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## **Media Rating Company (MRC)**

invites

## **Request for Proposals (RFP)**

for

**Integrating Return Path Data from Set-top boxes (STBs) with KSA TAM data  
for MRC's Television Audience Measurement System (KSA TAM)**

**Date of Issue:** January 2023

**Project Coordinator / RFP Contact:**

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**Project / Issuing Office:**

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Kingdom of Saudi Arabia



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## 1. INTRODUCTION

- 1.1. Purpose: This Request for Proposal ('RFP') provides to those interested in submitting proposals ('Proposer'), sufficient information to enable them to prepare and submit competitive, sealed proposals, for design and conduct of the proposed project of integrating Return Path Data from Set-top boxes (STBs) with KSA TAM data for MRC's Television Audience Measurement System (KSA TAM).
- 1.2. This RFP is issued by Media Rating Company (MRC), a Limited Liability Company (LLC) representing the various stakeholders in the media and advertising ecosystem, comprising media owners, media agencies and advertisers. MRC has been granted the sole license to conduct Audience Measurement Studies in the Kingdom of Saudi Arabia by the General Commission for Audio-Visual Media (GCAM).
- 1.3. The Kingdom of Saudi Arabia has a strong and thriving media scene:
  - 1.3.1. More than 1,000 TV channels beam into the Kingdom.
  - 1.3.2. The Kingdom is one of the earliest adopters of 5G. 98% of the population has access to the internet. It is the 9<sup>th</sup> ranked country in the world in terms of mobile broadband speed, with median download speeds of 97.15 mbps and upload speeds of 15.47 mbps. This naturally has led to high penetration as well as high usage of personal devices.
  - 1.3.3. With a population of around 35 million, the Kingdom has 40.2 million mobile subscriptions. It is ranked 3<sup>rd</sup> in the world in smartphone usage, with 24.2 million smartphone users.
  - 1.3.4. Readers in Saudi Arabia have access to around 13 dailies in Arabic and English, in addition to numerous magazines and web access to major international publications.
  - 1.3.5. Nearly 60 radio stations in English and Arabic span the gamut of music, news and current affairs, talk shows, religious programming etc.
  - 1.3.6. Since being reintroduced in 2018, Cinema in Saudi Arabia has already become the largest in terms of market share in the entire Middle East. There are more than 430 cinema screens, including international chains like Cinepolis and Empire. PWC estimates that the box office revenues in Saudi Arabia is expected to be \$950 million, across an expected 2,600 screens by 2030.
  - 1.3.7. The gaming industry, including both video games and esports, in Saudi Arabia is rapidly growing. Saudi Arabia has 23.5 million gaming enthusiasts, comprising approximately 67% of the population. The Saudi gaming market hit \$1 billion in 2021 and is expected to reach \$6.8 billion by 2030.



- 1.4. Audience measurement across media has not kept pace with the significant media consumption.
  - 1.4.1. For the past three decades, TV measurement has been conducted through a CATI based system with a small sample size.
  - 1.4.2. The Readership study is conducted once a year and is limited only to the newsprint medium. Web editions are not covered by this study.
  - 1.4.3. There are no independent studies on any other medium.
- 1.5. As part of its Vision 2030, Saudi Arabia has launched an executive program that aims for Saudi Arabia to be the leading country in the digital content sector and its platforms by 2030 through providing the appropriate environment by improving the regulatory and legislative environment in the digital content sector; having an integrated governance that stimulates expansion and growth and encourages innovation; and developing and stimulating the digital content market. This program is called IGNITE (Invigorate, Grow, Nurture, Improve, Transform, Enable). IGNITE initiatives include Film Fund Program, Gaming Fund program, Digital Content Training, Incubator & Accelerator, Scholarship Program, Apprenticeship Opportunities, Accelerate e-sports growth, Data Centers, Large-scale Digital Media events, and Digital Media Practitioners Community Platform.
- 1.6. In keeping with the Vision 2030, MRC is a member of the IGNITE initiative, working to provide a holistic view of media consumption by marketable audiences in Saudi Arabia.
- 1.7. About MRC:
  - 1.7.1. The Vision of MRC is to become the reliable data source for in-home and out-of-home media consumption. Its twin missions are to create gold standard audience measurement data for the media industry; and to be transparent & inclusive with all stakeholders across the media and advertising ecosystem.
  - 1.7.2. In addition to the Board of Directors of MRC, the Governing Structure comprises:
    - 1.7.2.1. An Advertising Industry Board (AIB), consisting of members across various stakeholders, that acts as a Steering Committee for the projects.
    - 1.7.2.2. A Technical Committee representing all stakeholders, that works with MRC on all aspects related to the research.
  - 1.7.3. As envisaged in its five-year plan, MRC started working on peplemeter based audience measurement of television in 2021. Data from the KSA TAM panel was launched on 17 October 2022. The panel is still being built and will soon reach the targeted daily in-tab of 2,000 HHs. The KSA TAM panel is entirely handled by Nielsen ("KSA TAM partner").



