

**Call for Proposal
for
Participation in the
DTV Starter Kit Programme**

Requirements Specification

Table of Contents

1. INTRODUCTION 3

2. IMPORTANT NOTICES..... 3

3. BACKGROUND 3

4. OBJECTIVE..... 3

5. SCOPE OF WORKS..... 4

6. PRE-QUALIFICATION CRITERIA 4

7. APPLICATION PROCESS..... 5

8. SELECTION PROCESS 6

9. SUBMISSION 7

APPENDIX A – IMPORTANT NOTICES..... 10

APPENDIX B – QUALIFYING EQUIPMENT AND SERVICES..... 13

1. INTRODUCTION

- 1.1 The Infocomm Media Development Authority of Singapore (“**IMDA**”) is issuing this Call for Proposal to invite Participants (“**Retailers**”) for the provision of Consumer-grade Digital TV (DTV) receiving equipment for use in the homes as part of the DTV Starter Kit Programme.

2. IMPORTANT NOTICES

- 2.1 For the avoidance of doubt, this Requirements Specification shall be read with and shall be subject to the Important Notices as set out in **Appendix A** of this document.

3. BACKGROUND

- 3.1 The transition to DTV broadcasting is a worldwide trend to enhance TV services and free up radio frequency spectrum for new services. Mediacorp commenced digital broadcasting in December 2013 and has been simulcasting its seven analogue and digital free-to-air (FTA) TV channels since then.
- 3.2 By end-2018, all seven of MediaCorp’s FTA analogue TV channels will be switched off and made available only in digital format. Households who do not switch to DTV will not be able to watch the Mediacorp FTA channels from 1 January 2019.
- 3.3 To encourage more Singaporean households to make the switch to Digital TV, IMDA is enhancing the current Digital TV Assistance Scheme to help more eligible households switch to DTV in the lead up to analogue switch-off (ASO). The enhanced Scheme, rebranded as the DTV Starter Kit, will give eligible households the option to offset the purchase of qualifying DTV equipment with a \$100 voucher issued by IMDA.
- 3.4 In anticipation of the increased demand for equipment in the lead-up to ASO, IMDA is issuing a Call for Proposal to invite interested participants to submit their proposals to participate in the DTV Starter Kit Programme by offering the qualifying products and services for redemption and to accept the use of the voucher at their shops.

4. OBJECTIVE

- 4.1 The Call for Proposal aims to garner electronics retailers to offer qualifying equipment and services for households to obtain the necessary DTV equipment
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for use in their homes to continue watching the terrestrial free-to-air TV channels after ASO. The proposals should focus on:

- a. The DTV equipment and services proposed, which shall include at least the following:
 - (I) *At least one Antenna + Set-Top Box bundle (with no top-up required);*
 - (II) *Antenna + TV bundle;*
 - (III) *Antenna(s); and*
 - (IV) *Installation Service for the DTV equipment*
- b. Marketing plan to enhance the awareness of the DTV Starter Kit via multiple touchpoints and encourage households to use the DTV Starter Kit voucher at the participating outlets

5. SCOPE OF WORK

- 5.1 The DTV Starter Kit aims to provide eligible Singaporean households with more DTV equipment options and more platforms to obtain this equipment. Eligible households will receive a notification letter that can be used to redeem qualifying DTV equipment via the various touchpoints offered by participating retailers.
- 5.2 The Call for Proposal is to invite electronic retailers to support the redemption of the qualifying DTV equipment by eligible households across various touchpoints. Participating retailers must be able to supply registered DVB-T2 qualifying equipment and have the logistics to support the redemption of equipment by households. Participating retailers must also be able to provide marketing and communications support on the DTV Starter Kit Programme.
- 5.3 All proposals submitted shall include the provision of:
 - (a) Types of DTV equipment offered to eligible households – all qualifying equipment need to comply with the stipulated IMDA TS DVB-T2 IRD specifications for the DVB-T2 Integrated Receiver Decoder (“IRD”) Technical Requirements and register with the IMDA under its Enhanced Simplified Equipment Registration (“ESER”) scheme (refer to Appendix B for list of qualifying equipment);
 - (b) Installation services for the purchased DTV equipment upon request by households (refer to Appendix B for list of qualifying services);
 - (c) Training of sales persons to impart accurate and concise information to consumers on switching to DTV and the equipment required; and
 - (d) Marketing efforts to drive adoption of the DTV Assistance Scheme.

