow the below process:

- Invite local and international research agencies to participate in the pitch/tender and submit their technical & financial proposals
- The tendering process shall be a single stage two envelope
- Invite agencies to present their proposal to the evaluation committee
- The evaluation of the technical & financial proposals will be based on a weightage system defined in this document
- The project will be awarded to the best qualified bidder on the basis of technical and financial evaluations
- Supervise the research in both setup and on-going execution/implementation phases (including but not limited to finalising the sampling, review of the tool, and quality assurance at various stages)
- To conduct full independent external audit of the TVES completed
- In undertaking all the above activities, compliance with PPRA Laws, i.e., PPRA rules & regulations will be ensured

This RFP / tender document has been prepared to provide recipients/interested parties/Bidders with an overview of the requirements for a robust TVES study.

The Bidders /Tenderers are expected to propose their own innovative solutions, methodology and implementations ensuring a world class study for Pakistan that would cater to industry's current and future developing needs. To ensure a world class TVES, bidders /tenderers are required to follow the gold standard in this area. We encourage you to refer to the governing principle as described in this document and in GGTAM guidelines and any other source that the bidders /tenderer may find relevant.

The Bidders /Tenderers are required to provide a complete proposal that shall include but not limited to the following:

- Technical Proposal: Detailed research architecture of the study including research design, geographical scope, data collection methodology/technology, data processing, data validation, quality checks, and data projection techniques of the panel onto universe to

reflect upon the market reality, up to standard reporting software, deliverables in terms of database and final report in word and power point formats.

- Financial Proposal: Detailed financial proposal separately for urban/semi-urban, rural, both urban & rural combined (i.e., National) and media habits surveys including cost break up (i.e., project management, data collection, data processing and reporting, fee, overheads, cost per interview, etc.)

1.2 TVES Objectives:

The objective of this RFP is to select a company to carry out a TV Establishment Survey (TVES) for Television Audience Measurement (TAM) Service in Pakistan.

TVES forms the foundation of the TAM service. It establishes the universe estimates, monitors changes in viewing habits and television environment that is being measured and most importantly provides a sampling frame of households.

An establishment survey is particularly critical to obtain universe estimates for specific characteristics of TV owning households such as;

1. Single/multi-TV set ownership
2. Terrestrial vs. cable penetration according to the following geographical variables.
 - a) National Pakistan covering all provinces,
 - b) Overall Urban Pakistan,
 - c) Metropolitan cities of Karachi, Lahore, Rawalpindi/Islamabad, vs. Nonmetropolitan cities, i.e., next top 20 cities based on population,
 - d) Semi urban areas (to be suggested by agency)
 - e) Overall Rural Pakistan (two data cuts of small villages vs. large villages ensuring remote area coverage.
3. Device ownership, other than TV sets on which TV channels may be viewed
4. Source of television reception: antenna (terrestrial), cable, direct to home (DTH,), digital cable (set-top box), IPTV (smart TV, set-top-box), satellite antenna (satellite dish), mobile TV etc.
5. Details of members of a household such as; total members, age, gender, living standard, socio-economic status of chief wage earner, household income, education, working status, etc.
6. General TV viewing habits of the household in terms of number of hours the set/device is on, joint family viewership at what day parts, children viewing etc.
7. Media Habits of males/females (aged 12+) covering multi-screen TV viewership, capturing content consumption across digital platforms including smartphones, tablets, and smart TVs.

As TVES forms the foundations of a reliable and credible TV audience measurement system, it is important to carry it out with utmost efficiency and accuracy. The bidding agency is expected to outline in detail how they will ensure efficiency and accuracy of the project both at the survey design and execution phases.

1.3 TAM Service in Pakistan:

The current TAM panel is of 2,000 plus households across urban Pakistan. However, total data of more than 3,000 homes are released on a consistent basis. In addition to physically installed metering devices in homes, the current service provides RPD (Return Path Data) from approximately 250,000 homes.

Once the project is awarded a meeting will be arranged with TAM service provider to discuss data and reporting needs. Random selection of cities may need to be modified slightly based on current panel design to ensure fresh database of household addresses in the area are available.