- 1.7.4. Over the next three years, MRC intends to measure content consumption by audiences across media and platforms; be it video / audio / display content across all screens / devices, digital content including social media, gaming, outdoor, radio and print.
  - 1.7.5. The launch audit for KSA TAM has been conducted by 3M3A ('Auditor'). The Auditor will be conducting regular process audits for the KSA TAM project, as well as for all projects undertaken by MRC.
- 1.8. ABOUT KSA TAM
- 1.8.1. A television audience measurement system must have at least two components.
    - 1.8.1.1. Establishment Study: A periodic sampling exercise to define the audience whose viewership behaviour is sought to be measured.
    - 1.8.1.2. Household Panel: Continuous tracking of viewership in a purposively defined set of homes so defined as to be representative of the population as ascertained by the Establishment Study.
      - 1.8.1.2.1. Many models of viewership measurement exist that have additional components but these two are indispensable.
  - 1.8.2. For the KSA TAM, an Establishment Study covering more than 7,000 HHs was conducted to generate granular Universe Estimates building on population data from the General Authority for Statistics (GASTAT). The second wave of the ES, with a targeted sample size of ~8,000 HHs is planned for Q1, 2023; and subsequent waves to update the UE will be conducted at regular intervals.
  - 1.8.3. The Household panel has approx. 2,300 HHs / ~9,600 individuals, representing a marketable population of ~20.5 million individuals across 24 cities of Saudi Arabia. The target for the Household panel is approx. 2,350 HHs / ~10,000 individuals.
  - 1.8.4. The panel HHs have a peplemeter called the Nanometer installed with working TV sets, that use the audio matching (or fingerprinting) technology to capture the content consumption on the TV set. In addition, HHs with fixed broadband have a Streaming meter, which works with the Nanometer to identify between Linear and Streaming platforms.
  - 1.8.5. Since its launch on 17 October 2022, data from the KSA TAM system is being used by the various stakeholders – broadcasters, media agencies and advertisers.
  - 1.8.6. In line with its long-term vision, and as part of the plan to have the KSA TAM panel as either the single panel or the base (or core) panel for all subsequent studies across media, the TAM partner has collected data on other devices, including mobile phones, laptops, desktops, gaming consoles et al, used by the panelists.



## 1.9. Background to the Project

- 1.9.1. Any panel-based study is limited by the size of the panel. Combining it with Return Path Data from STBs will help to generate more granular level estimates of TV consumption.
- 1.9.2. There are four main broadcasters whose Return Path Data MRC is planning to use: two Pay TV RPD providers (OSN and BeIN), one Telco provider (Jawwy) and one satellite box provider (Gobx).
- 1.9.3. Each of these players are currently using their RPD either on a HH level or individual level (PIV) for internal decisions.
- 1.9.4. One of the providers made their data available to media agencies in 2021 in preparation for the KSA TAM data.
- 1.9.5. Households in Saudi Arabia can have access to more OSN or BeIN either through purchasing the STB and subscribing directly to the providers; or through Jawwy whereby audiences can choose to buy more than one package from either OSN, BeIN or both.
- 1.9.6. Gobx is a standalone and requires only a one-time purchase of the box.
- 1.9.7. A household can have access to one or more providers, for example OSN and Gobx or OSN and BeIN or OSN and Jawwy.

## 2. WORK STATEMENT

- 2.1. Project Objectives: As part of its initiative to bring more granular audience measurement to the media industry in Saudi Arabia, the Media Rating Company (MRC) is interested in integrating Return Path Data with the KSA TAM panel-based data, with the twin goals of:
  - 2.1.1. Creating granular nationally representative estimates of TV tuning and consumption among the total marketable population in Saudi Arabia.
  - 2.1.2. Ensuring that smaller channels are being adequately covered by introducing a large sample base from RPD.
- 2.2. The project aims at:
  - Building and operating program-level measurement solutions for linear TV content viewed via STB devices in residential households.
  - Collecting and aggregating RPD data including live, PVR and on-demand viewing where data permits.
  - Fusing the combined RPD dataset with the KSA TAM dataset using key demographics (Age, gender, nationality, region, SEC, occupation).
  - Combining household-level (or individual level) demographic profiles with TAM estimates and consolidated video viewing from multiple RPD providers for a reliable and trusted single-source solution.

2.3. The proposers are expected to:

- Demonstrate an operating tech-research solution that can remotely establish secure connection with the servers of the RPD providers, access the provided RPD set and seamlessly integrate it with the KSA TAM panel data to create a combined dataset.
- Showcase the scalability of the solution. As mentioned in Section 1.7.4, MRC intends to measure all content consumption across platforms; hence the solution needs to be scalable for the same.
  - Elaborate how the solution will cover different input formats from the different service providers to create a single format for use without any loss of data in this integration process.
- Demonstrate that the solution can be easily merged with the existing processes of the various services providers such that it does not impact their existing processes and practices.
- Work with the TAM partner to seamlessly integrate the solution in the existing panel.
- Recommend if the existing panel of ~2350 HHs / ~10,000 individuals across 24 cities is a robust sample for ascribing individual attributes on the RPD, or additional respondents need to be applied, with clear reasons for the same.
- If an additional panel is required, demonstrate the ability to, and work with MRC and our TAM partner in fusing the aggregated data with the KSA TAM dataset using key demographics (Age, gender, nationality, region, SEC, occupation)
- Demonstrate methods to ascribe individuals to content using statistically robust measures.
- Demonstrate how they will provide MRC with an unfused RPD set and a fused RPD set at the agreed intervals of providing data. It is to be noted that MRC will have ownership of this data.
- The above points are illustrative and not exhaustive. MRC would welcome any other inputs from the proposers that showcases their strength and value towards the project.

2.4. MRC understands that all the requirements mentioned above may not be completely available with proposers. Hence, MRC is open to considering a hybrid option of multiple partners bringing in their respective expertise. The proposers may make a sole bid or a joint bid with other proposers. Considering the solutions on offer, MRC may offer parts of the solution to different proposers, asking them to work jointly on the solution. By sending their proposal, the proposer signals their affirmation to such an arrangement.



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- 2.5. MRC is open to considering a variety of approaches that the proposer would recommend, providing the proposer highlights the rationale for the approach recommended. Any approach that is recommended must:
- Demonstrate data accuracy and integrity. It must be compliant with International Industry standards and certifiable by a third-party auditor.
  - Should be efficient, transparent, and credible.
  - The recommended approach should already have been tested and preferably executed and audited in other markets.
- 2.6. MRC is conscious that Data Fusion plays a growing role in such research around the world. The new dataset can be integrated in a privacy compliant way with KSA TAM data (at the household level or individual level), as well as other data sets (in the future) such as purchasing or other behavioural or proprietary datasets or digital ad tags or other cross-media usage data, for the purposes of targeting, cross-media optimization and/or to demonstrate post-exposure purchase behaviour.
- 2.7. The approach should produce integrated content consumption data (content consumption through RPD and KSA TAM) and reports that mirror what is produced in KSA TAM data via audience information and metrics. Data should include but may not be limited to:
- Age, Gender, Nationality, Region,
  - Date & time viewed,
  - Program Name, Season & Episode information,
  - Channel Name,
  - Linear or Time shift viewership,
  - Source of viewing
- 2.8. The minimal required reporting must be on
- Reach,
  - Duplication,
  - Exclusivity/incremental reach,
  - Frequency,
  - Completion rate,
  - Time spent, etc.
- Proposers are encouraged to recommend more reporting metrics.
- 2.9. The recommended approach(es) should provide data, ideally on a daily basis, but minimum at weekly level.



