

Terms of Reference
for
Broadcasting Audience Survey
by
Maldives Broadcasting Commission
2024

Maldives Broadcasting Commission
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TERMS OF REFERENCE FOR CONSULTANT for BROADCAST AUDIENCE SURVEY

1. GENERAL INFORMATION

Title	Broadcast Audience Survey
Project Location	Maldives

Broadcasting Industry of Maldives

Broadcasting in the Maldives has a rich history that commenced nearly five decades ago, marking a significant milestone in the nation's communication landscape. On December 29, 1962, the inaugural radio service, named the Voice of Maldives (VOM), was launched. Subsequently, on March 29, 1978, Television Maldives (TVM) was established, introducing television services to the Maldivian populace. Over the years, these platforms have evolved into vital conduits for information dissemination, education, and entertainment, playing a pivotal role in shaping the collective consciousness of the Maldivian people.

For several decades, the Voice of Maldives and Television Maldives served as the primary sources of communication, contributing significantly to the cultural and social fabric of the nation. The introduction of television expanded the scope of storytelling, allowing for a visual narrative that resonated with the Maldivian audience. These services not only met the informational needs of the citizens but also played a crucial role in fostering a sense of national identity.

In a landmark development in 2007, the Maldivian broadcasting landscape witnessed a transformative shift with the opening up of the sector to private broadcasters. This strategic decision resulted in a surge of interest and investments in the field, paving the way for a more diverse and dynamic media environment. Private radio and television stations emerged, offering varied content and contributing to the pluralism of voices within the Maldivian media landscape.

However, this period of expansion and diversification also underscored the necessity for robust regulatory frameworks to manage and accommodate the burgeoning growth in the broadcasting sector. Recognizing the need to ensure fair competition, uphold broadcasting standards, and address emerging challenges, the Maldives took steps to establish the Maldives Broadcasting Commission (MBC). The commission plays a crucial role in regulating the industry, fostering healthy competition, and ensuring that the sector evolves responsibly to meet the demands of a changing media landscape.

As the broadcasting sector in the Maldives continues to evolve, there is a growing imperative to strike a delicate balance between fostering media freedom and adhering to ethical standards. The industry's role in disseminating information, promoting cultural heritage, and contributing to the nation's tourism sector underscores its significance in the broader socio-economic context.

Looking forward, the Maldives faces the task of adapting its regulatory frameworks to the dynamic nature of the media landscape while preserving the values of transparency, accountability, and freedom of expression. The journey of broadcasting in the Maldives serves as a testament to the power of media in shaping public discourse and influencing societal development.

Maldives Broadcasting Commission

The Maldives Broadcasting Commission was established on August 22, 2010, in accordance with Article 3 of the Broadcasting Act (Act number 16/2010). Functioning as an independent institution, its members are appointed by the President. The Commission officially commenced its operations on April 4, 2011, assuming the role of regulator and developer of broadcasters in the Maldives from its inception.

The primary objectives behind the formation of this seven-member commission encompass the regulation and development of the broadcasting sector in the Maldives. This includes the establishment of robust regulatory mechanisms for broadcasters, aimed at creating an environment conducive to the development and expansion of broadcasting infrastructure and services in the country. Additionally, the commission seeks to facilitate and support the professional development of broadcasters. This, in turn, serves to enhance and ensure the responsible exercise of the freedom of expression enshrined in the constitution. The overarching goals also involve increasing access to information and fostering the growth of a free and responsible media.

Through its regulatory initiatives and developmental efforts, the Maldives Broadcasting Commission plays a vital role in shaping the media landscape, contributing to the responsible and sustainable evolution of the broadcasting sector in the Maldives.

2. OBJECTIVES OF THE CONSULTANCY

The primary objectives of the Broadcast Audience Survey are as follows:

- 2.1** To measure and analyze the viewership and listenership of broadcast content on different channels.
- 2.2** To collect data on the viewership and listenership of licensed broadcast channels in the Maldives, which will be utilized by the Broadcasting Commission for multiple purposes
- 2.3** To encourage the improvement of the quality of service of the registered local channels in Maldives.
- 2.4** To fulfill the obligation outlined in Article 5 of the Channel Rating List Policy.

