

**REQUEST FOR PROPOSAL (RFP) FROM AUDIENCE MEASUREMENT
AND INSIGHT PROVIDERS WHO WISH TO DELIVER AUDIENCE
MEASUREMENT SERVICES ON NIGERIAN MEDIA PLATFORMS TO
THE FEDERAL MINISTRY OF INFORMATION AND CULTURE.**

MARCH, 2021

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1. INTRODUCTION

Over the last decade, the Nigerian film & music industry has shown significant growth & attracted global endorsements. Conversely, the Nigerian Broadcast, Advertising & Media Industry has been in decline. The absence of an industry-wide, technology-enabled Audience Measurement System (AMS) covering TV, Radio & other media has contributed to this ebb, with no clear Standard of Practice (SOP) on receipts, payments & conflict resolution mechanics have led to an increasing poor culture of compensation – delays & non-payments are rampant across the sectors.

As a result of this negative trend above, the broadcast – advertising sectors have been unable to leverage the outputs of the growing entertainment sector to deliver a win- win for the entire ecosystem.

The Honourable Minister of Information & Culture on June 2, 2020, inaugurated a Task Team to fashion out a robust scientific Audience Measurement System (AMS) for Media Advertising Industry in Nigeria and address the issue aforementioned.

1.1 SUBJECT OF PROPOSAL

The purpose of this document is to obtain proposals from audience measurement companies (AMC) for the provision of audience measurement and insight services. Measurement will take place on the audiences of the Nigerian Radio and Television across all National, regional and state Free to air stations, the Digital Terrestrial Television (DTT) and Direct-To-Home (DTH) services.

Please identify where your company will use any third-party supplier to perform certain services. In all cases where you have identified a third-party supplier you must include that company's information and marketing materials in addendum to your proposal submission.

APCON will review all submissions and evaluate these according to the quality of responses. Particular attention will be paid to responses which add extra detail to the information requested and go further in identifying opportunities to build a truly independent, defensible, accurate and relevant audience measurement solution for Nigerian free to air TV and radio.

2. AUDIENCE MEASUREMENT IN CONTEXT

The Nigerian Broadcast – Media/Advertising community continues to rely on subjective factors when making decisions on the content to be utilized, as opposed to how many viewers the content truly attracts. As a consequence, Television & Radio Stations now rent out spaces on their channels to sustain their businesses & content producers are at the mercy of sponsors, which unfortunately skews the authenticity of their creative output in favour of a few decision makers, instead of the millions of TV viewers.

Current Audience Measurement System (AMS) is 2 decades old, it was launched as a MIPAN-MPS initiative in 2001, it continues to use the old diary method (pen & paper) of collecting data on TV Viewership and Radio Listenership across key locations in Nigeria.

Challenged by the growing number of TV & Radio stations, which the DSO mandate will further exacerbate, the current diaries are reported back to media planners not less than a month after data is collected in other words it is not real-time, as it should be in a dynamic consumer environment.

The current method of Audience Measurement System (AMS) does not reflect the true picture of what and how much people are watching/listening and not trusted nor understood across the Ecosystem; the existing model will never enable Nigeria's Broadcast Media and Advertising industry to reach its full potential and it stunts the quality of the content that can be created and also limits the capacity of television platforms to invest in dynamic contents, that consumers will be attracted to.

Furthermore, the value of Nigeria's Broadcast Media Advertising Market is not proportional to the country's population, when compared to the Top 3 Markets in Sub-Saharan Africa, despite having a population more than three times that of South Africa, Nigeria's Television Advertising Revenue in 2016 was US\$309m, compared to that of South Africa, which was US\$1.3bn.

3. SCOPE OF SERVICES

The services requested are broadly defined as:

- Advisory: Planning, recommendations
- Measurement: Methods used to harvest data and measure the audience
- Analysis: Solutions used to derive insight from measurement
- Distribution: Distributing audience measurement insight to stakeholders

3.1 ADVISORY

Following the award to the successful bidder, the company will be expected to spend time with the JIC for the launch of the audience measurement services. Please describe the process you will follow in this preliminary stage, including likely meeting sessions required, and milestones expected.

You are required to confirm to the JIC technical committee the type of technology you will use for our proposed solution and which mobile telco you will with partner for return path and what frequency band they intend to use. You must include the full lead time and cost of this process.

3.2 MEASUREMENT

Please describe the methodologies you will deploy to measure the audience and pay particular attention to how specific methods will work in the Nigerian context. This must include;

- How you propose to select your nationally representative sample and size of the sample
- How you propose to work with the JIC to select the households for the sample size.
- How you propose to leverage the common set top box technology of the DSO.
- All data collection methods and technology you recommend deploying
- How you propose to mitigate challenges expected due to Nigeria's demographic mix, geography and diversity.
- Detail how the data will be weighted and any other editing rules you will apply.
- Data protection.

It is expected that audience measurement solution will grow in a phased manner if necessary, to allow the successful service provider time to measure performance, correct and improve the service.

You must include full and detailed roll out and growth plans for each method, benefits and drawbacks, and lead times and costs broken down for each method. All submissions must describe the end-to-end solution in detail including the setup and management of any user groups.

3.3 ANALYSIS

Please detail how your company will manage the raw data once it is collected, including all options for accessing and processes data. All submissions should identify data security measures taken and compliance with prevailing Nigerian data regulations. Please include any sample reports to demonstrate the type of analysis which your company will make available, including paper reports or access to sample online portals when requested by clients.

You are required to provide all data collected to the appointed auditors for the assessment of the quality of the data, panel data security, panel data accuracy and consistency, the compliance of representation on the panel and any all data protection laws in Nigeria.

3.4 DISTRIBUTION

Audience analysis will be valuable to a network of stakeholders including the Nigerian government agencies, advertisers, brands, TV platforms, channels, content owners, and other interested parties.