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- 2.10. In their proposal, the Proposers are expected to:
    - 2.10.1. Outline several approaches (if needed) to address project objectives, each with their own cost and timing considerations.
    - 2.10.2. Detailed technical explanation of how each approach works, opportunities and limitations, and deliverables.
    - 2.10.3. Explain, in details, on how you will work with the RPD providers and the KSA TAM partner to seamlessly integrate the return path data with KSA TAM data and either share raw data files to the KSA TAM partner for integration in their reporting and media optimization software; or integrate the TAM raw data files with the return path data in your software for reporting and media optimization. In the latter option, a live demonstration with existing / dummy data of the software will be required.
      - 2.10.3.1. MRC will establish relations between the selected vendor(s) and the participating RPD providers. The vendor(s) is required to engage with participating RPD providers for all logistics, technical, and data requirements. The vendor is responsible for driving deliverables from the RPD participants for data production. MRC alongside its auditors will supervise the process and provide support as required.
    - 2.10.4. Process, Requirements, and Timelines for each part of the Project and overall Project Timelines from awarding of contract till going live, i.e. the setup period.
  - 2.11. The proposer should clearly elucidate the dependencies and the kind of support required from MRC.
  - 2.12. The proposer(s) should demonstrate expertise in working on similar projects.
  - 2.13. To ensure that the recommended solution(s) delivers against the agreed to KPIs, shortlisted proposer(s) are required to:
    - 2.13.1. Be willing to consider conducting a POC for a short period of time before a final decision is made by MRC.
      - 2.13.1.1. The proposer may want to specify beforehand to what extent testing their approach will be possible.
    - 2.13.2. Share learnings from other markets where the approach has been implemented along with outcomes.
  - 2.14. Project Timelines: *(Indicative activities incorporated into the timetable below. Edit or modify as appropriate to your proposal. Some activities will overlap, and should be considered in the total timeline)*





No.	Activity	Duration (weeks)	Total Dur'n (weeks)
1	Design of Project Plan		
2	Approach and Work Plan		
3	POC, results and learnings		
4	Pre-fieldwork Activities		
5	Design/Integration and Testing of UI software		
6	Fieldwork commencement to completion		
7	Analysis and Reporting		

- 2.14.1. Execution Delays: The contract must be executed as per the agreed project plan and schedule. Non-adherence to agreed schedule and timelines shall invite appropriate penalties as determined by the Issuing Office and agreed in the contract, unless any delays have been approved in writing by the Issuing Office. Such approvals maybe sought and provided, only prior to the corresponding deadline and in response to requests issued in writing to the Issuing Office.
- 2.15. Project Control & Reporting: The following reports will be required periodically throughout the project cycle. All reports, presentation materials, and data sets shall be produced using the MS-Office software, whenever possible, or software compatible with those determined by the Issuing Office such as SPSS or other custom software.
- 2.15.1. Task Plan: A work plan for each task that identifies the work elements of each task, the resources assigned to the task, the time allotted to each element and the delivery schedule thereof. Where appropriate, a PERT (Program Evaluation & Review Technique) chart display should be used to show project, task, and time relationship
- 2.15.2. Status Report: A written weekly progress report covering activities, problems, and recommendations; the report should be keyed to the work plan developed by the Proposer in its proposal, as amended or approved by the Issuing Office. It should list possible courses of action with advantages and disadvantages of each; and include recommendations with supporting rationale.
- 2.15.3. Problem Identification Report: The Issuing Office, at its discretion, may require other reports, identifying problem areas. Such a report should describe the problem, its impact on the overall Project and on each affected task. It should



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list alternative courses of action with advantages & disadvantages of each; include recommendations with supporting rationale.

2.15.4. Reporting on POC:

2.15.4.1. Technical Report: This report will summarize the definition of variables, the methodology for data collection, data weighting, computation, and other details that will assist the Issuing Office in understanding the data & methods used in the study.

2.15.4.2. Summary Report: This will detail all learnings from the POC that will impact the final and ongoing design for the project.

2.15.5. Information Handling:

2.15.5.1. Confidentiality of Records: The contracted Vendor(s) shall maintain policies and procedures for safeguarding the confidentiality of all information generated including, but not limited to, survey instrument, identities and responses of interviewees, under the contract resulting from the response to this RFP, and may also be liable under applicable laws, rules, or regulations for the release of such information. A description of such policies and procedures shall be part of the response to the RFP. In addition, the entire set of such policies and procedures shall be made available to the Issuing Office upon request.

2.15.6. Check and Audit: MRC reserves the right to periodically conduct independent checks and audits, either with prior intimation or otherwise, of every stage in the entire process. If awarded the contract, Proposer agrees for any checks which may be in the nature of field back-checks, scrutiny of devices / questionnaires, training modules, interviews and all other processes.

### 3. GENERAL INFORMATION

3.1. NDA & Confidentiality: MRC and the proposers shall enter into appropriate non-disclosure legal arrangements ('NDA') to ensure the utmost confidentiality and security of all information and activities related to this RFP and the Project, including, but not limited to, the proposals submitted in response to the RFP, all contracts as a result of the RFP, all communications, all documents, emails, drafts, interim & final reports.

3.1.1. Disclosure: This RFP is a proprietary document of the Issuing Office. Proposers shall not communicate at any time any confidential information acquired during the discussions over the RFP/ Proposal, except with the prior written



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consent of the Issuing Office. If the Issuing Office discovers at any time, that the Proposer has engaged in any violations of this condition, the Issuing Office may reject the offending Proposer's proposal or rescind its contract award.

