

Competitive selection of the service provider (tender)

Name of the Project	Council of Europe Project “Strengthening freedom of media and establishing a Public broadcasting system in Ukraine” implemented within Council of Europe Action plan for Ukraine 2015-2017 (hereinafter – the “Project”)
Title of the activity	Sociological survey for Public broadcaster (hereinafter – “Survey”).
Responsible administrator	Tetiana Shamrai, project officer
Short information on the reform of the Public broadcasting in Ukraine	<p>On 19 January 2017, the first stage of the Public Broadcasting reform resulted in the registration of the Public Joint Stock Company "National Public Television and Radio Company of Ukraine" (UA:PBC), to which Ukraine has been approaching for three years - from the adoption of the Law of Ukraine "On Public Television and Radio Broadcasting of Ukraine" in April 2014. During the first stage of the reform, a large package of the amendments to this law was adopted in 2015, as well as changes to the state-owned company Ukrtelefilm in 2016. More than a year more than 30 regional and local state TV and radio companies have been merging into a single structural unit - National Television Company of Ukraine which has been transformed into the Public Joint-Stock Company “National Public Television and Radio Broadcasting Company of Ukraine” (UA:PBC), which is now known as the Ukrainian Public Broadcaster.</p> <p>From the moment of registration, the Supervisory Board of the UA:PBC has entered into their authority. The members of the Supervisory Board of the UA:PBC has selected the Chair, Deputy Chair and Secretary among themselves, approved a number of the Provisions and announced a competition for the Head of the Management board. The head and members of the Management Board of the UA:PBC were selected in April 2017. Since May the team has actively begun to reform the structure inherited from the state broadcasting.</p> <p>In the upcoming years the UA:PBC will be reorganized, repositioned. The philosophy of content creation will be changed.</p> <p>The Project is providing support to UA:PBC in order to create fully-fledged system of Public broadcasting in Ukraine in accordance with the Council of Europe’s standards.</p>
Terms of reference	<p>1.Aim:</p> <ul style="list-style-type: none"> To define starting positions of the UA:PBC at national and regional levels in terms of visibility, level of trust, content satisfaction etc.; To design a portrait of the potential and actual viewers/listeners of the UA:PBC at national and regional levels; To assess information needs of the viewers/listeners of the UA:PBC at national and regional levels. <p>2.Topics based on which the preliminary questions of the questionnaire should be designed (Blocks 1 -2).</p> <p>Block 1</p> <ol style="list-style-type: none"> Rating of UA:PBC (national level, regional level); Trust to the UA:PBC (national level, regional level);

3. UA:PBC programmes' rating (national, regional levels);
4. UA:PBC visibility (national, regional levels);
5. Information needs for the potential audience of the UA:PBC and level of their satisfaction with the UA:PBC;
6. Quality assessment of the UA:PBC (objectivity, non/manipulation, balance positive/negative)
7. Information requests to the UA:PBC;
8. Being in demand and existence of the feedbacks from the UA:PBC;
9. Portrait of the target audience of the Public Broadcaster (in the context of channels, TV programs, including the regional dimension);
10. From what sources do people receive information (national level, regional level)?
11. Are they interested in life of a village, city, district, region, country?
12. What problems are considered to be the most important (the level of the city, district, region, country)?
13. What is public television and radio?
14. Are they ready to pay for the programs that are created in the public interest?
15. How much?
16. Demography, social status, income, education.

Block 2

17. Values;
18. Are they interested in the information on the actions of the authorities (different levels);
19. What kind of information?
20. Do they feel themselves secure (internally, externally)?
21. Your rhythm of life (when they wake up, go to work, watch TV, listen to the radio, use the Internet, relax, meet friends)
22. What are your interests?
23. Do you use gadgets while watching TV/listening to the radio?
24. Which type of content do you consume on gadgets while watching TV/listening to the radio?
25. Which genres do you like (for programming)?
26. The biggest purchase for the last 3 years.
27. How do you spend spare money?

3.Target audience: men and women 18+ of different social groups.

4. Geography of the survey

Population of 24 regions of Ukraine including rural population excluding temporary occupied territories of Donetsk and Luhansk regions and the Republic of Crimea. At least 10 inhabited localities of each region.


5.Requirements for the format of the presentation of the results (reporting documents):

- ✓ survey tools;
- ✓ data package in the agreed with the Project format;
- ✓ tables of one-dimensional distributions;
- ✓ analytical (narrative) report in Ukrainian and English.

6.Survey implementation timeline:

Submitted proposals should foresee their implementation period starting from the date of contract signature until 15 December 2017. Reporting documents should be submitted by 18 December 2017.

