



# **PAKISTAN TELEVISION CORPORATION LIMITED**

## **CANCELLATION**

### **PROCUREMENT OF SERVICES TO MANAGE THE AD SALES OF PTV GLOBAL IN UAE UK**

The tender notice Uploaded/Published on PTV/PPRA websites and Newspapers "Daily Khabrain", "Pakistan Observer", "Daily Times" and "Daily Pakistan" for PTV Global in UAE and UK dated 09.03.2024 has been cancelled by the PTV management due to some technical reasons.

**CHIEF COMMERCIAL OFFICER**

**PTV Centre Karachi**

**Central Sales Office, Stadium Road Karachi.**

**Phone: +92 021-99230564 - Fax : +92 021-99230558**

**<https://www.ptv.com.pk>**

## INVITATION FOR PROPOSAL

### **PAKISTAN TELEVISION CORPORATION LIMITED PTV GLOBAL**

R-1 NO. HQ / AIR - 144 / 1405

Pakistan Television Corporation Limited invites proposals from international advertising companies, media houses and marketing firms to manage the Ad Sales for PTV Network's (PTV Global) beams in UAE & UK. For posting of Tender/RFP following information shall needed to be furnished in accordance with the PPRA Rules 36(b) Single Stage with two envelopes.

1. Brief profile of the company including the management team(s) introduction, financial statements of the past three years, record of the previous relevant work done in international markets for any other Pakistani channel or broadcaster, infrastructure and team structure of the UAE & UK, offices or any.
2. An assessment of the business potential of UAE & UK, markets with respect to the Pakistan channels.
3. Financial proposals in terms of the model (subscription based, FTA( Free to Air) /Advertisement based, Hybrid (combination of both), commission structure, cost structure, technology, cost and financial projections for up to five years shall be preferred.
4. Unit wise projections for (Cost per Rating Points (CPRP)) and Tariff Sales shall be included.
5. Companies already dealing with subscription based model may be preferred.
6. Companies dealing in subscription based model with up-linking facilities may also be preferred.
7. Formal market research with complete landscape of the industry in the above mentioned markets and particular focus on Pakistan channels with local territory audience statistics will be prioritized and given an edge.
8. Quoted price validity should not be less than 120 days.
9. All Pakistan Government Taxes are applicable.
10. Earnest money @2% of quoted price in the shape of demand draft/Pay order in favor of PTVC be attached with the price tenders, earnest money will be retained till the finalization of bid. Personal cheques will not be entertained.
11. No cutting overwriting in rates/prices will be allowed in financial bids.
12. No modification in proposal after submission of bids shall be allowed.
13. PTVC reserves the right to reject all bids and ground of rejection will be communicated to the parties as per PPRA rule# 33.
14. Hard Copies of Proposals shall be sealed in two separate envelopes i.e Technical and Financial Proposal as a single package and submitted to CONTROLLER AUDIT

Chairman Senior Tender Committee, PTVC Headquarters, Constitutional Avenue F 5/1, Islamabad not later than 16th of April 2024 before 11.00 am PST. Proposal submitted after the stipulated date will not be entertained.

15. Technical proposals shall be opened on 16th April, 2024 same day at 12.15 pm Pakistan Standard Time at PTV Headquarters office Constitution Avenue F-5/1 Islamabad by the Senior Tender Committee of PTVC, in presence of authorized and interested representative of interested parties. Financial Proposal of technically qualified parties will be opened at a later stage and the time of opening will be communicated accordingly.

16. Subsequently the selected party shall be intimated with all terms and conditions mutually agreed and as prescribed in the advertisement.

**CHAIRMAN SENIOR TENDER COMMITTEE/CONTROLLER  
AUDIT**

PTVC Headquarters,  
Constitutional Avenue F 5/ 1,  
Islamabad.  
Ph: 051-9202945

For queries:

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