- 3.1.2. Rights to Data: Where activities supported by this RFP & subsequent contract (if any) produce a computer (PC, Mobile or any other computing device) program, including executable computer programs and supporting data in any form, writing, sound recording, pictorial reproduction, drawing, graphical representation, drafts, interim and final reports and/or work of similar nature, the Issuing Office will have full rights over the same and reserves the right to use, duplicate, and disclose, in full or part, such programs, data and similar work in any manner.
  - 3.1.3. Third Party Confidentiality: Should Proposers elect to engage the services of any third party "Sub-Contractor" (including but not limited to, affiliates, consultants, subject matter experts) to respond to the requirements of this RFP, all such third parties of the Proposer will be equally obligated to hold all information concerning this RFP in confidence. If a Proposer utilizes any third parties for providing services, the Proposer must fully disclose the scope of services provided by such third parties to the Issuing Office and in the Proposal. The Proposer shall be fully responsible for any breach of any terms of this RFP by any third party engaged by or affiliated to the Proposer.
- 3.2. RFP Contact: From the issue date of this RFP until the Issuing Office selects a proposal for award or cancels this RFP or specifies in writing otherwise, the "Project Coordinator / RFP Contact" specified in this RFP is the designated sole point of contact concerning this RFP. All communication including any queries or requests for information should be sent only to the Project Coordinator. Any communication made to any other person, other than the designated persons, shall be null and void and the Issuing Office shall not be responsible for accuracy and/or validity of information obtained from any other person.
- 3.2.1. Restriction of Contact: If the Issuing Office discovers at any time, that a Proposer has engaged in any violations of this condition, the Issuing Office may at its discretion, reject the offending Proposer's proposal or rescind its contract award if awarded. Furthermore, the offending Proposer may be liable for additional penalties as determined by the Issuing Office.
- 3.3. Pre-Proposal Conference: If a Proposer requests clarifications before submission of a proposal, an optional pre-proposal conference may be held for this RFP at the discretion of the Issuing Office. All clarifications (questions) must be submitted as per the procedure listed below in Section 3.4.



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- 3.4. Questions & Answers: Written questions for this RFP will be accepted by the designated RFP contact of the Issuing Office by e-mail ([connect@mrcaudi.com](mailto:connect@mrcaudi.com)). If the Proposer has questions, they must be submitted via e-mail to the Project Coordinator prior to the pre-proposal conference and no later than the date indicated on the calendar of events. Additional questions may be entertained at the conference, however, responses may be deferred and answered at a later date.

The Issuing Office shall not be bound by any verbal information nor shall it be bound by any written information that is not either contained within the RFP or formally issued as an addendum by Issuing Office. The Issuing Office does not consider questions to be a protest of the specifications or of the solicitation.

- 3.5. Addenda to the RFP: If, in the interest of the project, the Issuing Office deems it necessary to revise any part of this RFP before the proposal response date, the Issuing Office will issue an addendum via email. This may include either complete answers or excerpts from the answers derived from the clarifications with the Proposers. The addendum will be considered as a part of the RFP thereafter.
- 3.6. Amendment & Cancellation: The Issuing Office reserves the right, in its sole and complete discretion, to revise, amend, cancel, and/or reissue this RFP at any time for any reason, in which event such action shall be communicated in writing. The Issuing Office also reserves the right to change the submission schedule as listed in the calendar of events. The Issuing Office reserves the right to accept or reject any and all proposals. Receipt of a Proposal and/or any and all discussions occurring during this RFP does not obligate the Issuing Office in any way.
- 3.7. Availability of RFP: This RFP is being made available only by electronic means. If a Proposer downloads or electronically accepts the RFP, the Proposer automatically acknowledges & accepts it in totality and accepts full responsibility to ensure that no changes are made to the RFP. In the event of a conflict between any version of the RFP with the Proposer and the Issuing Office's version of the RFP, the Issuing Office's version shall govern.
- 3.8. News Releases & Public Communications: Proposers shall not issue news releases, Internet postings, advertisements or any other public or private communications pertaining to this RFP and Project.
- 3.9. Prime Contractor Responsibilities: The contract will require the selected Proposer to assume full responsibility for all services offered in its proposal whether it produces them



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itself or by subcontract. The Issuing Office will consider the selected Proposer to be the sole point of contact with regard to contractual matters and will have no obligations towards any subcontractor.

- 3.10. Gifts and Favours: Proposers shall not offer any gifts or favours of any kind to any employee or representative of the Issuing Office or any member of MRC, regardless of value, during the RFP process and through contract completion.
- 3.11. Relationship between the Parties: Nothing mentioned in this RFP shall be constructed as relationship of “master and servant”, “principal and agent” or “mutual partners” between the “Issuing Office” and the “Proposer”.
- 3.12. Standards of Performance: The Proposer shall perform the services and carry out their obligations under this RFP, their submitted proposal and their subsequent definitive agreements (if awarded a contract) with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Proposer shall always support and safeguard the legitimate interests of the Issuing Office in any dealings with third parties. The Proposer shall conform to the standards laid down in the RFP in totality.
- 3.13. Data Protection: MRC is fully committed to always protecting the privacy of all HH and individual data. By submitting the proposal, the Proposer affirms to strict adherence to the Personal Data Protection Law of Saudi Arabia (Royal Decree No. (M/19) dated 1443/2/9 AH) and all other applicable Personal Data Protection Laws, if awarded the project.
- 3.14. Governing Law and Dispute Resolution: The contents of this RFP and any contract arising thereof shall be governed and construed by the laws of the Kingdom of Saudi Arabia. Any dispute and/or claim that may arise in connection with this RFP and subsequent agreement, if any, between both Parties, including but not limited to its performance, breach of obligations, termination, expiration, invalidity, or amendment shall be resolved first through direct negotiation. In the event the issues cannot be resolved through direct negotiation, the Parties will work with a mutually acceptable neutral third party for mediation. If the issues remain unresolved, then both Parties shall resort to SCCA for arbitration that will be held in Riyadh, Saudi Arabia.