3. PROJECT DETAIL

3.1 SCOPE OF WORK

We seek some personnel/firm with a proven record of accomplishment of conducting Survey and Research, with the following scope of services:

The audience survey shall be conducted in accordance with Article 5 of the Channel Rating List Policy.

The survey will encompass the following key areas:

- 3.2.1 Design and execute a comprehensive data collection plan, including sample selection, survey instruments, and data gathering methods.
- 3.2.2 Demographic Analysis: Analyze the demographic composition of the audience, including age, gender, and geographic location.
- 3.2.3 Content Consumption: Evaluate the type of content consumed according to the Article 5 of the Channel Rating List Policy.
- 3.2.4 Viewership and Listenership: Measure the viewership ratings for television channels, radio stations.
- 3.2.5 The utilization ratio of the channel on the alternative platforms
- 3.2.6 Report Generation: Prepare detailed reports, including data analysis, charts, and recommendations

3.2 DELIVERABLES

- 3.3.1 Data Collection (raw data)
- 3.3.2 Interim Progress Reports: Periodic updates on survey progress.
- 3.3.3 Draft Survey **Report**: An initial report for review and feedback.
- 3.3.4 Final Survey Report: A comprehensive report including all findings, analysis, and recommendations.

4. . CONFIDENTIALITY

Ensure that all collected data is treated with strict confidentiality.

5. BID DOCUMENT DELIVERABLES

The following are the documents that need to be submitted for the tender.

The tender evaluation will only be carried out if the proper supporting documents have been submitted, for any component in which supporting documents have been requested.

- 5.1.1 **Company profile**
- 5.1.2 **A cover Letter** of interest
- 5.1.3 **Quotation** which outlines the costing to carry out the specific activities of the scope of this bid
- 5.1.4 **Details of Company's experience in conducting Research & Survey.**
- 5.1.5 Completed **Vendor Registration Form** from SAP system of Ministry of Finance.

6. EVALUATION CRITERIA

Selection of the successful proposal will be made by Broadcom based on the following criteria:

CRITERIA	MAXIMUM POINTS
Cost effectiveness	40
Past experience and expertise in Research & Survey Work.	30
Research Proposal	30
<i>breakdown below:</i>	
▪ Sampling 10	
▪ Questionnaire 10	
▪ Methodology 10	
TOTAL	100

7. PREPARATION, SEALING AND SUBMISSION OF THE PROPOSAL

- 7.1.1 All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in English.
- 7.1.2 The Proposal shall be typed/ written and signed/ initialed in indelible ink.
- 7.1.3 The Bidder shall submit a single set of the Proposal in a single sealed envelope and mark the envelope with the Bidder's full name and address, and titled:

Broadcast Audience Survey

Maldives Broadcasting Commission
G. Billoorijehige, 3rd Floor,
Majeedhee Magu, Male',
Republic of Maldives

- 7.1.4 **Submission deadline:** Bids shall be submitted to the address specified below **in person**, on **(22 February 2024 / 11:00) hours Maldivian Time**. Late bids will be rejected. Bids submitted via email or courier will not be accepted.

8. GENERAL

8.1 Clarifications

For clarification purposes, please email to: info@broadcom.org.mv

To assist in the examination, evaluation, and comparison of Bids, and qualification of the Bidders, Broadcom may, at its discretion, ask any Bidder for a clarification of its bid. Any clarification submitted by a Bidder that is not in response to a request by Broadcom shall not be considered. Broadcom's request for clarification and the response shall be in writing. No change in the substance of the proposals shall be sought, offered, or permitted, during this clarification.

8.2 Payment Plan and delay charges

- Payment to Contractor will be made following the conclusion of all the events.