

**BIDS & AWARDS COMMITTEE – GOODS AND SERVICES B
(BAC-GS B) RESOLUTION NO. 108 s. 2024**

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF THE CONTRACT FOR THE PROCUREMENT OF RADIO AD PLACEMENT TRADITIONAL NATIONAL AM BLOCKTIME THROUGH NEGOTIATED PROCUREMENT IN ACCORDANCE WITH SECTION 53.6 (SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES) OF THE 2016 REVISED IRR OF R. A. 9184 TO GMA NETWORK, INC. (DZBB 594 KHz)

WHEREAS, the Corporate Communications Department (CorCom) requested for the procurement of Radio Ad Placement Traditional National AM Blocktime with a total Approved Budget for the Contract (ABC) of Six Million Eight Hundred Twenty Thousand Pesos (₱6,820,000.00) and submitted the following procurement documents for the project:

Title	Procurement of Radio Ad Placement Traditional National AM Blocktime
Purchase Request	PR No. 24-0002-53.6
Approved Budget for the Contract	ABC No. 2024-03-103 ₱6,820,000.00 ✓
Technical Specifications	Approved by Mr. Rey T. Baleña, Acting Vice President of Corporate Affairs Group ✓
Justification	Based on the generated quotations, Manila Broadcasting Company's proposal is beyond the allowable budget. Therefore, the Corporate Communications Department recommends that procurement be made with GMA Network, Inc. (DZBB 594KHz) as its quote is within the allowable budget and offers the most advantageous media values to the Corporation. Signed by Rey T. Baleña, Senior Manager of Corporate Communications Department
Supporting documents	Market Study, Requests for Quotation and other pertinent documents

WHEREAS, based on the 2nd Batch Annual Procurement Plan (APP) CY 2024 of the Corporate Communications Department, the subject project shall be undertaken through Negotiated Procurement under Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 IRR of R.A. 9184;

WHEREAS, on 24 April 2024, the End- User with the assistance of the Secretariat for the Bids and Awards Committees (SBAC) presented the procurement documents to the Bid and Awards Committee (BAC)- Goods and Services (GS) B and explained that in support of the Corporation's thrust to heighten awareness of members on the various programs, benefits and services of the Philippine Health Insurance Corporation, they intend to procure airtime from top ranking AM radio station with the following considerations/ parameters in mind:

- Must be a commercial station, meaning they accommodate advertising placements for the promotion of products and services whether from government or the private sector;
- Coverage is Mega Manila area (minimum);

- c) Must be within the top 2 AM radio stations based on any latest available and reputable industry ranking organization for the 3rd quarter of 2023 wherein they used the latest available AGB Nielsen Media Research Philippines Inc. result (3rd quarter of 2023).

WHEREAS, AVP Baleña further explained that based on the documents presented and market study conducted, GMA Network, Inc. (DZBB 594Khz) has the most advantageous offer in the amount of Six Million Eight Hundred Twenty Thousand Pesos (₱6,820,000.00) and has complied with all the technical requirements of the subject procurement;

WHEREAS, the BAC-GS B agreed to proceed with the negotiation and directed the Technical Working Group (TWG)- Goods and Services (GS) B to conduct evaluation of the technical compliance and documentary requirements submitted by the GMA Network, Inc.;


WHEREAS, in the BAC-GS B meeting on 6 June 2024, the TWG-B, chaired by Atty. Susan G, Iduyan, presented its Post-Qualification Evaluation Report (attached herein as Annex "A") on the validation that it conducted on 9 May 2024. It was stated in the report that after verification and evaluation of the technical compliance and documentary requirements submitted by the GMA Network, Inc., it was found to be "Post-Qualified" with all the legal, technical and financial requirements for the subject procurement;

WHEREAS, after due deliberation by the Committee, the BAC-GS B agreed to adopt the post-qualification evaluation report of the TWG-GS B and to recommend to the President and CEO as the Head of the Procuring Entity, the award of the contract of the subject procurement to GMA Network, Inc. (DZBB 594Khz) for twelve (12) months with a quoted amount of Six Million Eight Hundred Twenty Thousand Pesos (PhP6,820,000.00) for the procurement of Radio Ad Placement Traditional National AM Blocktime through Negotiated Procurement, particularly in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of RA9184;

PREMISES CONSIDERED, the **BAC-GS B RESOLVED**, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award of the project for the procurement of Radio Ad Placement Traditional National AM Blocktime to **GMA Network, Inc. (DZBB 594 Khz)** as specified by the Corporate Communication Department thru Negotiated Procurement in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of R.A. 9184.

IT IS SO RESOLVED.


Signed this 6th day of June 2024, in Pasig City, Philippines


CLEMENTINE A. BAUTISTA, M.D.
Acting Senior Vice President
Chairperson/Presiding Officer



REY T. BALEÑA
Acting Vice President/Vice Chairperson/ End-User


ATTY. ERNESTO P. BARBADO, JR.
Senior Manager / Member


Certified True Copy


ALLAN M. DE VILLA
Division Chief / Member

☒ APPROVED
☐ DISAPPROVED
☐ Others _____


EMMANUEL R. LEDESMA, JR.
President and Chief Executive Office

Date Signed: 07/17/2024

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