#### **4. RFP RESPONSE**



- 4.1. Basis for Proposals: Proposals shall be based only on the material contained in this RFP. The Proposer is to disregard any previous draft materials and any oral representations it may have received.
- 4.2. Complete (“Full”) Proposal: A Proposer wishing to participate in this RFP shall submit a “Full Proposal”, as per the requirements listed in this RFP. The Proposal for each part shall consist of two separate files: i) Technical proposal, of this RFP. ii) Cost proposal, of this RFP
- 4.3. Most Favourable Terms: The Issuing Office reserves the right to make an award without further discussion or negotiation of the proposal submitted. Therefore, the proposal should be submitted initially on the most favourable terms the Proposer can propose. Proposer should be prepared to accept their response to this RFP for incorporation into a contract. Contract negotiations may incorporate part or the entirety of Proposer’s proposal. It is understood that the proposal will become a part of an official file on this matter without obligation to the Issuing Office.
- 4.4. Confidentiality of Proposal Contents: Proposers should not label proposal submissions as confidential or proprietary. The Issuing Office will hold all proposals in confidence and will not reveal or discuss any proposal with competitors for the contract, unless disclosure is required by rule or order of court or relevant, appropriate government authority. The financial capability information shall not be disclosed in the final contract.
- 4.5. Restriction of Distribution: The Proposer shall make no other distribution of its proposal to any other Proposer or consultant or official of the Issuing Office other than the designated RFP contact. If the Issuing Office discovers at any time, that the Proposer has engaged in any violations of this condition, the Issuing Office may summarily reject the offending Proposer’s proposal or rescind its contract award.

## **5. PROPOSAL SUBMISSION GUIDELINES & PROCEDURAL INFORMATION**

- 5.1. Submission Requirements: To be considered, Proposers should submit a complete response to this RFP, using the recommended requirements format provided in Section 6. In addition, the following guidelines must be observed for the proposal to be considered valid. If the guidelines are not followed, the Issuing Office assumes no responsibility of any sort for all such proposals and they may be rejected, at the sole discretion of the Issuing Office.
  - 5.1.1. Date of Submission: To be considered for selection, one pdf file each of the Technical proposal and the Cost proposal should be emailed to MRC at [connect@mrcaudi.com](mailto:connect@mrcaudi.com). Alternately, the files can be uploaded to a server and



the link can be emailed. In both cases, the email should reach such that the files are available with MRC on or before the date and time specified in the Submission Schedule in Section 5.2.

- 5.1.2. Full Proposal: Both pdf files together will comprise the “Full Proposal”. The titles of the pdf files should be as follows-  
(\*Type) Proposal for Integrating Return Path Data from Set-top boxes (STBs) with KSA TAM data for MRC’s Television Audience Measurement System (KSA TAM) – (Proposer Name)  
*(\*Type – mention proposal type “Part 1: Technical” or “Part 2: Cost”)*  
Proposers are requested to note that the evaluation will first be on the Technical Proposal. Only those proposals that qualify on the technical parameters will be checked for costs. Hence it is mandatory that the Proposer should send different files of the Technical and Cost proposals. Any proposal where the Technical and Cost proposals are combined in one file will be disqualified.
- 5.1.3. Proposal Contact(s): The Proposer should provide details of two (2) legally authorised contact points for their Proposal and should include the authorisation and all contact details (Name, Department, Position, Office no. Mobile No, e-mail address, etc.) of such persons in the Proposal. The Issuing Office will not be held responsible for its inability to contact the Proposer, due to lack of, or insufficient provision of contact details.
- 5.1.4. Validity: For this RFP, the proposal must remain valid for 90 days or until a contract is fully executed, whichever is later. If the Issuing Office selects the Proposer’s proposal for award, the contents of the selected Proposer’s proposal will become, except to the extent the contents are changed, in favour of the Issuing Office through best and final offers or negotiations, contractual obligations. The terms of the proposal, any additional and/or amended proposal requested by and submitted to Issuing Office will be binding on the Proposer.

## 5.2. Submission Schedule: Calendar of Events

No.	Activity / Event	Date
1	RFP release and invitation to participate	23 Jan 2023
2	Acknowledgement of interest	03 Feb 2023
3	Pre-proposal Conference - Q&A (Optional)	Between 13 Feb and 17 Feb 2023
4	Q&A responses from MRC via email	By 22 Feb 2023
5	Deadline for proposal submission	10 Mar 2023



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6	Proposal Presentation (at the discretion of Issuing Office)	23 Mar 2023
7	Announcement of Award	06 Apr 2023

The Issuing Office reserves the right to change the submission schedule. All such changes shall be made at least one day prior to the last specified date in the RFP.

- 5.3. Proposal Changes or Modifications: A Proposer may withdraw its proposal by email received and acknowledged by the designated RFP Contact prior to the exact date and hour specified for proposal receipt. A Proposer may modify its submitted proposal prior to the proposal receipt deadline by withdrawing the previous proposal as mentioned in the earlier statement; and submitting a new proposal prior to the exact date and hour specified for proposal receipt. Each Proposer submitting a proposal specifically waives any right to withdraw or modify it after the deadline.
- 5.4. Proposer's Representations, Warranties and Authorizations: By submitting its proposal, each Proposer understands, represents, and warrants that:
- 5.4.1. The materials provided by Vendor conform to the specifications and are error free and the Proposer has the right to submit the RFP and enter into a contract. The services will be performed in a professional and workmanlike manner and the Proposer will comply with applicable laws, rules and regulations.
  - 5.4.2. All the information and representations made by the Proposer in the proposal are material and important, and the Issuing Office may rely upon the contents of the proposal in awarding the contract(s).
  - 5.4.3. Proposer has all necessary rights & licences to provide methodology, technology and services to MRC. MRC will not be obligated to pay license fees to Proposer or any third party based upon use of the methodology, etc.
  - 5.4.4. The Proposer has arrived at the price(s) and amounts in its proposal independently and without consultation, communication, or agreement with any other Proposer or potential Proposer.
  - 5.4.5. The Proposer has not disclosed the price(s), the amount of the proposal, nor the approximate price(s) or amount(s) of its proposal to any other firm or person who is an Proposer or potential Proposer for this RFP, and the Proposer shall not disclose any of these items to any other person or firm on or before the proposal submission deadline specified in the Calendar of Events of this RFP.
  - 5.4.6. The Proposer has not attempted, nor will it attempt, to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or non-competitive proposal or any other form of complementary proposal.