2. PROPOSAL SUBMISSION GUIDELINES

2.1 General Terms & Conditions for Submission of Proposals:

- Well reputed companies/firms having proper, established offices with sufficient manpower to execute the project in Pakistan are encouraged to apply.
- Interested companies/firms may participate in this tender directly or through their authorized representatives or partners having complete knowledge and experience of conducting establishment surveys.
- The bids shall be evaluated as specified in the TORs.
- Both NTN & GST Registration Certificates must be attached with the Financial Proposal.
- The interested companies shall have to display their capability to perform / complete the assigned task(s) within the schedule prescribed in the TORs.
- Incomplete or proposals without earnest money shall not be entertained.
- Submission of any false statement/document or concealment of any information is likely to disqualify the company/firm or in case if the project is awarded, the contract may be cancelled on this account along with forfeiture of the earnest money / performance bank guarantee
- Earnest money of unsuccessful companies/firms shall be returned on written request after award of contract to the successful company/firm.
- PEMRA/JIRC reserves the right to remove, alter or amend any or all the terms & conditions at any time by intimating all concerned
- Proposal forwarded through fax or email shall not be accepted.
- Companies / firms shall be required to submit proposals in hard form along with one copy in soft form.
- PEMRA/JIRC shall follow the Public Procurement Regulatory Authority Ordinance 2002 and all Rules and Regulations made thereunder. Relevant legislation in this regard is available at (www.ppra.gov.pk).
- PEMRA/JIRC reserves the right to reject any or all the bids submitted in response to this tender notice prior to acceptance.
- Meeting of the mandatory conditions shall be clearly laid down in the Technical Proposal, especially the experience in related field and the complete technical proposal.
- Proposals shall also be submitted in soft form (via usb etc.)

2.2 Earnest money:

The interested bidder / company /firm shall furnish an earnest money equivalent to 5% (five percent) of the total value of bid in the form of Call Deposit, Bank Draft or Pay Order issued by a scheduled bank of Pakistan / First Class Foreign Bank drawn in favour of PEMRA/JIRC valid for a period of six months.

Any bid not accompanied by the earnest money shall be rejected out rightly.

The earnest money of the unsuccessful companies/firms shall be returned upon award of contract to the successful company/firm or on expiry of validity of earnest money whichever is earlier. The

earnest money of companies/firms, that are technically disqualified, can be returned earlier at PEMRA/JIRC discretion upon receiving written request.

The earnest money of the successful company/firm shall be returned when the companies/firms complete the project.

The earnest money may be forfeited:

- If a company/firm withdraws its bid during the period of bid validity.
- If the company/firm fails to meet obligations for completion of the project as per the contract agreement.

2.3 Bidding Process:

a) Validity of bids:

Bid shall remain valid for a period of at least 90 days from the date of bids opening.

b) Deadline for Submission:

The bids/tenders in hard as well as soft form shall be delivered in person or sent by the registered mail which should reach the office of PEMRA given in Section 5.4 below till 1100 hrs on March 26th 2026.

Sealed bids as per Rule 22 (1) of the Public Procurement Regulatory Authority (PPRA) Rule 2004, shall be submitted.

The relevant clauses are:

- The bids shall be submitted in a sealed package or packages in such manner that the contents are fully enclosed and cannot be known until duly opened.
- The bids should be in 02 envelopes marked with “Technical Bid/Proposal” and “Financial Bid/Proposal”: Bids having necessary information regarding tender notice should be submitted. One soft copy of each bid shall also be submitted.
- No open, e-mailed or faxed bid will be accepted.
- Any bid received by PEMRA/JIRC after the deadline shall be returned unopened to such company/firm.

c) Modification & withdrawal of Bid:

Any company/firm may modify or withdraw its bid before the deadline of the bid provided that written notice of the modification or withdrawal is received by the PEMRA/JIRC prior to the deadline for submission of bids. No bid shall be modified or withdrawn by a company/firm after the deadline for submission of bids.

d) Opening of Bid:

PEMRA/JIRC Bid Opening & Evaluation Committee shall open the technical bids at 1130 Hrs on 26th March 2026 in the Conference Room, 5th Floor, PEMRA Headquarters, Mauve Area, G-8/1 Islamabad in the presence of authorized representatives of the companies / firms who choose to be present at the Bid Opening Venue. Financial bids shall be opened after evaluation of technical bids.

