

REQUEST FOR PROPOSALS
FOR THE AWARDING OF THE INTERNATIONAL TELEVISION AND RADIO PROGRAM
“ERTWORLD” EXCLUSIVE BROADCASTING RIGHTS IN THE REGION OF CANADA

1. Purpose – Object of Contract:

The Greek public broadcaster ERT SA intends to award a contract for the exclusive broadcasting rights of its international television program “ERTWorld” and five radio programs (Voice of Greece, First, Second, Third Program and ERA-Sports), via satellite, cable and IPTV subscriber networks (subscription platforms) to a media service provider, for the region of Canada, for three years and retains the exclusive right to extend the contractual validity for the same or a shorter period, each time. The programs (one television and five radios) will be combined within the international feed of “ERTWorld”.

The contractor, for the fulfillment of the service, will receive the “ERTWORLD” signal either from ERT headquarters in Athens, Greece, or from Globecast’s main hub in Paris (Globecast Paris POP), or from the satellite Eutelsat HotBird 13B (13.0°E). A fiber network or a satellite circuit should be used for the main route of the signal and a backup path should be provided, at least via internet, to ensure the continuity of signal (twenty-four hour coverage, seven days a week).

2. Program Content:

ERTWORLD international television program is a synthesis of the following three national ERT programs:

- ERT1: Currents events, news, documentaries (Time Machine etc.) and entertainment show (Salt of the earth etc.).
- ERT2: Current entertainment productions (cultural programs etc.), as well as programs from ERT’s archive (Here’s to our health, The Unmatched etc.).
- ERT3: Current productions (Communication, Diaspora, Antidrastririo, etc.) and cultural series from the ERT archive (Sunday in the village etc.).

Additional broadcasts include Greek Orthodox Church masses and productions from the ERT archive for the promotion of tourism in Greece. New productions have been planned, including specialized series for the Greek Diaspora.

3. Eligibility - Submission details

- 3.1. All persons or legal entities or associations of such entities which fulfill the requirements of paragraph 3.3 are entitled to participate in the procurement procedure. Those interested in participating in the procedure for the awarding of that contract, must submit a written bid, signed by the participant or the legal representative in case of a legal entity, until Thursday, 27th of October, 17:00 (Greek local time).
- 3.2. Offers should be submitted to ERT S.A., General Directorate of Program, att. of Mrs. Isabela Sasloglou, General Manager, 432 Mesogheion Ave., 15342, Agia Paraskevi, Attica, Greece, in a sealed envelope in Greek or English language. The envelope of the bid must bear the sender’s details (name or company name, address, telephone number, fax, email) and the indication:

Offer for the “REQUEST FOR PROPOSALS FOR THE AWARDING OF THE INTERNATIONAL TELEVISION AND RADIO PROGRAM “ERTWORLD” EXCLUSIVE BROADCASTING RIGHTS IN THE REGION OF CANADA”. Offers may be sent by post, provided the mailing date is not later than the above final date for the submission of offers. In the latter case, the participant must send, before the last submission date, via email to the address gdprogram@ert.gr and a notification to gdtech@ert.gr, a copy of the mail consignment note, and indicate in the subject area: "Submission of Offer for the region of Canada".

