



First Media and  
Entertainment  
Integrated Limited

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RC: 1636957

## REQUEST FOR PROPOSAL

**FIRST MEDIA AND ENTERTAINMENT INTEGRATED (NIGERIA) LIMITED REQUESTS FOR PROPOSAL FROM RELIABLE MARKETING RESEARCH COMPANIES, FOR THE DEVELOPMENT OF AUDIENCE MEASUREMENT SERVICES IN NIGERIA.**

**LAGOS, NIGERIA, 21<sup>ST</sup> OF FEBRUARY 2022**

First Media and Entertainment Integrated Limited (FMEIL), an audience measurement data, insights, consulting, and marketing research company based in Lagos hereby calls for a Request for Proposal (RFP) from a reliable and credibly well-known marketing research company with exceptional expertise and major years of experience in the research industry.

In August 2021, the Advertising Practitioners Council of Nigeria [APCON] and the National Broadcasting Commission [NBC] appointed First Media and Entertainment Integrated Nigeria Limited (FMEIL) as the exclusive Television Audience Measurement (TAM) provider for Nigeria.

Our company is now desirous of conducting an Establishment Survey with the primary objective of setting up a TAM system. This to produce universal estimates of households, demographics, TV equipment ownership characteristics and to provide a sampling frame of households from which the TAM panel households can be drawn.

We hereby request that your company submits your RFP, quotation and supporting documents for this proposal as we are ready to commence on the research for the Establishment Survey.

**For further information, please contact:**

Folasade Oladokun  
Operations and Communications Manager  
FMEIL  
Folasade@fmeilng.com

**BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.**



The Zone, Plot 9, Gbagada Industrial Scheme, Beside UPS, Gbagada Expressway, Lagos.