Date & time for opening of Financial Proposals shall be communicated in writing through mail or e-mail to the technically pre-qualified companies/firms. PEMRA/JIRC shall follow the Public Procurement Regulatory Authority Ordinance 2002 and all Rules and Regulations made thereunder. Relevant legislation in this regard is available at (www.ppra.gov.pk).

The company/firm's name, bid prices, any discount, the presence or absence of earnest money and such other details as the committee at its discretion may consider appropriate, shall be announced at the time of opening of bids.

The Bid Opening & Evaluation Committee shall resolve any issue raised by the companies/firms and the decision of the Committee shall be final.

The Bid Opening & Evaluation Committee reserves the right to reject any one or all bids by recording reasons as per PPRA rules.

e) Clarifications/Correctness of Bids:

To assist in the examination, evaluation and comparison of the bids, the Committee at its discretion may ask the company/firm for a clarification/presentation of its bid and demonstration of relevant software application/project/setup installed at any location by the company/firm. The request for clarification / presentation and the response shall be in writing.

f) Responsiveness of Bids:

In preparing the bids the following points shall be taken care of:

- Details of the hardware and application software being offered are mentioned in detail.
- Appropriate valid earnest money equal to 5% of the bid price valid for six months is submitted.
- The bid is valid for at least ninety (90) days.
- The bid prices are firm / conclusive during validity of the contract inclusive of all taxes, duties, transportation charges, etc. and excluding any escalation whatsoever.
- Completion period offered is within specified limits.
- The bid is complete in all respects.

2.4 Evaluation of Award Criteria:

a) Evaluation of Technical Bids:

A bid shall be rejected if it is found deficient on any of the mandatory requirements and eligibility criteria (clause 3) given in these TORs. The committee shall evaluate the bids on the basis of their conformity to the requirements given in these TORs, applying the evaluation criteria and point system as specified below. Each bid shall be given a technical score according to the points laid down in the table below. If the company/firm fails to achieve the minimum technical score of 60 marks, it will be rejected.

Sr. No.	Description	Max. Evaluation Points
01	Corporate Profile: Year established, leadership team experience & expertise, last 3 years annual turnover, clients in last 5 years, contacts of 5 clients for reference check, reputation and credibility, office addresses, field offices)	25
02	Experience: Details of similar largescale surveys conducted in last 5 years including sample size, geographic coverage, year of execution, client, etc.	10
03	Survey Design: Sampling methodology, survey instrument design, weighting, projections, etc	20
04	Project Planning: Innovations, devices, novel solutions international learnings, local challenges & mitigation practices, data back checking team and processes including GPS	10
05	Software & Deliverables: Data collection, processing and reporting software. Details of soft and hard copy of deliverables and in-person presentations.	10
06	Project Execution Plan: Training, pilot survey, profile (experience, education, expertise) of dedicated team on the project (client servicing, researchers, quality control staff, field supervisors, data collectors, data processors, etc.)	25
Total Points		100

The company / firm obtaining 60 marks shall be declared technically qualified. Shortlisted companies / firms can be invited for presentation wherein they shall elaborate on their bids and the technical proposal in compliance of scope of the work given in TOR along with company profile.

The weightage for technical and financial bids will be 60:40 respectively.

Financial bids of technically qualified companies / firms shall be opened at a time and date to be notified in advance in writing, through fax or e-mail.

Conditional Technical bids having ifs & buts shall be out rightly rejected. PEMRA/ JIRC reserves the right to accept or reject any or all proposals after recording reasons in writing.

○ **Opening and Evaluation of Financial Bids:**

Once evaluation of technical bids are completed, PEMRA shall notify those companies whose bids do not meet the minimum qualifying mark i.e. 60 or were

considered non-responsive or failed to meet the requirements of TORs, indicating that their Financial Bids will be returned unopened after completion of the tendering process.

PEMRA/JIRC shall simultaneously notify in writing, through fax or e-mail the company(ies) / firms that have been pre-qualified on the basis of technical proposal, indicating the date and time set for opening the Financial Bids.