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- 5.4.7. The Proposer warrants that it has not attempted, nor will it attempt, to secure a decision in its favour by offering inducements to any individual or group of individuals at MRC, MRC Board of Directors or Advertising Industry Board or Technical Committee, representing any MRC shareholder or member or any other person or people involved in commissioning this project or who may have influence or decision making authority over it with a view to gaining inappropriate advantage.
  - 5.4.8. The Proposer makes its proposal in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other non-competitive proposal.
  - 5.4.9. To the best knowledge of the person signing the proposal for the Proposer, the Proposer, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last five years been convicted or found liable for any act prohibited by law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as the Proposer has disclosed in its proposal.
  - 5.4.10. To the best of the knowledge of the person signing the proposal for the Proposer and except as the Proposer has otherwise disclosed in its proposal, the Proposer has no outstanding delinquent obligations to any recognized industry body or organization or government and their entities including, but not limited to, any tax liability not being contested on appeal or other obligation of the Proposer.
  - 5.4.11. The Proposer is not currently under suspension or debarment by any recognized industry body or the government or their entities, and if the Proposer cannot so certify, then it shall submit along with its proposal a written explanation of why it cannot make such certification.
  - 5.4.12. The Proposer has not made, under a separate contract with the Issuing Office, any recommendations to the Issuing Office concerning the need for the services described in its proposal or the specifications for the services described in the proposal.
  - 5.4.13. Until the selected Proposer receives a fully executed and approved written contract from the Issuing Office, there is no legal and valid contract, in law or in equity, and the Proposer shall not begin to perform.
- 5.5. Discussions for Clarification: Proposers may be required to make an oral and written clarification of their proposals to the Issuing Office to ensure thorough mutual understanding and Proposer responsiveness to the solicitation requirements. In addition, Proposers whose proposals are deemed to be reasonably susceptible of being considered for award, may be invited, at the discretion of the Issuing Office to make a presentation



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and/or demonstration of technical capabilities, including site visits etc. The Issuing Office will initiate such requests for clarification.

- 5.6. Additional Information: The Issuing Office reserves the right to request additional information which, in the Issuing Office's opinion, is necessary to assure that the Proposer's competence, number of qualified employees, business organization and financial resources are adequate to perform as per the RFP. The Issuing Office may make investigations as deemed necessary to determine the ability of the Proposer to perform the Project, and the Proposer shall furnish to the Issuing Office all requested information and data. The Issuing Office reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy the Issuing Office that such Proposer is properly qualified to carry out the obligations of the RFP and to complete the Project as specified.
- 5.7. Participation Costs: Proposer(s) shall be responsible and shall pay for all costs incurred in preparation and submission of proposal for this RFP, in participating in any and all stages of the RFP process, or in anticipation of award of the contract. The Issuing Office shall not be liable for any such participation costs incurred by Proposers, regardless of the conduct or outcome of the Proposal or the RFP process.

## **6. PROPOSAL PREPARATION REQUIREMENTS**

- 6.1. Proposal Format: Proposers must submit their proposals in the following format
  - 6.1.1. Proposals are to be prepared on standard A4 size paper in 1.5 spacing Arial 12 point.
  - 6.1.2. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible.
  - 6.1.3. The pages should be placed in a binder with tabs separating sections.
  - 6.1.4. Manuals and other reference documentation may be bound separately.
  - 6.1.5. All responses, as well as any reference materials must be in English.
  - 6.1.6. The Cost Proposal should be made using MS-Excel & provide details of calculations.
- 6.2. Preparation Guidelines: Proposers must prepare their proposals based on the guidelines listed below and include the appropriate heading descriptions.
  - 6.2.1. Sections should be tabbed, and pages numbered consecutively within each section, showing proposal section and page number, for ease of review.
  - 6.2.2. Each requirement in this RFP must be restated (including section & number) by the Proposer, followed by the Proposer's corresponding answer or explanation.



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If a requirement is not applicable, or if there is no answer, the Proposer should state so.

- 6.2.3. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text.
  - 6.2.4. To be considered, the proposal for each phase of the project must respond to all requirements in this part of the RFP.
- 6.3. Proposal Response: All responses to the requirements must clearly state whether the proposal will satisfy the referenced requirements, and the manner in which the requirement will be satisfied. Proposals should provide a straightforward, concise description of the Proposer's ability to meet the requirements of the RFP. When responding to questions and requirements presented in this RFP, the Proposer's response shall be concise and capable of being understood by readers without a technical background. Explanation should be provided where technical language is necessary.
- 6.4. Technical Proposal: Information related to services offered
- 6.4.1. Statement of the Problem: State in succinct terms your understanding of the problem presented and the service required by this RFP.
  - 6.4.2. Management Summary: Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided and the timelines.
  - 6.4.3. Work Plan: Describe in narrative form your technical plan for accomplishing the work. Include a Program Evaluation and Review Technique (PERT) or similar type display, time related, showing each event. If more than one approach is apparent, comment on why this approach was chosen.
  - 6.4.4. Quality Standards and Control: Describe in detail the quality standards and benchmarks for different phases and project tasks as listed in the work statement. Also list and explain all procedures and activities to ensure quality control and adherence to the specified quality standards.
    - 6.4.4.1. Elaborate your approach and solutions to handling problems and issues associated with studies of this scale and scope. In particular, address issues emanating from Technology related issues, and issues related to both Sampling and Non-Sampling Errors such as, but not limited to, technology robustness, ease of training and use for respondent home, sampling and estimation errors etc.
  - 6.4.5. Security Procedures: List & describe the specific procedures to ensure the security and confidentiality of all information and activities undertaken in relation to the project as a result of this RFP.



