



## Independent Communications Authority of South Africa

Pinmill Farm, 164 Katherine Street, Sandton

Private Bag X10002, Sandton, 2146

### **1. Specifications**

The terms of reference/specifications for the proposed bid are as follows:

- 1.1 Analyse and produce a report on the market research, financials and business plans of all the applications for individual commercial free to air television broadcasting service licence and the applicable Radio Frequency Spectrum Licence for MUX 3 Frequencies capacity of the four (4) applications received by the Authority by the closing date of the Invitation to Apply (ITA) of 16 November 2017;
- 1.2 Conduct a comparative analysis of the market research, financials and business plans of all applicants;
- 1.3 Conduct a quantitative and qualitative analysis of the market research, financials and business plans of all applicants;
- 1.4 Analyse the written representations, responses by applicants and any additional information submitted in respect of the market research, financials and business plans of all applicants and prepare a pre-hearing analysis report;
- 1.5 Advise the Authority on the soundness of the analysis made by interested parties before and during the hearings;
- 1.6 Attend and participate in the public hearings, draft hearing questions, and prepare a post hearing analysis report in respect of the market research,



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financials and business plans of all applicants. The post hearing report would include information presented during the hearings as well as any additional information requested by the committee;

- 1.7 Assist the Authority in drafting the reasons for decision document with respect to each application in the areas of market research, financials and business plans of all applicants.

## 2 Period of Assignment

- 2.1 All work is to be carried out in accordance with the time schedule as agreed upon with ICASA.

Eleven (11) months (i.e. July 2018 – May 2019)

No.	Item	Due Date
1.	Commencement of work and inception meeting.	6 July 2018
2.	Submission of analysis reports on market research, financial and business plans of all applications.	6 August 2018
3.	Submission of analysis report of written representations and additional information from the public.	6 August 2018
4.	Submission of analysis report of written responses from the applicants.	6 August 2018
5.	Participation at the public and/or <i>in camera</i> hearings for FTA licensing project.	27 – 29 August 2018
6.	Submission of post hearing final analysis report that includes pre-hearing analysis, information presented during the hearings and additional information submitted	30 September 2018



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	(i.e. Submission of 1x electronic copy and 10x hard copies of the final analysis report for the FTA licensing project).	
7	Participation in Deliberations for the Service Licence applications	29 - 31 October 2018
8.	Participation in Deliberations for the Spectrum Licence applications	8-12 November 2018
9.	Assist the Authority to draft reasons for decisions taken on each application in respect of the market research, financials and business plans.	12 December 2018
10.	Prepare final report including lessons learned	30 April 2019

### 3. Performance Measures

The performance measures for the delivery of the project will be closely monitored by ICASA. Adherence to the agreed project plan and timelines for FTA Commercial Television Broadcasting Service Licence is essential.

- 3.1 **Comparative, quantitative and qualitative analysis reports** on the market research, financials and business plans of each of the applicants for all FTA Commercial Television Broadcasting Service Licence applicants.
- 3.2 **Analysis reports in relation to the written representations and additional information, as well as, responses by the applicants and implications thereof** in respect of the market research, financials and business plans of all applicants.
- 3.3 **Participation in the public hearings and/or in camera hearings** in relation to all applicants.



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- 3.4 **Post hearing analysis reports** in respect of the market research, financials and business plans of all applicants.
- 3.5 **Final analysis reports** that include pre-hearing analysis, information presented during the hearings and additional information submitted after the hearings in respect of the market research, financials and business plans of all applicants.
- 3.6 **Assist the Authority to draft reasons for decisions** taken on each application in respect of the market research, financials and business plans.
- 3.8 **Electronic presentations on the final analysis reports** and findings for the FTA licensing project to be made to the Project Committee and/or Council of ICASA. Copies of the presentations must be provided to the Authority.
- 3.9 **1x electronic copy and 10x hard copies of the final analysis report** for the FTA licensing project must be provided to the Authority.

### 3.4 Special Conditions

The Curriculum Vitae of the staff members who will be assisting for the duration of the work that will work on the project; NOTE: Failure to submit the CV's will invalidate bid proposal.