The Financial Bids shall be opened in the presence of the firms / companies / authorized representative. The name of the company / firm, the offered cost for completion of project, any discount offered, the earnest money and such other details as PEMRA/JIRC Bidding & Evaluation Committee may consider appropriate, shall be read aloud and recorded when the Financial Bids are opened. The Committee shall prepare minutes of the bid opening process.

The PEMRA/JIRC Bid Opening & Evaluation Committee shall determine whether the Financial Proposals are complete and without any computational errors / ambiguity.

In case of a tie, fresh Financial Bids shall be called from the respective companies / firms and the process shall be repeated until one among them is a clear winner. Conditional Financial Bids having ifs & buts shall be out rightly rejected. The cost given in Financial Proposal shall be firm & final and no escalation whatsoever shall be allowed.

▪ **Award Criteria & PEMRA/JIRC 'S Right:**

PEMRA/JIRC reserves the right to accept or reject any bid by recording reasons in writing and to annul the tendering process and reject all bids, at any time prior to award of work/purchase order, without thereby incurring any liability to the affected companies/firms or any obligation to inform the affected companies/firms of the grounds for the PEMRA/JIRC 's action.

○ **Award of Contract:**

The contract shall be awarded to technically & financially qualified bidding company/firm. PEMRA/JIRC may return the unopened Financial Proposals on request of those companies/firms who fail to be pre-qualified /shortlisted as a result of evaluation of the Technical Proposal by the PEMRA/JIRC Bid Opening & Evaluation Committee. PEMRA/JIRC shall issue a Letter of Intent (LOI) to the successful company / firm immediately upon acceptance of the bid/proposal. The selected company / firm will sign the contract as per format prescribed by PEMRA /JIRC after fulfilling all the formalities/pre-conditions mentioned in the Letter of Intent, in line with the Project Timeline given in the TORs. The successful company / firm shall commence the project immediately after signing of the contract.

- **Important Conditions of Contract:**

Performance Security / Bank Guarantee:

The successful company/firm shall furnish a Performance Guarantee / Security Deposit equivalent to 10% (Ten percent) of the contract price at the time of signing of contract which will be within 07 working days after confirmation/intimation by PEMRA/JIRC. The Performance Guarantee / Security Deposit shall be in the form of Bank Draft or a Bank guarantee issued by any of the scheduled Bank(s) of Pakistan / First Class Foreign Bank in favour of PEMRA/JIRC valid for a period of One Year from the date of award of contract. If successful company/firm fails to complete the work within the given timeframe and up to the satisfaction of PEMRA/JIRC, performance guarantee / security deposit shall be forfeited and contract shall stand cancelled and payment made to the firm/company shall be recoverable.

Ownership of Material:

All the REPORTS in hard & soft form etc. along with details such as responses received to questionnaires etc. shall be the property of PEMRA/JIRC. All survey material and data collected from this project will be sole property of JIRC. If the survey is used for any other purposes whatsoever it will be a clear breach of contract. Example of breach are that additional questions are asked during the survey, sub-sets of the data collected are either sold separately or used internally by the company/firm and such other similar actions.

Provisional/Final Acceptance Certificate (PAC/FAC):

After successful COMPLETION OF PROJECT / submission of reports in hard & soft form, the company/firm may notify to PEMRA/JIRC. Upon such notification, PEMRA/JIRC shall examine the Reports in accordance with TORs. In case the reports are found satisfactory, Provisional/Final Acceptance Certificate (PAC/FAC) in favour of the company/firm will be issued.

2.5 Disclaimer:

This RFP provides only the basic requirement. Tenderers are requested to conduct their own independent investigations/inquiries on the accuracy, completeness or reliability of the information contained or referred to in this document.

Neither JIRC/PEMRA nor its advisors, consultants or any director, officer, employee, or agent accept any responsibility or liability for any reliance placed on the contents of this RFP by any recipient.

Tenderers are responsible to absorb their own costs, either incurred by them or parties associated with them, in preparing for this Tender/RFP.

Tenderers will not be allowed to request any financial compensation if they are not shortlisted, awarded the project or for any other reason whatsoever.

