

ADVANCE CONTRACT AWARD NOTICE

TITLE: Media Technology Monitor (MTM)

INTRODUCTION:

The Department of Canadian Heritage has a requirement for two types of services: The first is access to an online database that allows for detailed data analysis, demographic analysis and data trending to all of that data results. The data to be provided goes back many years, for some data points as far back as 1998, to permit the trending and analysis that is required for policy work. The second is access to topic-specific, detailed reports to be prepared by the contractor. The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to BBM Analytics Inc., 1500 Don Mills Rd., 3rd Floor, Toronto, Ontario M3B 3L7 Canada. Before awarding a contract, however, the government would like to provide suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this notice, by submitting a statement of capabilities during the 15 calendar day posting period.

If other potential suppliers submit a statement of capabilities during the 15 calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.

BACKGROUND:

The Department of Canadian Heritage has a requirement to be provided with data on technology ownership and use by Canadians of both official language communities. The national sample size needs to be large in order to permit detailed analysis of trends in smaller sub-groups, with an aggregate survey sample size of approximately 12,000 respondents. Francophones and Anglophones are to be equally represented, with sample sizes of 6,000 for each linguistic group. Using the data provided by the contractor, the Broadcasting and Digital Communications Branch conducts analysis on the adoption and use of new media technologies and the impact on traditional media technologies.

Data on technology ownership use in Canada, and the impact of new media technology on Canadian traditional media, in an electronic form, are required on an on-going basis.

The proposed contract is from contract award to March 31, 2016.

The Department reserves the right to extend the contract for three (3) additional option periods of 12 months under the same Terms and Conditions.

The estimated value of the contract, including the option periods, is \$122,500.00 (applicable taxes are extra).

MINIMUM ESSENTIAL REQUIREMENTS:

Any interested supplier must demonstrate by way of a statement of capabilities that it meets the following requirements.

- At least twelve years' experience in the compiling and disbursing information on Canadians' ownership and use of new media and on-line technology.
- The information provided must be detailed enough to be able to differentiate between ownership and usage of new media technology and traditional media, and to be able to evaluate the impacts and interrelationships between the two.
- There must be multiple years (at least twelve) of consistent data points for all major indices such that trends can be identified and analyzed.
- In addition to maintaining tombstone data from year to year, data will be collected on certain specific topics of current interest in any particular year.
- The data must be able to provide an equal level of representation of Francophones and Anglophones in Canada. The sample size must be large enough to enable statistically valid analysis of sub-groups, or a national sample size of at least 6,000 respondents.
- Ability to maintain an on-line database permitting access to the data as well as trending and demographic analysis tools, all of which will be accessible via the Internet.
- The provision of detailed reports and studies concerning both the general data and also on the data of topical interest (i.e. for 2013-2014, reports on Social Television, Television Distribution, Multitasking with Television and the Internet, etc.)

JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER:

Competitive bidding has been set aside because only one firm can do the job. In particular, the contractor provides access to two types of service. The first is access to an online database that allows for detailed data analysis, demographic analysis and data trending to all of that data results. The data to be provided goes back many years, for some data points as far back as 1998, to permit the trending and analysis that is required for policy work. The second is access to topic-specific, detailed reports prepared by the contractor.

The national sample size requirement is for a large sample, i.e. 12,000 in the contractor's data, and Francophones and Anglophones are to be equally represented, i.e. sample sizes of 6,000 for each

linguistic group for the contractor's data. This is to permit an analysis of sub-groups of users and their demographics.

The contractor is specialized in compiling and disbursing information on Canadian broadcast industries, as well as the adoption and use of new media industries and other industries. The contractor has a team of researchers and consultants with experience to collect, format and analyze the data. The contractor's data is recognized for its quality, for example it is utilized in the Canadian Radio-Television and Telecommunications Commission's annual Communications Monitoring Report. There is no other company which provides this type and level of service.

Furthermore, in-house resources are insufficient to provide the same level of reliability on the outputs, and the cost would exceed the cost of this contract.

There is no IP arising from this contract. The Department does not own the IP but simply obtains the right to use the data to generate knowledge and information for departmental usages. The contract allows the Government to incorporate data from other sources to further develop and publish reports from the data. This excludes commercial sale in competition with the contractor.

RESPONSE:

Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority identified in this Notice on or before the closing date of this Notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

The closing date and time for accepting statements of capabilities is April 24, 2014 @ 2:00 p.m. EDT.

Inquiries are to be directed to:

Sylvie Wegner
Procurement and Contract Advisor
Contracting and Materiel Management Directorate
Department of Canadian Heritage
Telephone: 819-934-1331
Facsimile: 819-953-4133
E-mail: sylvie.wegner@pch.gc.ca

Statements of capabilities are to be sent to:

MAIL ROOM/BID RECEIVING
REQUEST NO: 10131620
Canadian Heritage
15 Eddy Street, 2nd Floor (15.2.C)
Gatineau, Quebec
K1A 0M5
Attention: Sylvie Wegner

POLICY INFORMATION:

This government purchase is exempt of the North American Free Trade Agreement NAFTA and Canada-Panama under the exception D Information Processing and Related Telecommunications Services” GSIN D317 Automated news services, Data services or Other information services. Buying data, the electronic equivalent of books, periodicals, newspapers etc.

As per Government Contracts Regulations, chapter 10 sub section 10.2.5

Exception (d) sets competitive bidding aside when only one person or firm can do the job.

- Subject to Canada-Columbia Free Trade Agreement
- Subject to AIT
- Subject to Canada-Chili Free Trade Agreement