6. PRE-QUALIFICATION CRITERIA

6.1 Participating Electronics Retailers

- (a) Shall be a company¹ incorporated in Singapore;
- (b) Shall be in a healthy financial state. For example, positive working capital to ensure that the company is able to continue its operations and has sufficient funds to satisfy both maturing short-term debt and upcoming operational expenses;
- (c) Shall have adequate resources to manage, administer and implement the Proposals to the reasonable satisfaction of IMDA;
- (d) Shall ensure that its designated electronics sales staff possess the necessary and adequate background information on digital switchover and basic technical know-how on the various ways to receive DTV and to dispense correct information to consumers in purchasing the DTV equipment that they need; and
- (e) Shall ensure that there are contractual agreements with their vendors and sub-contractors, whom they partnered with to provide the equipment and services in their Proposals, and impose back-to-back obligations on its suppliers for Qualifying Services incorporating all the requirements, terms and conditions imposed by IMDA.

6.2 Completeness of Submission

- (a) Submission of the documents must be complete and in accordance to the Format of Submission as described in paragraph 9.1. All appendices and annexes must be properly labelled.

7. SUBMISSION PROCESS

- 7.1 Each Retailer is to submit only **one (1) Proposal**.
- 7.2 Your Proposal must be submitted both in hardcopy and softcopy in accordance to the Format of Submission as specified in paragraph 9.1.
- 7.3 All the above documents must be received by IMDA before the submission can be duly processed.
- 7.4 Proposals are to be submitted and reach IMDA on or before **Friday 4 May 5pm**. Submissions received after the closing date will not be processed. IMDA

¹ A company is a business entity registered under the Companies Act, Chapter 50. It has a legal personality i.e. it has rights to own properties, has perpetual succession and can sue or be sued in its own name. It usually has the words 'Pte Ltd' or 'Ltd' as part of its name.

reserves the right to reject Proposals not submitted in accordance with the Format of Submission.

- 7.5 Upon approval of the Proposal, the shortlisted Retailer(s) will be invited to submit a grant application to IMDA for processing and a Letter of Agreement indicating the terms and conditions will be sent to the awarded Retailer(s).
- 7.6 All pre-qualified Proposals shall **automatically expire on 30 June 2019 or whilst funds last**, whichever is earlier or otherwise informed by IMDA with one (1) month's notice.

8. SELECTION PROCESS

8.1 Selection of Proposal(s) for Consideration for Pre-Qualification

- (a) Only complete Proposals will be evaluated by IMDA for consideration for pre-qualification. **Shortlisted Retailers** will be required to attend a compulsory briefing session on 8 May 10am at Mapletree Business City.
- (b) Short-listed applicants may be required to make a presentation of their Proposal(s) (at their own cost and expense) and answer questions on the project in response to IMDA's Evaluation Committee.
- (c) Without prejudice to paragraph 7, IMDA reserves the right to reject any or all Proposals submitted pursuant to this Requirements Specification. Where a Proposal is selected by IMDA for consideration, the relevant Retailer will be notified by IMDA.
- (d) For the avoidance of doubt, the short-listing of any Proposal by IMDA may not necessarily lead to the eventual selection of the Proposal.

8.2 Evaluation Criteria

The Proposals will be reviewed and evaluated by an Evaluation Committee nominated by IMDA for consideration for award of grant. Proposals will be assessed based on the ability to meet the following:

- (i) Supply of qualifying DVB-T2 registered equipment;
 - (ii) Provision of DVB-T2 equipment installation service;
 - (iii) Marketing and communications of the DTV Starter Kit to consumers (e.g. number of retail touchpoints, promotional efforts); and
 - (iv) Experience with other voucher redemption programmes.
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Scoring Criteria

No.	Evaluation Criteria	Max Score
1	Quality of proposal	
2	Experience & track record for redemption schemes (e.g. NS 50 voucher)	
	TOTAL	100

8.3 Disclaimer

- (a) IMDA shall have the absolute discretion to accept or reject any Proposal submitted to IMDA without being liable to give any reason thereof. IMDA reserves the right to retain the Proposals submitted by all parties without liability for the costs of such documents.

9. SUBMISSION

9.1 Format of Submission

The Retailer must follow the general layout as outlined below. Non-compliance to the format shall invalidate the submission, unless otherwise stated by IMDA.

Generic Documents to be submitted by each Retailer

Application Form : The prescribed Call for Proposal Form must be completed, signed and submitted without any alteration. Any alteration to the Call for Proposal Form may invalidate the submission.