The receipt of this Tender Specification does not constitute any binding obligation or contract between JIRC/PEMRA and the tenderer.

JIRC /PEMRA reserves the right to choose, in its absolute discretion, the review process of the pitch/tender and the selection of the preferred Tenderer for the project.

The JIRC/PEMRA shall remain the final authority on all the aspects of this project.

3. TECHNICAL PROPOSAL

3.1 Project Design:

Keeping in view the status of TAM in Pakistan and the objective set out at the beginning of this tender document, the research design and methodology should be such that adopts international gold standard (in terms of latest thinking and innovations in the field of capturing TV viewership and media consumption across varied media platforms) of quality control and validation for all the various components of the study that together will give a complete and true picture of in-market TV viewership.

3.2 Geographical Coverage:

The current TAM service covers urban Pakistan only. Therefore, there should be a complete section in the technical proposal on details of how the urban survey will be conducted. The requirements from JIRC is to cover all provinces including AJK, GB and interior/remote areas of all provinces. Ideally all districts should be covered. Top 20 cities (in terms of population should be self-reporting cities).

We would require a separate section and a separate cost respectively for a rural TV Establishment survey. The requirements from JIRC is to cover all provinces including AJK and GB interior/remote areas of all provinces. Ideally all districts should be covered with adequate representation of small and large villages.

Multi-Screen Viewership: There is a realization that TV is not only watched on TV sets but on other devices via internet. Therefore, there is a need to measure multi-screen (including smartphones, tablets, and all other Smart TV devices) TV viewership and ultimately video content consumption and preferences of genres by demography.

3.3 Innovation/Tools/Software:

Use of latest data collection tools/technology and reporting software will be an added advantage. The science behind how the sample will be selected, weighting and projection factors to be used is an important aspect of quality and should accordingly be elaborated in the technical proposal.

3.4 Completeness of proposal:

The technical proposal should provide complete details on all the components of the research covering but not limited to the following:

- Sampling methodology with all technical details and outlining how all modes (terrestrial, satellite, cable, IPTV/Smart TV set-top boxes, etc.) of TV viewing will be captured.
- The sampling frame and weighting should be anchored to Pakistan Bureau of Statistics Census 2023 projections, ensuring demographic and geographic accuracy.

- Sample size calculation: the sample size should be large enough to ensure panel calculation at the city level for the top 20 cities (self-representing cities) and at the district level below that. You may propose one or more sample size options. However, for standardized cost comparison purposes we need costs for an urban TVES of 20,000 households and rural TVES of 7,000 households.
- Questionnaire structure, content, length, respondent selection criteria, languages
- Data Collection Procedures (selection of pure random households, identification of HHs for installation purposes by TAM service organization, accuracy of addresses to be sampled in selected blocks, rules of substitution, contact and recall procedures, response rates, back-checking mechanism, etc.)
- Field force (strength, experience, training and supervision, etc.)
- Details on Housing quality indicators and LSM proportions vs SEC proportions
- Weighting and projection methodology
- Quality control (accuracy and reliability of data gathering and processing, supervision methodology, software, etc.)
- Data processing (controls, software)
- Reporting software (ideally to be showcased at the time of presentation, strength, cross analyses capabilities) this may be an off the shelf solution details of which should be given or prepared especially for the project, if later dummy outputs to be included in the proposal

All measures, aspects that form the basis of a representative, reliable, stable and statistically valid TVES based on internationally accepted standards is the goal of JIRC.

Ideally the establishment survey should remain valid for 3 to 5 years, the agency winning the project should also account for running a validity check in terms of trends and technology upgrade every two years on 20 % of the sample – cross section of the original sample to check variations the sample should be replicated and from a subset of the same PSUs as selected in the original TVES survey.