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- 6.4.6. Support and Maintenance: Details of comprehensive support & maintenance provided through the duration and post completion of each phase. This support includes, but is not limited to, data, reporting, related software (if any). Details of comprehensive support (staff, office, equipment) and limited resource support (staff only) to be listed separately. Mandatory support & maintenance provided and additional services are to be listed separately. Additional costs (if any) associated with these additional services are to be mentioned in the cost proposal. Preference would be given to proposals offering comprehensive mandatory support & maintenance.
- 6.4.7. Other relevant information: Proposers should provide any other information thought to be relevant, but not applicable to the listed categories, as an appendix to the technical or cost proposal as appropriate.
- 6.5. Information related to Company and resources
- 6.5.1. Company Overview: Provide a company overview, including the name, title, contact information. Suggested contents for company overview are:
- Brief history of firm
  - Strengths & Accomplishments
  - Details of Size and Organization structure
  - Company Stakeholders, their shareholding, include information on any cross holding with or by any company in market research, media or advertising industries or such holdings by parent company or shareholder. Information must be provided up to the 'Grandfather' level i.e. up to the level of the shareholders in the parent company (or companies, as the case may be).
  - If there is scope for any such ownership status being construed as conflicted or prejudicial to the conduct of this project, you are required to explicitly identify such conflict or conflicts and articulate governance mechanisms that are in place or would be put in place to fully mitigate the areas of conflict.
  - Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.
  - Prior Experience. Include experience in television audience research and/or audience research for other media such as Print, Radio, Outdoor and Digital Media. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Studies or projects referred to must be identified, along with the name of clients & contact details of references.
  - Manpower & Personnel:



- List the number of executive & professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work.
- Describe the qualifications and experience of the assigned personnel in providing similar services or goods as required in this RFP
- Show where these personnel will be physically located during the time they are assigned to the Project.
- Indicate the responsibilities each individual will have in this Project and how long each has been with your company.
- For key personnel, responsible for design, implementation, project management such as executive and professional personnel, analysts, researchers, programmers, and consultants, include each person's name and, through a resume or similar document, each person's education and experience in media research, especially work related to audience measurement, and specify whether the person is on company rolls or otherwise.
- The Proposer must identify a Project Manager who will operational manage this project if the Proposer is selected and a contract is awarded. The Project Manager will be the primary contact point for the issuing office for the duration of the Project. Any changes to the individual appointed Project Manager, after award of contract must be subject to a formal consultation with and consent from MRC.
- Training: If appropriate, indicate required training of Proposer personnel for the purpose of this Project. Include the agency personnel to be trained, the number to be trained, duration of the training.
- Financial Capability: Describe your company's financial and economic capability to perform the contract requirements. Financial documents such as audited financial statements or recent tax returns will be acceptable. The Proposer shall provide proof of financial capability in the form of financial statements, credit ratings, a line of credit, or other financial arrangements sufficient to enable the Proposer to be capable of meeting the requirements of this RFP.
- Third Party & Sub-Contractors: Identify by name any third-party resources or affiliates or subcontractors that you intend to use along with details of the services they will perform, their experience in Saudi Arabia (if any), the teams in Saudi Arabia and all other points applicable to the Proposer.



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- 6.5.2. Cost Proposal: Provide all pertinent details as appropriate. These could include, but not be restricted to:
- Personnel Costs (detail)
  - IT Costs
  - Administration Costs
  - Licensing Costs if external technologies are to be integrated into the solution
  - Costs for the User Interface (if any) to be mentioned separately. Please provide details in terms of cost of creation / licensing, maintenance, and updates
- 6.5.3. MRC envisages the project duration as follows:
- A setup period not exceeding six months.
  - Operational period of three years after the completion of the setup period. MRC may choose to award the contract for an operational period of five years instead of three years.
- 6.5.3.1. Hence, Proposers are requested to submit the Cost Proposal for a six-month setup period along with two options for the operational period – for three years and for five years.
- 6.5.3.2. In case the Proposer cannot meet the six-month threshold of the setup period, they should specify the setup period they can commit to, along with the rationale for the same.
- 6.5.4. Assumptions & Dependency: Proposers should not include any assumptions in their cost submittals. For example, costs of technology, no matter where it is sourced from, within or outside Saudi Arabia, will not be variable subject to foreign exchange rates.
- 6.6. If two or more offerers are submitting a joint bid for this project, then the above details for each of these companies would be required to be submitted.
- 6.6.1. In such a case, the designated contact point and designated Project Officer should be of the offerer who, should the contract be awarded, would be entering into the contract with MRC for the project.
- 6.7. Clarifications: Proposers should direct by email to the Project Coordinator, any questions about whether a cost or other component is included or applies, prior to proposal submission as per the Q&A process. All Proposers will then have the benefit of the Issuing Office's written answer so that all proposals are submitted on the same basis.

## 7. EVALUATION & AWARD



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- 7.1. Right to Accept Proposal: The Issuing Office reserves the right to accept or reject any Proposal, and to instantly annul the instant RFP process and reject all Proposals at any time, without thereby incurring any liability to the affected Proposer (s) or any obligation to inform the affected Proposer(s) of the grounds for such decision. The Issuing Office also reserves the right to appoint, at its sole discretion, any vendor, without following the procedure laid down under this RFP and without thereby incurring any liability to any affected Proposer(s) or any obligation to inform the affected Proposer(s) of the grounds for such decision. The Issuing Office also reserves the right, at its sole discretion, to waive technical or immaterial nonconformities in a Proposer's proposal.
  
  - 7.2. Mandatory Responsiveness Requirements: To be eligible for selection, a proposal must be
    - 7.2.1. Received on time from a Proposer;
    - 7.2.2. Properly signed by the Proposer;
    - 7.2.3. An independent, exclusive "Full" Proposal;
    - 7.2.4. Filled completely and appropriately;
    - 7.2.5. Have three client references  
Submission of a "Full Proposal" does not obligate the Issuing Office to award the contract to the Proposer.
  
