



# BOTSWANA TELECOMMUNICATIONS AUTHORITY

## RE-TENDER

**TENDER NO : BTA/PT/08/2008.2009**

### INVITATION TO TENDER FOR CONSULTANCY SERVICES TO UNDERTAKE A BROADCASTING AUDIENCE SURVEY

February 2009

#### Introduction

The Botswana Telecommunications Authority (BTA or Authority) invites tenders from interested parties to provide consultancy services to undertake audience survey of the broadcasting industry in Botswana. The Botswana Telecommunications Authority (BTA) is mandated to promote the development and provision of efficient telecommunications services in Botswana.

The BTA is also the Secretariat to the National Broadcasting Board (NBB) in terms of Section 9 of the Broadcasting Act (Cap 72:04). Amongst others, the function of the Secretariat is to advise the Board on technical matters emanating from its regulatory functions. Section 10 (b) mandates the NBB to exercise control over and to supervise broadcasting activities, including the relaying of radio and television programmes from places in and out of Botswana to places in and outside Botswana.

The BTA therefore intends to carry out a broadcasting survey on behalf of the NBB to establish the extend and nature of television and radio audieces in Botswana since the introduction of competition in the broadcasting sector in Botswana. The bidding consultancy firms should have experience in carrying out broadcasting audience surveys especially in developing markets.

#### Scope of Work and Bidding Conditions

Tender documents with an outline of the scope of work can be collected from the BTA office from **23<sup>rd</sup> February 2009**. Bidders are required to pay a non-refundable fee of Five Hundred and Fifty Pula (BWP 550.00) VAT inclusive or its convertible foreign currency equivalent. Companies that had tendered during the original bid may tender if they so wish. The tender documents could also be obtained through e-mail upon proof of payment of the said fee to the BTA account which would be given upon request.

Bid documents should be submitted in a **soft copy** together with **one(01)** original plus **five(05)** copies (hard copies) enclosed in separate plain inner envelopes and marked "original" and "copies" as appropriate, sealed in one plain outer cover labeled "**TENDER FOR THE BROADCASTING AUDIENCE SURVEY IN BOTSWANA**" and properly addressed to the Authority at the following address:

The Chief Executive  
Botswana Telecommunications Authority  
Plot 206/207 Independence Avenue  
Private Bag 00495  
Gaborone  
Botswana

#### Deadline

Bids should reach the BTA not later than 12:00 hours, (GMT+2) on **27 March 2009** and the bids will be opened on the same day at 12:05 hours at the BTA offices in the presence of bidders or their representatives.

Interested bidders may obtain further information from:

Mr Caiphus Moletsane  
Tel: +267 395 7755  
Fax: +267 395 7976  
Email: [moletsane@bta.org.bw](mailto:moletsane@bta.org.bw)

The Authority's working hours are between 07:30 – 12:45 hrs and 13:45 - 17:00 hours (GMT+2) from Monday to Friday excluding public holidays.