3.5 Data & Reporting:

The deliverables of this study will constitute the following;

- Complete Data tables & datasets in standardized formats e.g. excel/SPSS/CSV.
- Metadata dictionary and variable definitions.
- Analyses software with capabilities to cross analyse variables
 - especially by geographical cuts such as; a) National Pakistan covering all provinces,
 - a) Overall Urban Pakistan,
 - Metropolitan cities of Karachi, Lahore, Rawalpindi/Islamabad, vs. Nonmetropolitan cities, i.e., next top 20 cities based on population, vs. Semi urban areas (to be suggested by agency)
 - Overall Rural Pakistan (two data cuts of small villages vs. large villages,
 - terrestrial vs satellite TV viewership, Cable (including IPTV) viewership,
 - demographic variables such as age, gender, occupation, education, etc.
- National weighting matrix (by region, LSM/SEC, gender, and age group), to ensure TAM operators interpret and integrate the data consistently.

- The ES output should include a clearly defined integration scheme (variable naming, city codes, SEC identifiers) to facilitate uniform ingestion into TAM databases.
 - Word, pdf and PowerPoint reports of study findings
 - Any other relevant details
-

4. SERVICE STANDARDS AND AUDIT

4.1 Governing Principles:

The tenderers will be required to address each of the below points in their proposal, These form an essential part of the evaluation process:

- Accuracy of the study in terms of error margin/confidence intervals
- Gives true picture of in-market TV environment and viewership pattern of the desired population, therefore, universe estimates.
- It gives as much details as possible consistent with the highest possible response rate.
- Identifies emerging trends in terms of viewership and new TV related equipment.
- Methodology and technology that maximizes responses with accuracy.
- System ‘validity’ i.e., it measures what it purports to measure and ‘reliability’ i.e., yield similar findings if independently carried out a number of times.
- Best research practice, international gold standard.
- Effective industry consultation.
- Rigorous internal quality control checks.
- Full disclosure and openness to external audits.
- Optimal resource allocation.

4.2 Quality Control Procedures:

Tenderers are required to discuss in detail the Quality Control measures that will be put in place for each step of the study to ensure the validity and reliability of the survey.

4.3 Disclosure & Audit:

For most elements of the research, there is an ideal procedure based on internationally accepted practice, which should be observed. The full detail of methodological procedures should be documented and openly available to all users.

While departures or compromises from an ideal procedure are acceptable, in all circumstances, the principle of full disclosure needs to be rigorously observed. The rationale behind the proposed solution should be explained.

The tenderers should indicate their willingness to undergo full-service audit as deemed appropriate by JIRC. JIRC will appoint a consultant/independent auditor that may have wide ranging powers starting from evaluation of the proposal to supervising the implementation of the survey that may include complete investigation at any time and any aspect of the entire study to ensure the reliability and credibility of the survey. Therefore, tenderers will have to agree to give access to all necessary information requested by the auditors.

4.4 Human Resource:

A professional and experienced team will play an important role in implementing an effective system. The proposal should have details on:

- structure of the team
- total strength
- technical and professional expertise of each senior team member
- team size commitment (full time/part time).

The following documents need to be attached as annexure:

Particulars	Description	Attachments (Page Nos. or Annexure Nos.)
Name of the company/firm		
Address (Telephone, Fax & E-mail)		
Year of Establishment (attach any documentary evidence or furnish a statement on Oath)		
National Tax No. / Sales Tax No. (attach documentary evidence i.e. Attested copy of the certificates)		
Banker's Name & Contact Details along with six months Bank statement		
Annual Independent Audited Financial Statements for the last two years		
Experience related to the similar assignments along with cost		
Projects in hand (current) along with verifiable contact details of the focal persons of the client		
Projects completed along with verifiable contact details of the focal persons of the client		
Clientele Attach as separate Annexure having contact details of the focal person of the organization.		
Information about infrastructure of the company/firm including details of offices, branches, with list of staff members.		

5. FINANCIAL PROPOSAL & TERMS

5.1 Quotation:

Tenderers are required to provide a complete quotation for the project. Mention total and cost per interview rates. For standardization of financial comparison, we are proposing the following sample sizes. Please propose for these sample sizes and any other sample size options mentioned in your proposal.

As a sample, the following grid can be used to quote the base service:

Sample Size	Geographical Coverage & Reporting	Cost (Rs.)
20,000	Urban TVES, Provincial, self- reporting cities	
7,000	Rural TVES, Provincial/District,	

The tenderer is required to submit a complete break-up of the cost in terms of data collection, data processing, analyses and reporting, time cost and overheads.

