



BIDS AND AWARDS COMMITTEE

RESOLUTION NO. 2017- 339

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 and in order to maintain a strong brand awareness needed to meet foreign and domestic tourism targets, the Department of Tourism (DOT) will develop new content that will highlight the priority destination and products identified in the National Tourism Development Plan (NTDP);

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, CNN Philippines is the Philippines' only predominantly English- language channel on free-to-air television which offers Filipino viewers a global perspective on key issues and trending stories from around the world. CNN Philippines provides first-class news and information drawing on the strength and worldwide news gathering power of CNN and has offered DOT its specialized advertising strategies in both TV and digital platforms;

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

- a. Program Sponsorship of My Philippines
i. 60- second segment within My Philippines for the six initial episodes and four replays
ii. Opening Break Bumper (OBB), Bumper, and Closing Break Bumper (CBB) or the six initial episodes and four replays
iii. 15- second episode plugs before each episode (frequency: thrice a day for five days)
iv. Three sponsored articles within the Life and News sections of the CNN PH website
v. Cross- posting of the 60- second segment and articles on the CNN PH social media accounts
vi. Digital advertisements on the section page of the CNN PH for three months
b. Philippine Theme Week
i. Production of five three-minute stories to be aired five times a day during primetime (with OBB and CBB)
ii. Compilation of the five stories into a 30-minute mini documentary to be aired on primetime weekend (with OBB and CBB)
iii. Dedicated page on the CNN PH website for the compilation of the mini- content and the 30-minute documentary series
iv. Production of 60-second videos featuring food/travel/culture/lifestyle to be aired during commercial gaps
v. Digital advertisements on CNN PH website for two months
vi. Sponsored feature on the Life Section of the CNN PH website with cross-posting on CNN PH social media accounts
vii. Sponsored article on CNN Philippines with cross- posting on CNN PH social media accounts

WHEREAS, CNN Philippines is owned and operated by Nine Media Corporation, with Radio Philippines Network (RPN) as the main content provider under the license of US- based media company Turner Broadcasting System;

10/25

(c/o MS. MARU QUIADIT) 5TH

CERTIFIED TRUE COPY OF THE ORIGINAL BY: Florencio S. Capalish DOT-BAC, 10/24/17

WHEREAS, in line with the procedure on Direct Contracting, Nine Media Corporation 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 **CNN Philippines**, owned and operated by **Nine Media Corporation**, pursuant to Section 50 of the revised IRR of R.A. No. 9184, in the amount of Twenty Million Pesos (Php 20,000,000.00), inclusive of all applicable taxes.

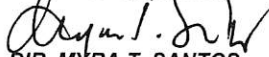
ADOPTED this 28th day of September 2017 in Makati City.

Recommending Approval:



USEC. KATHERINE S. DE CASTRO
BAC Chairperson

ASEC. MARIA LOURDES F. JAPSON
BAC Vice-Chairperson

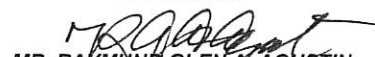


DIR. MYRA T. SANTOS
BAC Member




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



AAQ406

**CERTIFIED TRUE COPY
OF THE ORIGINAL**

BY: 
DOT - BAC, 10-24-17