

Advertisement for Selection of Pay TV Consultant

Employees Old-Age Benefits Institution (EOBI) is planning to launch a Pay TV Project and requires the services of a consultant/consulting firm/consortium of national/international repute for its upcoming venture.

The bidder(s) must have thorough knowledge of Digital Television Media and Distribution Services Network including technical grounding, financial feasibility expertise relating to DTH, HD, VOD, TriplePlay, mass delivery protocols, financial sales and marketing strategies, and home to home distribution systems.

SCOPE OF ASSIGNMENT

The bidder(s) must have the ability to structure this Pay TV Project and its distribution network from ground up including the ability:

- To prepare a technical structure and business plan with financial feasibility with different options;
- To assist in negotiating contracts with satellite service providers;
- To develop, float and manage complete Request for Proposal (RFP) process for solicitation of Expressions of Interest (EOI) for technical and financial proposals from vendors of all components of such distribution network including the Head-end equipment makers, Conditional Access Manufacturers, Set Top Box vending concerns, System Integrators and other related concerns etc;
- To analyze and recommend most suitable equipment suppliers/vendors;
- To monitor the site preparation activities;
- To monitor the system implementation and integration process on behalf of the investor;
- To develop Standard Operating Procedures (SOPs), Operation Support System (OSS) and train professional technical team to manage the head-end and other technical operations of the distribution network.

BIDDING PROCEDURE

The bidder(s) must submit their technical and financial proposals in two (02) separate envelopes marked as “Technical Proposal” and “Financial Proposal”. The Technical Proposal shall be evaluated first and will carry a weight of 70% in overall composite score, owing to the technical and complex nature of the Project.

The Technical Proposal shall be evaluated along the demonstrated capabilities for;

Development abilities for head-end teams, content sourcing, preparation of technical, commercial and financial feasibilities for similar projects.

The financial proposal for only those bidder(s) shall be opened who score a minimum of 65 marks in the Technical Proposal evaluation. The Financial Proposal must be submitted

in an itemized format in line with the scope of the Project and prices be quoted on per item basis for the purpose of transparency. The Financial Proposal shall carry a weight of 20% in the overall composite score and 10% for specific business knowledge and past experience. The lowest Financial Proposal to be called B1 shall carry 100 marks. The other Financial Proposals shall be evaluated as per following formula:

$$\text{Financial Score} = \text{Value B1} / \text{Value B2, B3 or B4} * 100$$

B2, B3 and B4 etc are the second, third and fourth lowest financial bids and so on. The award of consultancy shall be on the basis of overall composite score obtained by technically qualified bidders.

PLACE AND DURATION OF ASSIGNMENT

The assignment is based in Pakistan and shall be for an expected duration of six (06) months.

APPLICATION DEADLINE

Desirous qualified bidders may apply within fifteen (15) days from the date of the publication of this advertisement and send their bids to

Deputy Director General (HR & GA)
G.P.O. Building I.I. Chundrigar Road Karachi
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