Any and all additional services if proposed, are to be quoted separately.

5.2 Project Timelines:

The successful company/firm shall be required to complete the project within a period of 150 days from the date of project commissioning. In case of unavoidable circumstances & exceptional circumstances PEMRA/JIRC may grant extension in the time on the recommendation of the Project Management Unit (PMU).

5.3 Performance Penalties:

If the company/firm fails to complete the project within the time specified as per final ability to PEMRA/JIRC for such failure shall be to pay an amount equivalent to 0.5% (zero point five percent) per week (Maximum up to 10%) of the bid value after which the contract shall stand cancelled. However, this provision is without prejudice to PEMRA/JIRC's right to forfeit performance guarantee / security deposit in case of failure to complete the work within the given timeframe.

5.4 Items for Submission & Deadlines:

i. The following are the minimum deliverables to be included in the final tender:

- Company Profile (experience of similar scale projects, key resources and other resources available locally and/or internationally)
- Project Design & Methodology
- Project Execution Team (responsibilities, role on the project with time allocation)
- Quality Control Procedures:
- Data processing/software and reporting mechanism
- Project Timeline
- Project Cost Details in PKR

- ii. Tenderers should submit One (1) electronic copy (in MS Office or Adobe Acrobat PDF format) to be delivered to the address provided in the next section.
- iii. All submissions and queries should be addressed to:

<p>Name: AR Amini Designation: Director Licensing(BM/TAM), 4th Floor, PEMRA HQ Mauve Area, Sector G-8/1, Islamabad. Telephone:051-9107162 Fax: 051-9107165 Email: raheem1003@yahoo.com</p>
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- iv. The following are the timelines to take note of:

Activity	Timeline
Publishing of Advertisement Inviting RFP/Tenders / Proposals	March 05, 2026
Receipt of EOI and Queries regarding the TORs/tendering Process & responses.	Publishing of advertisement till 24th March, 2026
Submission of Bids/Proposals	March 26, 2026 till 1100 hrs
Opening of Technical Proposal	March 26, 2026 at 1130 hrs
Presentation of Proposals / Clarifications	Within 10 days of deadline for submission of Bids
Evaluation of Technical Proposals	Within 20 days of deadline for submission of Bids
Opening of Financial Proposal of Technically Qualified Bidders	Within 30 days of deadline for submission of Bids
Announcement of Successful Firm/Agency/Company	Within 45 days of deadline for submission of Bids

5.5 Terms of Payment:

Payment shall be made in Pak Rupees within 10 working days after successful achievement of each milestone and invoice submission, tentatively as below:

Sr #	Payment Detail /Description	Time Period	Payment % age
1.	Award of contract after completion of formalities	15 days	10%
2.	Mobilization Advance		
3.	On completion of field work		25%
4.	Issuance of PAC	After Successful Completion	65%

All the payments shall be made by PEMRA/JIRC through crossed cheque. Taxes will be withheld as per Government Rules at the time of payment. No escalation whatsoever shall be paid to the successful company/firm and rates offered / accepted shall be deemed final.

5.6 Project Termination:

- **Default by Successful Company/Firm:**

If the company/firm has not taken reasonable steps to rectify any shortcoming within ten days from the date of communication by PEMRA/JIRC, PEMRA/JIRC may, after affording an opportunity of being personally heard forfeit the performance guarantee / bank guarantee and blacklist the company/firm.

- **Force-Majeure:**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the company / firm), fire, floods, natural calamities or any act of Allah (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within fifteen (15) calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the JIRC /PEMRA as to whether the project may be so resumed (and the time frame within which the project may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 180 days either party may, at his option terminate the contract, however on prior written intimation.

- **Arbitration:**

In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) the same shall be referred to sole arbitration of the JIRC / PEMRA or to the arbitration of some other person mutually agreed by both the parties. The adjudication of such Arbitrator shall be governed by the provisions of the Arbitration Act, 1940 or any statutory modification or re-enactment thereof or any rules made thereof. Subject to aforesaid Arbitration Act, and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause. The venue of the arbitration

proceeding shall be ISLAMABAD /PEMRA Headquarters or such other place as the arbitrator may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.