  - 7.3. Disqualifications: The Issuing Office may at its sole discretion and at any time disqualify any Proposer, if the Proposer has:
    - 7.3.1. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
    - 7.3.2. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc.;
    - 7.3.3. Submitted a Proposal that is not accompanied by required documentation or is non-responsive;
    - 7.3.4. Failed to provide clarifications related thereto, when sought;
    - 7.3.5. Violated any other condition laid down in this RFP
  
  - 7.4. Evaluation for Award: The Issuing Office intends to accept a responsible proposal that demonstrates superiority and suitability of technical services offered, cost effectiveness and provides sufficient detail demonstrating that the Proposer is capable of meeting the requirements specified under this RFP.
    - 7.4.1. Proposed Evaluation Criteria: The following criteria may be used in evaluating each proposal for the purpose of ranking them in relative position based on how



fully each proposal meets the requirements of this RFP. These include, but are not limited to:

7.4.1.1. Technical criteria

- 7.4.1.1.1. Understanding of the Problem and Solution
- 7.4.1.1.2. Soundness of the Measurement Solution
- 7.4.1.1.3. Quality Control and Assurance processes and practices
- 7.4.1.1.4. Practices to ensure respondent confidentiality
- 7.4.1.1.5. Experience in similar measurement projects
- 7.4.1.1.6. Scalability
- 7.4.1.1.7. The capability to execute in Saudi Arabia, especially on quality and deadlines
- 7.4.1.1.8. Personnel resources offered and their qualifications / capabilities

Proposals that qualify on the technical criteria will then be compared on the basis of the following:

7.4.1.2. Financials and time criteria

- 7.4.1.2.1. Price - The description of the pricing must be as detailed as possible, by component of the solution. The Issuing Office acknowledges the dynamic nature of the financial scale of this project. Therefore, Proposals with optimized, efficient technical solutions and corresponding costs in detail shall be viewed favourably. It is mandatory to furnish cost details in the minimum format laid out in Section 6.5.2. The Issuing Office welcomes further detailed break-down if it can help understand each part of the solution better. The Issuing Office reserves the right to reject all proposals if the costs exceed budget constraints.
- 7.4.1.2.2. Comprehensive Support and maintenance: Proposals offering comprehensive support through the duration of the project will be viewed favourably by the Issuing Office.
- 7.4.1.2.3. The time required for POC, setup and execution.

7.5. Best and Final Offers: The Issuing Office, in its best interest, reserves the right to conduct discussions with Proposers for the purpose of obtaining “best and final offers.” To obtain best and final offers from Proposers, the Issuing Office may do one or more of the following:

- 7.5.1. Enter into pre-selection negotiations, including the use of an online auction;
- 7.5.2. Schedule oral presentations;





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7.5.3. Request revised proposals.

The Issuing Office may, at its sole option, either accept a Proposer's initial proposal by award of a contract or enter into discussions with Proposers whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded a Proposer may be allowed, at the discretion of the Issuing Office to submit a "Best and Final Offer" for consideration.

If the Issuing Office chooses to obtain best and final offers, the Issuing Office will limit any discussions to responsible Proposers (those that have submitted responsive proposals and possess the capability to fully perform the contract requirements in all respects and the integrity and reliability to assure good faith performance) whose proposals the Issuing Office has determined to be reasonably susceptible of being selected for award.

Price reductions offered through any auction mechanism shall have no effect upon the Proposer's Technical Submittal.

7.6. Notification of Selection: The Issuing Office will notify the selected Proposer(s) in writing of its selection for negotiation or for contracting, if the Issuing Office has determined, taking into consideration all relevant evaluation factors, the proposal(s) that is most advantageous to the Issuing Office. The Issuing Office is not obligated or bound in any way, to disclose evaluation results or information related to the evaluation process and such information is deemed to be confidential and is not open to any Proposer or outside party.

7.7. Award of Contract: It is proposed that for the project, one or more Proposers may be awarded all or parts of the contract.

If awarded, Proposers must be willing to execute, without prejudice, any or all parts of the Project, as determined by the Issuing Office. Proposers warrant collaborating fully and without qualification with any and all other Proposers who may have been or may in future be awarded contracts under this and other Requests for Proposal or any other modes of vendor invitation that the MRC may choose to utilise.

If the Issuing Office enters into any contract as a result of this RFP, the contract will contain a maximum price, not to be exceeded, and will contain the Standard Contract Terms and Conditions as determined by the Issuing Office. Such definitive legal agreement entered into with the preferred Proposer will override the contents of the Proposal submitted by such Proposer to the Issuing Office.



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- 7.7.1. Contract Term: The term of the contract will commence on the Effective Date and will extend for the period as defined for the respective Phase of the Project for which the contract is awarded. The contract term may be extended or reduced at the discretion of the Issuing Office.
  - 7.7.2. Effective Date of Contract: After the contract has been fully executed by the selected Proposer and by the Issuing Office, the Effective Date shall be fixed as the date of last Issuing Office signature on the contract and/or date of approval by MRC Board, whichever is later.
  - 7.7.3. Payment: The Issuing Office shall not be liable to pay the selected Proposer for any service or work performed or expenses incurred before the Effective Date of the contract.
  - 7.8. Liability: Subsequent to entering into a definitive agreement with the preferred Proposer, if the claims stated in the Proposal of such Proposer are found to be not fully valid, misleading and/or untruthful, the contract may be terminated at the discretion of the Issuing Office and the contracted Proposer shall be held legally liable for any losses and/or delays incurred by the Issuing Office.
  - 7.9. Termination Clause: MRC retains the right to unilaterally terminate a particular Proposer's participation in this RFP at any stage of the process without assigning any reasons therefor. It is emphasised that all obligations of the NDA that is required to be signed as a requirement for participation in this RFP process will survive termination.
  - 7.10. Penalty Clause: Any attempt to withhold material information or disclose information to unauthorised entities or individuals, to compromise the selection process, to seek undue or inappropriate influence, or in any other behaviour that may be construed as delinquent or irregular may attract penalties. These penalties may extend to debarment from all future initiatives of MRC.