Please describe how your company currently manages the distribution or sale of audience measurement insight. All submissions must include clear plans for making the insight available to interested parties and give indications of the total value of the insight e.g. rate cards with accompanying explanation. Please also submit example commercial strategies from other national deployments including how stakeholders are charged.

4. FINAL COMMENTS

Submissions must clearly address the following areas:

- Company information, size, reach
- Work to date in Nigeria and sub Saharan Africa
- Evidence of previous or current successful audience measurement projects
- References from clients
- Clear 5-year plan with phases, timeline, milestones, costs
- Payment options
- Account management
- Data security measures
- Audience anonymity
- Audience security/safety
- User experience/ease of use e.g. as part of panel
- Quality control
- Fraud and manipulation
- Audit of methods and data
- Reference information/pilot surveys
- Current Nigerian measurement information strengths and gaps
- Knowledge of the Nigerian media market

5. IMPORTANT BID INFORMATION

5.1 TIMELINES

NEXT STEP	DATE	TIME	KEY ACTIVITIES
RFP Issuance	08/03/21	8.00am	<ul style="list-style-type: none"> RFR published on APCON's website and two National dailies
Questions	09/03/21 – 18/03/21		<ul style="list-style-type: none"> Parties may ask for clarification of items in the RFP between issuance and submission
RFP Submission Deadline	19/03/21	4.00pm	<ul style="list-style-type: none"> Closing date for all responses to RFP
Shortlist	On Invitation		<ul style="list-style-type: none"> Shortlisted companies will be invited to final discussions
Presentations	On Invitation		<ul style="list-style-type: none"> Shortlisted companies will meet with the Ministry for final discussions
Award made	On Invitation		<ul style="list-style-type: none"> Ministry award to successful company

5.2 OTHER IMPORTANT INFORMATION

Submittal format	<ul style="list-style-type: none"> Microsoft PowerPoint or Word as may be appropriate. Application should not comprise more than 100 A4 pages (11 points, Arial, 1.5 line spacing. All applications shall be submitted in English language. The application shall be submitted in a sealed envelope marked “Application for Audience Measurement Services”
Bid deadline	<ul style="list-style-type: none"> 19/3/21 (Not later than 12:00 hours Nigerian Time)

Submission address	<ul style="list-style-type: none"> ▪ All responses to this RFP shall be submitted to: The Registrar/Chief Executive APCON by email, Abuja office or Lagos office only
Consent to Publication	<ul style="list-style-type: none"> ▪ Each applicant must consent to the publication of their name as an applicant as well as the composition of the shareholding, after the submission deadline date.
Covering letter	<ul style="list-style-type: none"> ▪ The letter should identify the single point of contact for the applicant together with full contact details including e-mail address and direct telephone number. ▪ The letter should be signed by an authorized signatory representing the applicant. ▪ The applicant should clearly declare his/her acceptance of the terms and conditions set out in this RFP.
Packaging and checklist	<p>The application shall consist of distinct envelope that shall contain:</p> <ul style="list-style-type: none"> ▪ All materials that clearly demonstrate eligibility ▪ All materials that clearly demonstrate the minimum commitment set in this RFP
Number of copies for all submitted documents	<ul style="list-style-type: none"> ▪ Five (5) printed copies of each required document with one soft copy of each document submitted in a folder on a USB disk. All commercial/financial information are to be submitted in spreadsheets format.

Enquiries Procedure	<ul style="list-style-type: none"> ▪ Any request for supplementary information and clarifications relating to this RFP should be directed to: rfpam21@gmail.com
Selection Process	<ul style="list-style-type: none"> ▪ All applications received on or before the closing date shall be reviewed for completeness and responsiveness. To clarify, this means that the application meets all the basic requirements for packaging (sealed and marked envelopes). All incomplete and non-responsive applications shall be put aside immediately, and the applicant will be informed in writing.
Cost of proposal preparation	<ul style="list-style-type: none"> ▪ All costs incurred in the preparation and submission of the application will be borne by the applicant, irrespective of the outcome of the process.
Consortium bid	<ul style="list-style-type: none"> ▪ Consortium of existing broadcasters and other interested parties can apply as a single legal body. Declaration of participation in the consortium shall be legally binding.
Commencement date	<ul style="list-style-type: none"> ▪ Regardless of the date of the award, commercial service shall begin at the time specified in the offer, including rollout timeline and quality of service.
Application fee	N250,000; Payment will validate submitted proposal
Confidentiality and late application	<ul style="list-style-type: none"> ▪ Any information that is considered confidential should be clearly noted and marked on the document by the applicant. Any application received after the closing date shall be considered nonresponsive and will be returned.

Company Ownership	▪ Ownership of the company must be at least 75% Nigerian.
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5.3 DISCLAIMER

- a. APCON and The Ministry of Information and Culture shall reserve the right to verify the authenticity of claims made by the interested companies and to disqualify any company based on false or unverifiable claim or information.
- b. APCON and The Ministry of Information and Culture shall not be liable for any expenses incurred by interested companies in preparing their responses to the RFP.
- c. APCON and The Ministry of Information and Culture reserves the right to inspect or verify claims/information submitted as it deems necessary. Similarly, they are not bound to shortlist any company and reserves the right to annul the process when unforeseen and justifiable developments warrant such action, without incurring any liability and assigning reasons thereof.
- d. That at any time the they discovers that the information submitted for pre-qualification is false, the Ministry reserves the right to disqualify the company.

5.4 ATTESTATION

By submission of this RFP, the applicant acknowledges that he/she has carefully examined the terms and conditions set forth in this document and that all information provided are correct, accurate and complete. The applicant recognizes and accepts that any inaccurate or incomplete information renders this application invalid.