

TENDER FOR THE DESIGN, BUILD, SUPPLY, INSTALL, COMMISSION, OPERATE AND MAINTAIN A SINGLE TELEVISION AUDIENCE MEASUREMENT (STAM) FACILITIES AND SERVICES IN MALAYSIA

(TENDER NO.: MCMC/DSDPD/DCDPD(01)/STAM_2022/TC/07/2022(07))

Questions & Answers

No.	Question	Answer
1	<p>The tender document requires a panel of households (Appendix K, Module 1, pp. 91, 92, 95) but in another section seems to be open to a panel of individuals (Appendix K, Module 2, Section A—TAM Panel and/or Digital Panel, p. 97).</p> <p>Please tell us whether you are open to a proposal of a panel of individuals, or require a panel of households.</p>	<p>Referring to paragraph 40.5.1 of the Tender Document, the Tenderer shall propose and recruit sufficient sample size of individuals and households to represent total population in Malaysia including Peninsular and East Malaysia. You are required to propose sufficient sample size of individuals and households for the panel, so long as the measurement is representative of Total Malaysia.</p>
2	<p>The tender document requires a panel representative of the TV-viewing population of ages 4+ years (Appendix K, Module 1, Section C—Initial Recruitment of the TAM panel, p. 94). Children usually do not receive smartphones until their teenage years.</p>	<p>Referring to paragraph 1.1 of the Tender Document, the purpose of the Tenderer is invited to submit a proposal to design, build, supply, commission, operate and maintain a STAM in accordance with global standard and business practices that is most suitable to the demographic and geographic profile in Malaysia. All proposed solutions will be considered so long as they justify the scope described in the Tender document. Please provide appropriate rationale to support your recommendations.</p>
3	<p>The tender document seems to suggest that panel representativeness must be controlled for several consumer attributes, including media consumption, platform providers subscription, purchasing, ownership and usage of FMCG and non-FMCG services, consumer attitudes and behaviour and psychographic segmentation (Section 40.5.4, pp. 35–36).</p> <p>We therefore ask that required sample representativeness controls be limited to those used in practice in Malaysia and the world.</p>	<p>Sample representativeness control is expected to be based on accepted practice, not limited to geographical location/states, Age, Gender, Socio-economic class, Media platforms accessible, etc. Please provide appropriate rationale to support your recommendations in proposal.</p>

No.	Question	Answer
4	Please advise the upper percentage of programme content (not ads, which will always be measured so long as we receive the ad creative) that is acceptable for each OTT service and for YouTube.	You could propose an optimum number or percentage of programme content by different platforms, OTT and social media, keeping commercial viability in mind.
5	Please advise whether platform identification of specific platforms other than conventional television is required.	Yes, ideally, we would like to breakdown the viewership for content by platforms and devices.
6	Please advise the maximum time shifting interval that must be implemented in the system (VOSDAL, live+7 days, +14, +21, +28 etc.).	Referring to paragraph 40.12.3 of the Tender Document, Time shift viewing shall be measured for a period of 28 days after broadcast day including viewing on the same day as live. This also covers on-demand viewing of linear TV selected from a library as another form of time shift viewing. Time-shifted viewing can be limited to VOSDAL and Live +28 days.