

## ANNOUNCEMENT OF TECHNICAL DIALOGUE

### I. AWARDING ENTITY

**The National Broadcasting Council's Office**  
(Biuro Krajowej Rady Radiofonii i Telewizji - KRRiT)  
Skwer kard. S. Wyszyńskiego 9  
01-015 Warsaw, Poland

**NIP** 521-27-99-708  
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### II. AWARDING ENTITY'S CONTACT DETAILS

**The National Broadcasting Council's Office**  
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Any and all correspondence directed to the National Broadcasting Council's Office in Poland (Biuro Krajowej Rady Radiofonii i Telewizji - KRRiT) should be labelled with annotation: "**The Technical Dialogue preceding initiation of the procedure for the awarding of public procurement concerning selection of a Contractor for the undertaking consisting in performing third-party measurement of electronic media consumption (linear TV, video on-demand, life stream, analogue and digital radio, video and audio for mobile devices).**"

### III. LEGAL BASIS

The technical dialogue is conducted on the basis of Article 31 letter points a) to c), of Public Procurement Law Act of 29 January 2004 (i.e. Journal of Laws (Dz. U.) of 2017, Item 1579, as amended) and in conformity with the "Rules and Regulations for Holding the Technical Dialogue," which is published on the web site of the Awarding Entity.

### IV. SUBJECT-MATTER OF THE PUBLIC PROCUREMENT AND THE PURPOSE OF THE DIALOGUE

1. The Awarding Entity hereby announces a Technical Dialogue preceding initiation of the procedure for the awarding of public procurement concerning selection of a Contractor for the undertaking consisting in performing third-party measurement of electronic media consumption (linear TV, video on-demand, life stream, the analogue and digital radio, the video and audio for mobile devices).

2. The Technical Dialogue is conducted in order for the National Broadcasting Council's Office in Poland to procure of information and advice concerning the technical capabilities and time schedule allowing to develop measurement of the audience for video and audio contents in the possibly greatest number of distribution channels, including in particular the following channels:

Obligatory media covered by the measurement:  
- linear tv;

- on-line tv;
- VOD;
- mobile television;
- steam audio;
- traditional radio (FM);
- digital radio;
- Outdoor media, other OOH media;
- mobile internet; and
- wired internet.

3. The subject-matter of the Technical Dialogue will consist in obtaining information related to the production and supply of data derived from continuous electronic measurement of the audience of video and audio contents, broken down into the available distribution channels, by utilizing the global state-of-the-art technology of the said measurements. The subject-matter of the Dialogue includes both learning the technical capabilities of the measurement of the aforesaid contents and creating proposals for recruitment and maintaining of a representative research panel (or an equivalent solution) which will guarantee provision of the basic demographic characteristics (age, sex, family and professional status, geographic distribution, size of the locality of the place of residence, etc.) as well as gaining knowledge of the sociographic and social characteristics (consumption and social habits, digital competencies, participation in elections, etc.) of the survey participants.

The subject-matter of the Dialogue also involves learning of the possibilities of automatic identification of video and audio contents in the greatest possible number of channels.

The telemetric measurement which is the subject-matter of the Dialogue should take into account home and out-of-home consumption of video and audio contents by the participants of the survey and offer solutions allowing identifications of the individuals not belonging to the surveyed household. Preference shall be given to the passive mode of identification of the survey participants.

## **V. RULES FOR HOLDING THE DIALOGUE**

1. The Technical Dialogue will be held in conformity with the "Rules and Regulations for Holding the Technical Dialogue," which are published at the web site of the Awarding Entity.
2. A prerequisite for participation in the Technical Dialogue is the filing of an application constituting Schedule 1 hereto, accompanied by an instrument evidencing due authorization of the individual representing the applicant by the deadline set out herein.
3. The Technical Dialogue shall be held in the Polish language and have an open character, subject to § 7 Sec. 2 of the "Rules and Regulations for Holding the Technical Dialogue." Any and documents drawn up in language other than Polish should be accompanied by their translations into Polish.
4. The Technical Dialogue will be held in a form conforming with § 6 Sec. 5 of the Rules and Regulations for Holding the Technical Dialogue."
5. The Technical Dialogue will be conducted until the day when the National Broadcasting Council in Poland gains knowledge sufficient in order to:
  - 1) Precisely determine the feasible requirements for the planned undertaking;
  - 2) Determine the requirements for the Contractors who shall participate in the Public Procurement Contract Awarding Procedure for the proposed undertaking.

## VI. APPLICATION FOR PARTICIPATION IN THE TECHNICAL DIALOGUE

1. The entities interested in the participation in the Technical Dialogue, which meet the requirements set out in this Announcement and in the "Rules and Regulations for Holding the Technical Dialogue" shall file duly filled in and signed Applications for Participation in the Technical Dialogue (Schedule 1) accompanied by the other documents specified herein.

2. The applications may be filed:

a) in the written form (by hand, by mail or via courier service), to the following address:

**The National Broadcasting Council's Office**  
(Biuro Krajowej Rady Radiofonii i Telewizji - KRRiT)  
Skwer kard. S. Wyszyńskiego 9  
01-015 Warsaw, Poland

b) by e-mail, to e-mail address: [badania@krrit.gov.pl](mailto:badania@krrit.gov.pl) (the application should be sent in the .pdf format)

3. The applications may be submitted until: **30 March 2018**. The date of receipt of the application by the Awarding Entity shall be binding.

4. The Awarding Entity shall not be under the obligation to consider any applications for participation in the Technical Dialogue that were submitted after the above-specified deadline.

DYREKTOR BIURA  
Krajowej Rady Radiofonii i Telewizji

*Maciej Myszka*

*13.03.2018*  
[place, date, stamp and signature of the person representing the awarding entity]

