

QUESTION & ANSWERS

In relation to LIBS-2019- 9150062 - Provision of Broadcasting Services for airing of UNICEF videos related to raising awareness on inclusion of children with disabilities in Albania.

Q1. Our first question is concerning the program schedule in Top Channel and Klan TV. With reference [Annex B](#) excel file is required to advertise from mid-July until end of October to a specific TV shows for all 3 National TV channels. However, we would like to inform you that the Real Story, Top Show and most of the main TV shows are not broadcasted from beginning of August until mid-September. Official program schedule is yet to be published by TV channels and in general the official dates for autumn season are published end of August. We would be grateful for your advice concerning this matter.

A1. Since we do not know the official schedule for summer time, UNICEF would like to air the videos after 20:30. Please come up with some proposal around these hours, but not before 20:00.

Q2. Referring to the required broadcasting period of July – October, the TV program seasonality is subject of changes and the required programs Top Show & Real Story are closing their spring season in mid of July to start the new winter season in September. Considering the above, we should plan in two different flights excluding August, or to have a linear presence for the entire period July – October just keeping the same timeslot.

A2. Yes, ensure a linear presence for the entire period Jul-October 2019 keeping the same timeslot.

Q3. Could you please clarify the Evening news at 21:30 on Klan TV, because news on Klan TV are broadcasted in PT during the main edition at 19:30 and another edition on 23:00 – 23:30.

A3. We would like airing time between 20:30 and 23:00. Again, not knowing the summer schedule, we welcome any suggestion from the companies for airing during 20:30 - 23:00 hrs.

Q4. Regarding the given time slot in Klan TV – (21:30), in the ITBS document is referred this time zone as before evening news. Based on the TV channel program structure at that time is aired soap operas or other evening program. Please confirm if the spot will be planned within these programs or before the evening news (broadcasted at 23:00).

A4. We would like airing time between 20:30 and 23:00. Again, not knowing the summer schedule, we welcome any suggestion from the companies for airing during 20:30 - 23:00 hrs.

Q5. In [Annex B](#) is stated that is highly suggested to be separated from commercial breaks. Does it mean that the video of UNICEF must be aired alone without any other commercial advertiser (so an exclusive ad block), or simply be positioned 1st or last during an advertising block of 5 commercials (premium position). If you have any other specification, please elaborate as it affects the costs.

A5. UNICEF would prefer that the videos are aired separated from the commercial breaks, since these are social messages that needs special attention for support.

Q6. According to our initial communication with the main TV channel the length of TVC aired during Prime Time must not exceed 90 secs and according to [Annex B](#), two of the testimonials are more than 90 seconds. Could you please check and let us know if is there is any explicit policy for the promotion of UNICEF videos?

A6. UNICEF do not have any specific policy in terms of length of videos. We are aware that 30 - 90 secs are the best times for a TV spot duration and we are aware that testimonials are longer than the standards. Whatever suggestions comes from the companies will be helpful.

Q7. Considering the given period, the required total quantity of spots and time slots for each TV station as per the Annex B of ITBS documents, please clarify if all the spots (2 TVC + 3 testimonials) should be broadcasted within the same day in the given time slot or they will be allocated during five days of the week keeping the same time slot.

A7. Please keep the same time slot and allocate the spots during five days of the week by using variety of spots.

Q8. Regarding reached persons in monthly basis, our market does not operate based on the audience measurements metrics, although there are some provided audience data based on the post-monitored campaign provided by a local company. The provided data are not validated & not considered as trustful ones (this is based on the evaluation report provided by Council of Europe to AMA about the audience measurements in Albanian TV Market) and furthermore they are not fully accepted by media market itself. Due to these circumstances, do we still have to provide to you the reached people data, or do we have to exclude this metric from the required media report in the ITBS document.

A8. Yes, please keep the metric measurements as we need the reaching indicator.

Q9. In page 6 of solicitation document, Annex C – Financial proposal is stated the following information, but we would need your clarifications:

- An all-inclusive cost for broadcasting of all product.
Is this related to [Annex B](#) excel file? Will it be fine if we provide only the [Annex B](#) excel file or we should provide a separate document where is stated the total cost of broadcasting in all TV channels.

A9. Please provide the quotations as per each sheet at [Annex B](#) and prepare and submit a summary table to show the total cost of broadcasting in all TV channels.

THIS PART IS ADDRESSED TO TV CHANNELS IN CASE THEY WILL SUBMIT A DIRECT BID TO UNICEF

Q10. Regarding the financial offer for TV KLAN the invitation in the section KEY DELIVERABLES has stated the timeframe: before “Evening News “at 21:30. The “Evening News” in TV KLAN are broadcasted 19:30 and at 23:30 from Monday –Wednesday, at 23:00 from Thursday-Sunday. So please in which edition do you prefer to broadcast the spots and testimonials?

A10. We would like airing time between 20:30 and 23:00. Again, not knowing the summer. We welcome any suggestion for airing during 20:30 - 23:00 hrs.

Q11. The section of qualification requirements for example:

- Previous working experience
- Sample of similar campaigns in the last three years
- Proof of contractual arrangements for purchased air time with requested national TV-s.

do these requirements apply for TV stations?

A11. In cases of TV channels, they must provide documented proofs they have provided similar campaigns to different international organizations like UNICEF, by submitting examples of agreements (with hidden/erased prices) with any organization.