Titles of the channels of UA:PBC (Public broadcaster) for the survey	<ol style="list-style-type: none"> 1. «Vinnytsia regional direction «Vintera» 2. «Volyn regional direction» www.voltv.com.ua 3. «Dnipropetrovsk regional direction» «channel 51» http://www.51.dp.ua/ 4. «Donetsk regional direction» Channel «DoTB» https://www.dotb.dn.ua/ 5. «Zhytomyr regional direction» http://tvradiozt.com.ua/ 6. «Zakarpattia regional direction» «Tysa 1» www.tisa1.tv 7. «Zaporizhia regional direction» http://www.zodtrk.zp.ua/ 8. «Ivano-Frankivsk regional direction «Karpaty» www.odtrk.if.ua 9. «Kyiv regional direction» «Central channel» www.kdtrk.inet.ua 10. «Kirovograd regional direction» Channel «Kirovograd» www.KODTRK.tv 11. «Khyvyi rig regional direction «Kryvorizhia» - is not oblast channel www.kdtro.com.ua 12. «Krym regional direction» logo «UA:Crimea» is broadcasted on satellite «UA:Pershyi». 13. «Luhansk regional direction» channel «LOT» www.lot.lg.ua 14. «Lviv regional direction» TVRC «Lviv» www.lodtrk.org.ua 15. «Mykolaiv regional direction» Channel «Mykolaiv» http://www.trk.mksat.net/htm/tm_prog.htm 16. «Novgorod-Siverska regional direction «Siverska» - is not oblast channel. www.trksiver.com.ua 17. «Odesa regional direction» http://oodtrk.od.ua/ 18. «Poltava regional direction «Ltava» www.ltava.poltava.ua 19. «Rivne regional direction» http://rtb.rv.ua/company/tele/ 20. «Sebastopol regional direction» – does not work 21. «Sumy regional direction» «UA:Sumy» www.tv.sumy.ua 22. «Tepnopol regional direction» Channel TTB http://todtrk.te.ua/ 23. «Kharkiv regional direction» Channel OTB www.otb.com.ua 24. «Kherson regional direction «Skifia» www.skifiya.ua 25. «Khmelnyskyi regional direction «Podillia Centre» http://www.odtrk.km.ua/ 26. «Chekasy regional direction» Channel «Ros» www.tvros.org.ua 27. «Chernivtsi regional direction» Channel «Bukovyna» https://bukovyna.tv/ 28. «Chernihiv regional direction», Channel «Siver Centre» http://chodtrk.com.ua/ 29. «Central direction channel «Culture» http://cultureua.com/ 30. «Central direction «Ukrainian radio»: <li style="margin-left: 20px;">1. YP1 – First radio channel <li style="margin-left: 20px;">2. Radio Channel «Culture» <li style="margin-left: 20px;">3. Radio Channel «Promin» 31. «UA:Pershyi» http://1tv.com.ua/
Exclusion criteria	<p>Tender participants are excluded from the tender in case they:</p> <ol style="list-style-type: none"> 1) Have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering; 2) Are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or is not subject to a procedure of the same kind; 3) Have received a judgment with res judicata force, finding an offence that affects its professional integrity or constitutes a serious professional misconduct; 4) Do not comply with its obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where it is established; 5) Have conflict of interests.

Eligibility criteria	<p>To be eligible, applicants must:</p> <ul style="list-style-type: none"> • be legally registered as sociological company under the current domestic legislation (on the basis of the copy of the registration documents); • have at least two years experience in carrying out sociological surveys (on the basis of the copy of the registration documents); • respect of the tender deadline (application forms submitted after the deadline will not be considered and are deemed to be ineligible).
Documents which should be submitted in order to participate in tender	<p>1) Application form 8428/2017/05T, containing stamp and signature of the responsible person. Use of the Council of Europe exchange rate is mandatory.</p>  <p>Аплікаційна форма.docx</p> <p>2) Copy of the registration documents</p>
Final deadline for documents submission	16 October 2017 at 13.00 at e-mail Iryna.ostapa@coe.int
Award criteria	<p>Submitted proposals (application forms) will be assessed according to the following criteria:</p> <ul style="list-style-type: none"> 6) Survey sample and geography – 30%; 7) Price proposal – 40 %; 8) Quality of the proposed questions for the questionnaire, including the coverage of topics for the survey mentioned in the p.2 of the terms of reference above, including the structure of the questionnaire - 20%; 9) Previous working experience with TV and radio channels - 10%.
Payment	<p>The payments for the services to be paid by the Council shall be made as follows:</p> <ul style="list-style-type: none"> • 50% advance payment upon signature of the Contract; • the balance payment of actual expenditures shall be made within 60 calendar days after submission of the deliverable(s) according to the contract and its/their acceptance by the Council including submission of the respective invoice.
Tender is published	09 October 2017
Results will be announced	Until 20 October 2017
Council of Europe contact	In case you have questions related to the tender, please contact Iryna Ostapa at mobile +380 93 7627757 or e-mail: Iryna.ostapa@coe.int