

Terms of Reference.

***** REQUEST FOR PROPOSAL *****

THE BROADCASTING COMMISSION OF JAMAICA

<u>Project No.</u>	ACMS /05/11
<u>Title of Request for Proposals:</u>	Automated Content Monitoring System
<u>Reference:</u>	ACMS /05/11

5 July 2011

SECTION I

General Information

This document constitutes a Request for Proposal (RFP), via competitive sealed proposals, from qualified individuals to perform the Scope of Work set forth herein. This request is an offer by the Broadcasting Commission to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful Offeror.

- 1.1 The Offeror shall provide a proposal, in accordance with all terms and conditions of this RFP, to develop and implement an automated content monitoring system having the capability to record the output of broadcast radio and television licensees, the ability to flag problematic content, and the capacity to edit and prepare video and audio clips for evaluation.
- 1.2 The offer to purchase and award a contract are contingent on receiving final approval of the award from the Broadcasting Commission's Chairman on behalf of the Board of Commissioners.

Procedure for Clarification

- 1.3 All questions concerning this procurement shall be addressed to:

Richard Myers
Human Resources & Office Manager
5th floor, 53 Knutsford Blvd.
Kingston 6
Tel: 876 618-0876 -8
Fax: 876 929 1997
Email: Rmyers@broadcom.org

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SECTION II

Brief Description of the Broadcasting Commission

2.1 The Broadcasting Commission is a statutory agency falling under the portfolio of the Ministry of Information. The Commission is mandated by the Broadcasting and Radio Re-diffusion Act to monitor and regulate Broadcast Television and Radio and Subscriber Television (Cable) services to ensure their operation at appropriate technical, programming, and service standards. It is specifically mandated to:

- Monitor compliance of the licensed media with the Broadcasting and Radio Re-diffusion Act and the Television and Sound Broadcasting Regulations, the Children's Code for Programming and licences that are issued under the subject Act.
- The Commission, through its Secretariat, conducts checks to ensure that licensees comply with technical, customer service and programming standards, as well as copyright laws; and investigates complaints by members of the public and licensees about possible breaches;
- Evaluate applications for broadcast and subscriber television licences and make recommendations to the Minister of Information on the terms and conditions for grant, suspension, re-instatement and renewal of licences;
- Advise the Minister of Information on the formulation and application of policies that affect the electronic media;
- Conduct and commission research on all areas relating to electronic media in Jamaica.

OVERALL PURPOSE:

In the 2009-2010 Operational Plan, the Secretariat was asked to conduct research to identify suitable automated content monitoring systems. The systems were required to satisfy certain criteria *viz* the ability to record the output of broadcast radio and television licensees; the ability to flag problematic content; and the capacity to edit and prepare video and audio clips for evaluation.

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SECTION III

Scope of Work

General Requirements:-

The consultant shall:

- 3.1** understand and agree that no quantity of service is guaranteed under the contract and that the Broadcasting Commission does not guarantee that the consultant's services will be utilized to any degree;
- 3.2** Key objectives/Technical Specifications are to:
- Automatically and simultaneously record and store the output of broadcast radio (regional as well as national) and terrestrial television stations 24 hours per day.
 - Be scalable from a minimum of 30 radio stations and 5 television stations.
 - Have capacity to store recordings up to 45 days
 - Convert analogue broadcast radio and television signals to a multimedia digital format automatically and in real time
 - Be compatible with Standard Definition and High Definition digital TV output.
 - Output content as multimedia files of different formats (e.g. wmedia, real, mpg).
 - Automatically convert audio (from problematic songs/ spoken words) to text.
 - Integrate with formats such as Word, Excel and Rich Text Format (RTF).
 - Generate automatic email alerts flagging pre-defined phrases or words.
 - Allow management of multimedia files including clip creation, editing, deleting, and adding of multimedia files.
 - Allow searches of the digital data base, including multimedia files, audio / video, text files, PDF, Images, Web Sites, etc.
 - Allow access to the database by authorized users from multiple terminals.
 - Be customizable for local language and vernacular.
 - Integrate with BCJ database to generate form letters for Monitoring department to issue to licensees once the system has identified a breach.
 - Allow system to flag songs previously identified as breaching the Regulations.
 - Allow system to flag songs played by licensees that have been pre-defined by their producers as explicit or not fit for airplay

3.4 Deliverables

1. *System must meet technical specifications criteria listed above*
2. *Proposals must include as an option, the possibility for hosted (remote) service versus acquisition of hardware/software*
3. *Proposal may include options for lease/licensing or purchase*
4. *Proposal must include details of maintenance/updates schedule*
5. *System must meet Government of Jamaica (GOJ) environmentally-friendly "green" criteria (reduced carbon footprint, energy efficient, etc)*
6. *Training of staff on use of system*
7. *Phased implementation and Financing*
8. *Real-time demonstration of a similar system presently in operation - to completely understand capabilities of the system being proposed.*

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Eligibility Requirements

- 3.5 Tax compliance is not a requirement for foreign Bidders to participate in procurement opportunities. However, the foreign contractor will be required to obtain a valid Tax Compliance Certificate (TCC) before the contract award. Application forms may be obtained from the Inland Revenue Department's website at www.jrs.gov.jm. Local bidders must be registered with the National Contracts Commission and possess a valid TCC/Tax Payer Registration Number (TRN).

