



26th October 2018

To ALL Bidders,

**REF: RESPONSES TO CLARIFICATIONS –RFP TENDER TO
UNDERTAKE SURVEY ON QUARTELY AUDIENCE AND
INDUSTRY DATA REF: CA/PROC/RFP/02/2018-2019**

We have received request for clarification in reference to the above mentioned tender. Below are the responses to the questions raised.

Q 1 Involvement of all relevant stakeholders including broadcasters, advertisers, audiences, and other entities involved in matters relating to broadcasting. Does this mean that you would like us to involve all these groups in the survey we will be undertaking? Please clarify this particular objective.

CA Response

The Authority expects that the Bidder to involve all these stakeholders in its survey and therefore the data to be acquired shall be recent and shall entail the output from the survey.

Q2 Identify and analyze advertising spend in both free-to-air and subscription broadcasting services based on rate card value, including analysis of **industry product spend** – what particular industry/Product splits would you like us to report on? This will guide us on the scope.

CA Response

The Authority is interested on the spend in TV and Radio adverts

Q3 Identify and analyze advertising trends across the various **broadcasting services and technologies**. Please clarify what you mean by broadcasting services and technologies.

CA Response

The Authority is interested in TV, Radio and new emerging broadcasting technologies and services related to broadcasting such as OTTs, online streaming, etc

Q4 You have requested that the Bidder submits at least three (3) measurements undertaken in the last five (5) years for Audience and Industry measurement data for Radio and TV services. Kindly confirm whether this is a request for references for clients we have worked with or does it entail something different from our understanding.

CA Response

The Authority in this requirement expects the bidder to submit or avail evidence of at least three measurements done pertaining to Audience and Industry measurement data for Radio and TV services and not recommendation letters. The purpose is to avail proof that the bidder has sufficient experience in undertaking a similar venture and having the requested data.

ALL other conditions and closing date remain the same.

Yours faithfully,

COMMUNICATIONS AUTHORITY OF KENYA



Ms. Janet Imunya
FOR: DIRECTOR GENERAL