



BIDS AND AWARDS COMMITTEE

RESOLUTION NO. 2017- 379

WHEREAS, subject to the prior approval of the Head of the Procuring Entity, and whenever justified by the conditions provided in the revised IRR of RA No. 9184 (*Government Procurement Reform Act*), the procuring entity may, in order to promote economy and efficiency, resort to any of the alternative methods of procurement provided in Rule XVI (*Alternative Methods of Procurement*) of the revised IRR of RA No. 9184. In all instances, the procuring entity shall ensure that the most advantageous price for the Government is obtained;

WHEREAS, Section 5 (r) of the 2016 Revised IRR of RA 9184 defines Goods as referring to all items, supplies, materials and general support services, except consulting services and infrastructure projects, which may be needed in the transaction of public businesses or in the pursuit of any government undertaking, project or activity, whether in the nature of equipment, furniture, stationery, materials for construction, or personal property of any kind, including non-personal or contractual services, such as, the repair and maintenance of equipment and furniture, as well as trucking, hauling, janitorial, security, and related or analogous services, as well as procurement of materials and supplies provided by the procuring entity for such services. The term "related" or "analogous services" shall include, but not be limited to, lease or purchase of office space, media advertisements, health maintenance services, and other services essential to the operation of the procuring entity.

WHEREAS, in line with its function to provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community, the DOT aims to partner with a trusted media brand with global reach in its continued effort to intensify its global awareness advertising campaign;

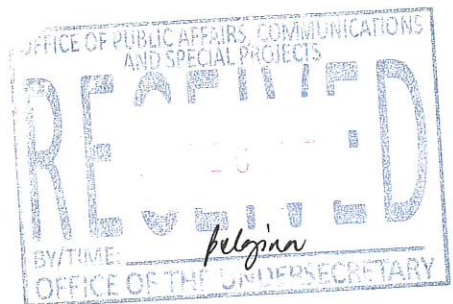
WHEREAS, Section 50 of Rule XVI of the revised IRR of RA No. 9184 allows government agencies to use Direct Contracting as a legitimate method of procurement that does not require elaborate bidding documents. The supplier is simply asked to submit a price quotation or a pro-forma invoice together with the conditions of sale. The offer may be accepted immediately or after some negotiations. Direct Contracting may be resorted to by concerned Procuring Entities under any of the following conditions:

- a) Procurement of goods of proprietary nature which can be obtained only from the proprietary source, i.e. when patents, trade secrets, and copyrights prohibit others from manufacturing the same item;
- b) When the procurement of critical plant components from a specific supplier is a condition precedent to hold a contractor to guarantee its project performance, in accordance with the provisions of its contract; or
- c) Those sold by an exclusive dealer or manufacturer which does not have sub-dealers selling at lower prices and for which no suitable substitute can be obtained at more advantageous terms to the Government of the Philippines.

WHEREAS, the British Broadcasting Corporation (BBC), is the world's oldest broadcasting organization and is the most shared news brand globally and has the highest engagement on social media. It is available in English and 28 languages in more than 200 countries worldwide.

WHEREAS, BBC will provide DOT with the following advertising services and platforms:

- a. **BBC World News**
 - i. 2 x 30 minute content production x 4 airings each x 7 feeds
- b. **BBC Earth Asia**
 - i. RODP 30" (390 spots)
- c. **BBC World News**
 - i. APAC Feed
 - The Travel Show adjacent spots (TTS AS): 36 x 30 secs.
 - Run of the Day Part (RODP): 544 x 30 secs.
 - ii. Europe Feed
 - TTS AS: 48 x 30 secs.
 - RODP: 554 x 30 secs.
 - iii. North America Feed
 - TTS AS: 48 x 30 secs.
 - RODP: 543 x 30 secs.
- d. **BBC.Com**
 - i. MPU (300x250) and Billboard (970x250) on BBC.com Homepage, BBC.com/Earth, BBC.com/Travel, BBC.com audience targeting : Asia travel consumers



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BY: Florescia A. Capatitan
DOT - BAC, 11-16-17

(c/s MA ABE VANCELA) 3rd

- ii. Pre-roll v JD on BBC News App
- iii. MPU on BBC News App
- iv. Mobile and Tablet Interstitials on BBC News App

e. Bespoke Survey

WHEREAS, BBC Global News Limited operates the 24 hour English language television channel known as BBC World News and the BBC.Com website;

WHEREAS, BBC Worldwide Limited exclusively sells BBC programmes and services internationally and also distributes BBC's international 24-hour English-language news services, BBC World News and from BBC.com provided by BBC Global News Ltd.

WHEREAS, in line with the procedure on Direct Contracting, **BBC** was invited to submit its proposal/quotation and other supporting documents after which it was determined to be legally, technically and financially capable of undertaking the project;

NOW, THEREFORE, foregoing premises considered, the DOT-BAC, hereby **RECOMMENDS** the procurement of advertising services through the alternative method of direct contracting, of **British Broadcasting Corporation (BBC)** operated by **BBC Global News Limited**, thru **BBC Worldwide Limited** which has been appointed/authorized to sell advertising space on the BBC channel and website, pursuant to Section 50 of the revised IRR of R.A. No. 9184, in the amount of One Million Five Hundred Thousand Dollars (US\$1,500,000) or its Philippine Peso Equivalent, inclusive of all applicable taxes.

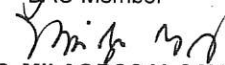
ADOPTED this 23rd day of October 2017 in Makati City.

Recommending Approval:



USEC. KATHERINE S. DE CASTRO
 BAC Chairperson

ASEC. MARIA LOURDES F. JAPSON
 BAC Vice-Chairperson


DIR. MYRA T. SANTOS
 BAC Member


DIR. MILAGROS Y. SAY
 BAC Member

DIR. LEGAL AFFAIRS SERVICE
 BAC Member


MR. RAYMUND GLEN A. AGUSTIN
 Alternate BAC Member


MS. MA. GRACE A. MARZAN
 BAC Member

Approved/Disapproved:


WANDA TULFO-TEO
 Secretary

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BY: Florencia P. Aguilera
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