

Aghia Paraskevi, Dec. 06th, 2017

Ref. No. : 1608

REQUEST FOR PROPOSALS
FOR THE AWARDING OF THE INTERNATIONAL TELEVISION AND RADIO PROGRAM
“ERTWorld” EXCLUSIVE BROADCASTING RIGHTS IN THE UNITED STATES OF AMERICA

1. Purpose – Object of Contract

The Greek public broadcaster ERT SA intends to award a contract for the exclusive broadcasting and exploitation rights of its international television program “ERTWorld” and five radio programs (Voice of Greece, First, Second, Third Program and ERA-Sports), to a person or legal entity, being either an operator (platform or other) and/or a distributor/aggregator, who will undertake to distribute, broadcast and exploit the above programs via satellite, cable and IPTV subscriber networks (subscription platforms) for the United States of America, for three (3) years from the date of signature of the relevant Contract and retains the exclusive right to extend, each time, the contractual validity for the same or a shorter period. These programs (one TV and five radio programs) will be integrated into the “ERTWorld” satellite signal.

In view of the fulfillment of the contractual agreement, the Contractor 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 Eutelsat HotBird 13B (13.0°E) satellite. 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). The Contractor will also have the right to create and deliver OTT, VOD, SVOD and other relevant services to subscribers, according to the terms of the Agreement that will be signed between ERT and the Contractor.

2. Program Content

ERTWorld international television program is a synthesis of the three National ERT programs (ERT1, ERT2 and ERT3).

The content of the ERTWorld program includes programs that are of direct interest to the Greek Diaspora. In particular, it includes a number of news releases and newsletters that depict and analyze the news, and provide full information to the Greek community about the state of events in the country. Also, ERT SA has secured rights of sporting events and produces sports shows with basketball games (Greek Championship, league Cup and National Team matches), volleyball (championship, league cup, beach volley, National team matches), water polo and swimming (championships and league cups, National team matches, synchronized swimming and diving), handball (National team championships and matches), National championships of open and indoor racetracks, the authentic Marathon and Half Marathon, Run Greece games, as well as snapshots of all sports in Greece, including the Greek Football Championship which is covered in the "Sports Sunday" show, one of the most historic broadcast sports shows ever.

ERTWorld also includes travel shows promoting the country's natural wealth (the following titles are indicatively mentioned: "24 Hours of Greece", "ThesStory", which includes footage from Thessaloniki, "Wild Greece", which includes a trekking trip to the wildlife of the country, "Herbs: the fruits of the Greek land", "Inside Attica", "The fairy tales of the water", which is a travel content show, "Wine, the dear", which includes visits to the country's wineries, cultural programs (e.g.: "Visual Artists", "Alternative Bakeries", presenting cultural events in different parts of Greece, "Seasons and Writers", "The Era of Icons", including festivals and museums of the country,

"Monogram", "The Hangouts – Stories of the Market", which is a record of the city's stories about places of mass catering in space and time), music and entertainment programs ("Borders", showing areas and music of the wider Balkan space, "Every Place and Song", "Sunday in the Village", "Contemporary Traditional Musicians", "The Secrets of Music", "The Salt of the Earth"), broadcasts of religious content ("Light Pathways", which highlights the monasteries of Greece," Opson and Psalm, Poma and Hymn ", which focuses on the cooking of Mount Athos), culinary shows ("PDO in Flavor, Greek flavors", "Local Cuisines"), historical documentaries (documentaries such as " ("My Life - My Health"), social shows ("Sixth Sense - On the occasion of Disability") etc.

Finally, the above television program also includes the transmission of Divine Liturgy from the Greek Orthodox Church. ERT SA has already planned to further enrich this program with a leased Greek program and production of specialized shows for the Greek community.

3. Eligibility to Participate - Submission and Offer details

- 3.1. All physical or legal entities or associations of such entities which are either operators (platforms or others) and/or distributors/aggregators, that fulfill the requirements described in paragraph 3.3 herein 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 29 December 2017 2017, 17:00 (Greek local time).
- 3.2. Offers should be submitted to ERT S.A., General Directorate of Program, att. of Mr Georgios SIOULAS, 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 UNITED STATES OF AMERICA". 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 United States of America".
- 3.3. It is mandatory that the proposed subscription platform by the bidders satisfy the following conditions:
 - a. To transmit during the bid submission, international TV programs of other nationwide Greek television stations and possibly other Greek programs (Greek pack).
 - b. To have, overall in the Greek pack, at least 10,000 subscribers.It is also desirable and will be assessed positively that the Audiovisual and Radio Service Provider candidate will guarantee the achievement of the transmission of ERTWorld via other subscription platforms with fewer subscribers in the Greek packages operating in the USA.

3.4. The offer envelope must contain the following data:

3.4.1.

Analytical presentation of the bidder's business and the proposed subscription networks (Business Structure, Business Sectors, Infrastructure, Experience, and any other related information) as well as an official copy of the relevant Subscription Platform License from the relevant US Regulatory Authority, if required.

3.4.2. A statement 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 statement of the bidder or in case of legal entity by the 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. Statement of the number and trade names of the distinct Greek programs included in the platform as well as any other proposed platforms and Statement of the exact total number of subscribers in the Greek package or packages of the bidder, based on the most recent benchmarking. A technical description of the proposed solution, which will specify the routes and means of transport/distribution/broadcasting of the signal. It should be noted that the cost of transporting the signal from its receiving point (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) or any other point indicated by ERT-SA after the expiration of the existing contract between ERT and Globecast in April 2019) shall be borne by the Contractor.
- b. A statement with the net fee per subscriber per month payable by the bidder to ERT after deduction of any US taxes or charges, in case of contract award. This amount should be paid quarterly and each payment should 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 discrete Greek programs on the platform/s, weighted 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, weighted 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, after deduction of any US taxes or charges, weighted 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.

In the event of transmission from other subscriber platforms which include in their Greek Package fewer than 10.000 subscribers, this type of calculation will be applied to each subscriber platform and summation of the individual results.

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 selected candidate, must submit to ERT, within ten (10) days of written notice: a) a letter of guarantee for good performance issued by a banking establishment legally operating in Greece 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.).

The Managing Director of ERT

Vassili Th. Costopoulos