Annex A : Latest ACRA business profile of Retailer (not more than 6 months ago);

Annex B : Audited financial statements of the Retailer for the last three (3) years (not more than 18 months), or if audited financial statements are not available, management accounts of the Retailer for the last three (3) years (certified true copy by a director as indicated in the ACRA business profile of the Retailer)

Documents to be Submitted for Each Proposal

Annex D : List of qualifying DTV equipment and services offered, including the technical features and recommended retail prices of the equipment and service fees to customers;

Annex E : Training plan for sales persons;

Annex F : Marketing plan to encourage take-up of the DTV Starter Kit;

Annex G : Project management plan, e.g. equipment stock management, customer service

9.2 Place and Time of Submission

One (1) hardcopy and one (1) softcopy of the Proposal should reach IMDA no later than **Friday, 4 May at 1700hrs**. All Proposals must be clearly marked as “**DTV Starter Kit Programme - Call for Proposals**”, and addressed to:

Infocomm Media Development Authority of Singapore
10 Pasir Panjang Road
#03-01 Mapletree Business City
Singapore 117438

Attention to: Ms Loi San San, Digital Broadcasting Deployment Office
The softcopy of the Proposal shall be emailed to: loi_san_san@imda.gov.sg.

9.3 IMDA reserves the right not to accept incomplete submissions.

Proposal(s) are to be submitted in person at the IMDA reception desk, located at the address specified in paragraph 9.2.

9.4 Contact Details

Enquiries regarding this CFP should be addressed to:
Ms Loi San San, Manager (Digital Broadcasting Deployment Office)
Contact number: 6577 3893
Loi_san_san@imda.gov.sg

APPENDIX A – IMPORTANT NOTICES

Retailers submitting Proposals in response to the DTV Starter Kit Programme – Call for Proposal (“**Participants**”) are deemed to have read and understood the following provisions:

1. Interpretation

1.1 The following words and expressions shall have the meanings hereby assigned to them except where the context otherwise requires:

“**Call for Proposal**” or “**CFP**” means the invitation issued by IMDA on 27 April 2018 to provide the Qualifying Equipment and Qualifying Services eligible for households to redeem with the DTV Starter Kit voucher issued by IMDA.

“**Digital TV or DTV**” means the Singapore television channels broadcast and received in digital format using the DVB-T2 broadcast standard.

“**IMDA**” means the Info-communications Media Development Authority of Singapore.

“**Qualifying DTV Equipment and Qualifying Services**” means consumer equipment capable of receiving DVB-T2 signals in Singapore and pre-approved by IMDA pursuant to Appendix B below, to be included in the Programme for Voucher Holders’ redemption.

“**Qualifying Services**” means installation of the purchased Qualifying DTV Equipment and Qualifying Services under the DTV Starter Kit Programme.

“**Retailer**” means a business registered in Singapore that sells electronic goods to the public for use or consumption.

“**Voucher**” means the DTV Starter Kit Programme notification letter issued by IMDA to eligible households, which also acts as a voucher of value \$100 for redemption of Qualifying DTV Equipment and Qualifying Services and Qualifying Services at participating retail outlets.

“**Proposal**” means any and all documents and information (including Call for Proposal Form and Annexes) submitted by the Retailer in response to the Call for Proposal.

1.2 Words importing the singular shall also include the plural and vice versa where the context requires.

2. Disclaimers

2.1 This Call for Proposal (CFP) is merely an invitation to treat and is not intended to create or impose any binding legal obligations whatsoever on IMDA, whether

express or implied and whether contractual or otherwise. Without prejudice to the generality of the foregoing, each Participant acknowledges and agrees that IMDA shall be under no duty or obligation to act fairly or equally towards the Participant in relation to IMDA's evaluation of its Proposal or with regard to any process adopted by IMDA under this CFP.