SECTION III (b)

Required Content

- 3.6 In addition to a brief description of expertise/organisational background the following information should be provided:
- Team description - a brief description including credentials of the personnel who will be undertaking the contract;
 - Roles and qualifications - the proposal should include company background and experience, including relevant references and curriculum vitae for key roles. The individual or company must have:
 - Proven track record in audio visual systems including digital, analogue and broadcast systems
 - Proven track record in consultancy assignments
 - Demonstrable knowledge of multimedia, standard definition and high definition digital TV systems, .net framework and SQL server database
 - Extensive knowledge of systems development methodology and principles of project management.
 - Proficient in systems hardware and software installation
 - Contact Information - provide respondents' address, telephone and facsimile numbers and e-mail addresses;
 - Experience - provide a brief description in successfully completing similar projects; **Proposals should contain at least two (2) recently written testimonials**
 - Proposed project schedule – provide a proposed project schedule (as a Gantt Chart or Critical Path) with work breakdown detailing the tasks to be accomplished and expected time in weeks/months of the completion of each major task;
 - Suggested modification - provide comments and suggested modifications, if any, to the proposed Scope of Work outlined herein;
 - Indicate exceptions - indicate exceptions to any of the general terms and conditions of the RFP;
 - Cost schedule - provide an itemized cost breakdown in Jamaican currency and terms of payment for the service(s) to be undertaken.

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SECTION IV

RFP Processes and Requirements

Language and Method of Submission:

- 4.0** Offerors will submit proposals written in Standard English by 10:30 a.m. **Wednesday August 17, 2011**. The proposal will address the solution the Offeror has designed to answer the scope of work in this RFP in the format stated at 3.6 above.

Duration of proposal validity

- 4.1** The validity of the Proposal should be of the duration of 120 days.

Method of proposal submission

- 4.2** To be considered for selection, bidders must submit a complete response to this RFP in a signed, sealed, and dated envelope by the deadline stated above. One (1) original and three (3) copies of the proposal must be addressed to:

The Executive Director
Broadcasting Commission
5th floor Victoria Mutual Building
53 Knutsford Blvd. Kingston 5

Proposals received after the deadline will not be considered. Faxed or electronically transmitted proposals will not be accepted. All proposals received are final and no corrections or modifications/amendments to the proposal at this stage will be entertained after receipt.

Bids will be opened in the presence of bidders' representatives who choose to attend at the address above at 10:45 a.m. **August 17, 2011**.

Tendering costs

- 4.3** There is no fee for tender documents, and all costs to prepare and submit a response (including site visits, etc) to this RFP shall be borne by the bidder. In addition the Broadcasting Commission shall not be liable for any cost incurred by a bidder prior to issuance of a contract.

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Evaluation of proposals and selection

- 4.4** A selection committee will consider all proposals and conduct discussions with those Offerors whose proposals are deemed most suitable for advancement. The discussions will be conducted solely for the purpose of understanding the proposal and to provide specific instructions for modifications if necessary.
- 4.5** The Broadcasting Commission is committed to selecting the most competitive offer for contract award, but does not base its evaluation solely on price. The following criteria will be used to evaluate the proposals received:
- Qualifications and experience of consultant in the type of work required
 - Capability of consultant to complete the work in the required time frame
 - Extent to which the proposal addresses the scope of work above
 - Cost effectiveness of the proposal
 - Value for money.

Determination of Responsiveness

- 4.6** The deadline stated above will be used to determine the responsiveness to the RFP. Proposals received after the deadline will not be considered.

SECTION V

Awards & Funding Source

- 5.1** The Offeror shall have the capability and the requisite experience and expertise to provide services for the BCJ in accordance with the provisions and requirements set forth herein. The Offeror shall understand and agree that no quantity of service is guaranteed under the contract.
- 5.2** In the performance of the services set forth herein, the Offeror shall expressly understand and agree that a contract exists between the Offeror and the BCJ upon approval and acceptance of a proposal. In addition, the Offeror understands and agrees that the contract shall be performed on behalf of the BCJ who will be responsible for the administration of the contract.
- 5.3** Although the RFP requires financing options, funding will be undertaken by the Broadcasting Commission.

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SECTION VI

Awards & Remuneration

- 6.1** The BCJ reserves the right to refuse to offer an award to the Offeror for any reason.
- 6.2** The successful Offeror will be notified in writing prior to the commencement of the contract.
- 6.3** The period of the contract is subject to negotiation.
- 6.4** Remuneration will be at the rate agreed upon, and will be payable on terms to be agreed.
- 6.5** The Broadcasting Commission reserves the right to immediately cancel, terminate, or reject the whole or any part of the contract due to failure of the Offeror to carry out any term, promise, or condition of the contract.

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Consultant's Data Sheet

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment.]

Assignment name:	Approx. value of the contract (in current JMD \$):
Country:	Duration of assignment (months):
Location within country:	
Name of Procuring Entity:	Total N° of staff-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in current JMD \$):
Start date (month/year):	N° of professional staff-months provided by associated Consultants:
Completion date (month/year):	
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Firm's Name: _____