



ADVANCE CONTRACT AWARD NOTICE

1.0 TITLE: Profile: Economic Report on the Screen-based Media Production Industry in Canada

2.0 INTRODUCTION

The Department of Canadian Heritage has a requirement for the provision of an annual report examining the economic state of the Canadian audio-visual production industry be produced for each of the years 2014 to 2017. The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to the Canadian Media Production Association. Before awarding a contract, however, the government would like to provide other 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 the government's electronic tendering service 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.

3.0 BACKGROUND

The Department of Canadian Heritage requires that an annual report examining the economic state of the Canadian audiovisual production industry be developed for each of the years 2014 to 2017. The objective of the report is to analyze the performance of the audiovisual production industry in Canada through the use of key data and economic indicators. These indicators will assess national or provincial production activity, the economic impact of various federal and provincial support programs, international coproduction as well as audience measurement. This report will incorporate statistics from the major governmental organizations that provide support to the audiovisual industry at both the federal and provincial level into a comprehensive profile to be used by government and industry alike as a research and reference tool.

The report requires the collection and aggregation of data from several sources, including the Canadian Audio-visual Certification Office (CAVCO), the Canadian Radio-television and Telecommunications Commission (CRTC), the Canada Media Fund (CMF), Telefilm Canada, the Movie Theatre Association of Canada (MTAC), and provincial funding agencies. In addition, the report requires a survey of producers that captures data for secondary sales of film and television content, and the production of digital media content.

3.1 Contract Period

The proposed contract is for a period of 10 months, from date of contract award and ending on June 30, 2015.

The Contractor will grant to Canada the irrevocable option to extend the term of the Contract by up to three (3) additional periods of twelve (12) months under the same terms and conditions as the initial contract.



3.2 Estimated Value

The estimated value of the contract, including the option periods, is \$160,000.00, plus HST. Each period will be valued at \$40,000.

4.0 MINIMUM ESSENTIAL REQUIREMENTS

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

- Extensive knowledge and understanding of the audiovisual production industry across Canada.
- Over 10 years of experience in examining the economic state of the Canadian audiovisual production industry including completion of numerous statistical projects that are similar in size, scope and complexity to the version of the annual document entitled *Profile: Economic Report on the Screen-based Media Production Industry in Canada* ("Profile"). <http://www.cmpa.ca/industry-information/profile>.
- Established and effective relationships with relevant data suppliers, allowing them to obtain the necessary statistics on a timely basis, a necessary component in meeting the stringent time deadlines in compiling the report.
- Ability to ensure consistency in the methodology used in the analysis and presentation of data from year to year resulting in statistics that can be easily compared over a given period of time.
- Ability to produce an annual report on the economic state of the Canadian audiovisual industry for each of the upcoming four years (2014 to 2017) that is similar in type of content, scope and analysis as *Profile*.

5.0 JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER

Since 1997, the Department has worked in concert with the Canadian Media Production Association (CMPA) and the Association québécoise de la production médiatique (AQPM) to produce a comprehensive statistical and economic annual profile on the audiovisual production industry called *Profile: An Economic Report on the Canadian Film and Television Production Industry*, which was renamed in 2013 *Profile: Economic Report on the Screen-based Media Production Industry in Canada*. The report is a key reference tool for the Government and industry alike.

The CMPA is the association for English-language media producers. The AQPM is its French-language equivalent. Together, the two associations represent the independent production community across Canada, including those working in both official languages and from every region in Canada. In total, they represent over 500 independent producers.

The CMPA has effectively led the project for the two associations and the Department. All three partners are full participants in paying for the report and developing the content of the report. The result has been the production of a quality economic report that is extensive, comprehensive and authoritative, while mitigating everyone's costs.

The CMPA is the best group to examine the economic state of the production industry given their unparalleled expertise in the industry. The CMPA is governed by a diverse board of directors that is reflective of small-,



medium- and large-sized businesses. CMPA operations are managed by a President and Vice-Presidents with extensive experience in the audiovisual industry. For over 20 years, the CMPA has been central to the understanding of the industry through the publication of industry information, including issue-oriented and statistical documents, and through the organization of trade forums, conferences and workshops. The CMPA's reports are widely viewed as reliable by both the Government and industry.

Lastly, the CMPA has effective relationships with data suppliers, allowing them to obtain the necessary statistics on a timely basis, a necessary component in meeting the stringent deadlines in compiling the report. The CMPA will be able to ensure consistency in the methodology used in the analysis and presentation of data from year to year resulting in statistics that can be easily compared over a given period of time. The report will be a revised edition of the previous report entitled *Profile 2013: Economic Report on the Screen-based Media Production Industry in Canada* and the annual editions prior to that.

6.0 INTELLECTUAL PROPERTY

The ownership of intellectual property will rest with the Contractor.

7.0 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 Friday September 26, 2014.

7.1 Inquiries are to be directed to:

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

7.2 Statements of capabilities are to be sent electronically to the email address indicated above under article 7.1 or by hard copy to the following address:

MAIL ROOM/BID RECEIVING
REQUEST NO: 10140651
Canadian Heritage
15 Eddy Street, 2nd Floor (15.2.C)
Gatineau, Québec
K1A 0M5
Attention: Sylvie Wegner



8.0 POLICY INFORMATION

This government procurement is for a service which is exempt under exception D (317) – Information Processing and Related Telecommunications Services; GSIN D317, Automated news services, Data services or Other information services. This exemption applies to the following trade agreements:

North American Free Trade Agreement (NAFTA)
Canada-Panama Free Trade Agreement (CPFTA)
Canada-Columbia Free Trade Agreement (CCFTA)
Canada-Peru Free Trade Agreement (CPFTA)

Applicable Exceptions to Soliciting Bids for the Government of Canada for the following trade Agreements for which the service is not exempt:

- Subject to Canada-Chile Free Trade Agreement: Chapter Kbis-09(b) – where, for works of art, or for reasons connected with the protection of patents, copyrights or other exclusive rights, or proprietary information or where there is an absence of competition for technical reasons, the goods or services can be supplied only by a particular supplier and no reasonable alternative or substitute exists.
- Subject to the Agreement on Internal Trade (AIT): Chapter 5, Article 506, sub-section 12 (b) – where there is an absence of competition for technical reasons and the goods or services can be supplied only by a particular supplier and no alternative or substitute exists.