- 2.2 Nothing in this CFP shall constitute a contract between IMDA and any Participant. Any Participant selected pursuant to this CFP for participation in the project shall be required to enter into a legally binding agreement with IMDA, the terms and conditions of which shall be agreed between the parties at a later date.
 - 2.3 All submissions of Proposals, clarifications, discussions and presentations relating to this CFP are made entirely at the risk of the Participant.
 - 2.4 IMDA does not make any representation or warranty, whether express or implied, or accept any liability for the completeness, relevancy, accuracy and/or adequacy of the information provided by IMDA in relation to this CFP.
 - 2.5 IMDA does not make any representation of fact or promise to the future in respect of any project contemplated by IMDA relating to this CFP.
 - 2.6 IMDA accepts no liability or obligation in relation to any Proposal submitted pursuant to this CFP and/or any subsequent clarifications, discussions or presentations thereon, whether requested by IMDA or otherwise. The Participant shall bear all costs and expenses associated with the preparation and submission of its Proposal, and any subsequent clarifications, discussions or presentations thereon. IMDA will, under no circumstances, be responsible for reimbursing any costs incurred by the Participant during the process, regardless of the conduct or outcome of the evaluation and selection process.
 - 2.7 IMDA shall have the absolute discretion to accept or reject any Proposal, whether in whole or in part, without giving any reason whatsoever. The receipt by IMDA of any Proposal pursuant to this CFP shall under no circumstances impose any form of obligation or amount to an acceptance of or an agreement to abide by any terms or conditions stated therein or elsewhere on the part of IMDA.
 - 2.8 IMDA shall have the absolute discretion, at any time, to terminate this CFP or to change the nature, scope, procedures or timelines for the CFP, including the proposal selection process and criteria. Under no circumstance shall IMDA incur any liability in respect of such termination or changes.
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- 2.9 IMDA shall not owe any liability to any party for any loss or damage whatsoever (including loss of profit, savings, business contracts, or revenues, and all other forms of actual, direct, special, incidental, or consequential loss or damage) arising from or related to any response to this CFP, including but not limited to the submission of Proposals.

3. Ownership of Documents and Intellectual Property

- 3.1 All proposals and other documents or materials submitted to IMDA pursuant to this CFP shall become the property of IDA. Notwithstanding the foregoing and without prejudice to any subsequent agreement with IMDA to the contrary, any IP contained in any Proposal and/or such other document submitted to IMDA shall not be transferred to IMDA.
- 3.2 For the avoidance of doubt, all IP in any documents issued by IMDA pursuant to this CFP shall remain vested in IMDA.

4. Confidentiality of Information

- 4.1 IMDA may require any party receiving confidential information from IMDA in relation to or arising from this CFP to sign a written non-disclosure agreement setting out such party's confidentiality obligations in relation to such confidential information.
- 4.2 IMDA accepts no liability or obligation in relation to any confidential information disclosed to IMDA by a Participant pursuant to this CFP unless otherwise agreed by IMDA in a written non-disclosure agreement setting out IMDA's confidentiality obligations in relation to such confidential information.

5. IMDA's Right to Seek Recovery

Nothing herein shall prejudice or limit IMDA's right to seek recovery from the Participant for any loss, damage, costs, expenses, or liability incurred by IMDA and/or its officers, directors and employees, directly or indirectly arising out of or relating to the submission of the Proposal by the Participant and IMDA's retention and use thereof, including but not limited to any claim that the Proposal infringes any third party's IP rights.

APPENDIX B – LIST OF QUALIFYING EQUIPMENT

	Item	Requirement
1	DVB-T2 set-top box (STB)	All DVB-T2 receivers must comply with the stipulated IMDA TS DVB-T2 IRD specifications for the DVB-T2 Integrated Receiver Decoder (“IRD”) Technical Requirements found at https://www.imda.gov.sg/-/media/imda/files/regulation-licensing-and-consultations/ict-standards/telecommunication-standards/radio-comms/imda_ts_dvbt2_ird.pdf?la=en and registered with the IMDA under its Enhanced Simplified Equipment Registration (“ESER”) scheme.
2	DVB-T2 Integrated Digital TV set (IDTV)	Retailers shall also ensure that any STB and IDTV offered in the Programme shall be pre-approved in writing by IMDA for inclusion in this Programme.
3	UHF active antenna (incl. indoor antenna bundled with STB/IDTV)	All antenna offered in the Programme must support reception of DVB-T2 signal in Ultra-High Frequency (UHF) band from 470MHz (Channel 21) to 862MHz (Channel 69). Retailers should work with the supplier to ensure that the antenna offered in the Programme is tested and accepted by Mediacorp. Retailers shall also ensure that any antenna offered in the Programme shall be pre-approved in writing by IMDA for inclusion in this Programme.

List of Qualifying Services

	Item	Requirement
1	Installation of above listed Qualifying DTV equipment	Retailers must provide a home installation services for customers upon request for the installation of DVB-T2 equipment purchased with the Voucher. Upon installation completion, customers must be able to receive all 7 free-to-air DTV channels.