- 3.3. The proposed subscription platform must meet the following criteria:
 - 3.3.1. To be transmitting, during the bid submission, international TV programs of other nationwide Greek television stations and possibly other Greek programs (Greek pack) and
 - 3.3.2. To have at least 5,000 subscribers, overall in the Greek pack.
- 3.4. The offer dossier must contain the following items:
 - 3.4.1. A detailed presentation of the bidder’s business entity and the proposed subscription networks for the program transmission (business structure, business sectors, infrastructure, experience) and an official copy of the applicable operating license of the subscription platform from the Canadian regulatory authority (Canadian Radio-television and Telecommunications Commission - CRTC).
 - 3.4.2. A declaration of the bidder or, in case of legal entity by its legal representative, stating that he has not been convicted by final judgment for participation in a criminal organization, corruption, fraud, terrorist offenses or offenses linked to terrorist activities, money laundering activities or financing of terrorism, child labor and other forms of trafficking.
 - 3.4.3. A declaration of the bidder or, in case of legal entity, by its legal representative, stating that he, or the participating legal entity, is not under bankruptcy, has not been subject to a reorganization or a special liquidation procedure, is not under forced administration by the liquidator or by the Court, has not been subject to a bankruptcy settlement process, has not suspended business activities, and is not in any other similar state arising from a similar procedure under the laws and regulations of his country of establishment.
 - 3.4.4.
 - a. A statement of the names and the number of separate Greek programs included in the platform/s and
 - b. A statement of the exact total number of subscribers in the Greek pack/s up to the most recent count - report.
 - c. A technical description of the proposed solution, which will specify the routes and means of transport/distribution/broadcasting of the signal.
 - d. A statement with the net fee(s) per subscriber per month payable

by the bidder to ERT, in case of contract award, which shall be free of any applicable taxes or charges incurred in Canada. This amount should be paid quarterly and be accompanied by reports concerning the subscriber base (number of subscribers, type and subscription cost).

4. Awarding Criteria

4.1. The contract will be awarded to the most advantageous bid based on the criteria set out below, namely:

- 4.1.1. The number of separate Greek programs on the platform/s, tallied by a factor of 30%, based on the response to clause 3.4.4.a of this invitation.
- 4.1.2. The total number of subscribers in the Greek programs pack/s, tallied by a factor of 50%, based on the response to clause 3.4.4.b of this invitation.
- 4.1.3. The net fee per subscriber per month payable to ERT, free of any applicable taxes or charges incurred in Canada, tallied by a factor of 20%, based on the response to clause 3.4.4.d of this invitation.

Based on the above criteria, the most advantageous bid will be the one with the highest final score, calculated as follows:

$$T_i = 0,30 [(A_i / A_{MAX}) * 100] + 0,50 [(B_i / B_{MAX}) * 100] + 0,20 [(C_i / C_{MAX}) * 100]$$

Where:

- T_i : Final score of each bidder.
- i : Each bidder.
- A_i : Number of discrete Greek programs included in the platform/s.
- A_{MAX} : Maximum number of discrete Greek programs included in the platform/s, between all bidders.
- B_i : Total number of subscribers in the Greek programs pack/s.
- B_{MAX} : Maximum total number of subscribers in the Greek programs pack/s, between all bidders.
- C_i : Net fee per subscriber per month payable by the bidder.
- C_{MAX} : Maximum Net fee per subscriber per month payable by the bidder, between all bidders.

T_i is calculated up to the second decimal point. In the event of a tie, the remaining decimal digits of the result are taken into account. If an absolute tie occurs, the offer with the highest total number of subscribers in the Greek programs pack/s is selected. If a further tie occurs, then a draw is performed.

5. Award of Contract

The candidate, to whom the contract will be awarded, must submit to ERT, within ten (10) days of written notice: a) a letter of guarantee for good performance, amounting to 5% of the total contract amount calculated for the period of three years, based on the submitted offer (i.e. number of Greek pack/s subscribers multiplied with the net fee offered per subscriber per month for 36 months), with a validity of three years and six months from the signing of the contract, b) a criminal record certificate (in case of a legal entity, the legal representative should submit this) or equivalent document; c) judicial or administrative authority certificates which verify that the contractor is not under bankruptcy, has not been subject to a reorganization or a special liquidation procedure, is not under forced administration by the liquidator or by the Court, has not been subject to a bankruptcy settlement process, has not suspended business activities, and is not in any other similar state arising from a similar procedure under the laws and regulations of his country of establishment and d) in case of a legal entity, the contractor must provide appropriate legalization documents (current articles of association, company authorization documents, authorization of the contract signee etc.).

6. The present document will be posted on ERT website on October 12, 2016.

Aghia Paraskevi, October 12, 2016

The Managing Director of ERT

Charalambos Tagmatarchis