



**KENYA FILM CLASSIFICATION BOARD**

**Uchumi House, 15<sup>th</sup> floor**

**Aga Khan Walk**

**P.O Box 44226-00100**

**Nairobi, Kenya.**

**Tel. +254 20 2250600**

**[www.kfcb.go.ke](http://www.kfcb.go.ke)**

**[info@kfcb.go.ke](mailto:info@kfcb.go.ke)**

**REQUEST FOR EXPRESSION OF INTEREST  
(REOI)**

**FOR**

**DIGITAL MEDIA MONITORING SOLUTION**

**TENDER NO: KFCB/EOI/07/2022-2023**

**ISSUE DATE: 24<sup>th</sup> January 2023**

**CLOSING DATE: 7<sup>th</sup> February 2023**

**CLOSING TIME: 11.00 A.M**

## NOTICE FOR REQUEST FOR EXPRESSIONS OF INTEREST

**PROCURING ENTITY: Kenya Film Classification Board**  
**P. O. Box 44226-00100**  
**Nairobi**

**TENDER NAME AND DESCRIPTION: Digital Media Monitoring Solution**

**TENDER NO. KFCB/EOI/07/2022-2023**

1. Kenya Film Classification Board is mandated by Films and Stage Plays Act Cap 222, Laws of Kenya to regulate the creation, **broadcasting**, possession, distribution, and exhibition of films in the country with a view to protect children from age-inappropriate and potentially harmful content as well as promoting national values, culture and morality. Section 12 (2) of this Act states that “No film or class of film shall be distributed, exhibited or **broadcast**, either publicly or privately, unless the Board has examined it and issued a certificate of approval in respect thereof”.

Further, the Board is empowered by Kenya Information and Communications Act, Cap 411A and through the Kenya Communication (Broadcasting) regulations 2009 Section 34 (1) (a) to ensure content which depicts, contains scenes or are of the language intended for adult audience are not aired during the watershed period (5a.m. to 10 p.m.)

2. In view of this mandate, and in enforcing compliance, the Board has a Compliance Department whose main function is to monitor broadcasters’/exhibitors’ compliance with the regulatory requirements regardless of the exhibition/distribution platform. This is aimed at:
  - a. Indicating the broadcasters’ level of compliance with the afore - cited laws above and other related legislation regarding the acquisition of filming licenses, content classification, exhibition of classified content bearing the right ratings and advisories and adherence to watershed period principle
  - b. Informing the compliance enforcement and enhancement strategy
3. Increased internet connectivity and affordable mobile telephony in the country has led to the upsurge of audio-visual content in the digital space and enhanced access to films. Consequently, the Board is required to enhance its capacity to monitor content on the various social media platforms for compliance.

The Board hereby desires to acquire a social media monitoring software/solution to enable effective monitoring of the online audio-visual content on the various online TV, radios and digital/social media.

3. The assignment is expected to be carried out tentatively over the duration of **90 days**.
4. The Kenya Film Classification Board now invites eligible firms to express their interest in providing the above services. The Board intends to shortlist firms to provide the services as

described above in conformity with the Terms of Reference (TOR) that can be accessed at [www.kfcb.go.ke](http://www.kfcb.go.ke).

5. Interested bidders may obtain further information at the address below during office hours from 8:00 am to 5:00 pm or through email via [kfcbprocurement@kfcb.go.ke](mailto:kfcbprocurement@kfcb.go.ke). The REOI can also be downloaded from the Board's website [www.kfcb.go.ke](http://www.kfcb.go.ke).
6. A mandatory pre-bid Conference is scheduled for **31<sup>st</sup> January 2023 at 10.00am** and all tenderers present issued with attendance certificate as proof of attendance. All prospective tenderers shall assemble at the Nairobi Film Centre (Formerly Nairobi Cinema) Main Auditorium by **10.00 a.m.** Tenderers who fail to attend the mandatory pre-bid conference shall be considered non-responsive.
9. The attention of interested firms is drawn to the following provisions:
  - i) The Consultant will be expected to have no conflict of interest with other assignments or its own corporate interests and acting without any consideration for future work.
  - ii) The consultant has no personal or business relationship with the Procuring Entity's staff.
  - iii) A firm or an individual in the firm has not been sancioned by the Public Procurement Regulatory Authority or are under a suspension or debarment imposed by any other entity of the Government of Kenya, or any international organization.
  - iv) Government-owned enterprises or institutions of Kenya Government, officials and civil servants and employees of public institutions may not be eligible.
10. Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria on required qualifications and experience of the firm are:
  - i) Experience in the assignment, including technical and managerial capability of the firm. Include Detailed company profile, physical address etc, Relevant and demonstrated professional experience in developing, implementing and managing scalable ICT systems; Number of years in business working on the area of the assignment – Provide evidence of the firm's period of operation.
  - ii) Reference to at least three assignments of similar nature and size/scope carried out in the last 5 years, preferably in government/public institutions. Provide evidence, including persons or institutions and contact addresses (phone, email) who can be contacted on the same.
  - iii) Understanding of the assignment's purpose, objectives and development context. Please give brief comments on the Terms of Reference.
  - iv) Certificate of Registration or Incorporation.
  - v) Copy of valid Tax Compliance Certificate.
  - vi) Relevant Business Permit from the region the business operates from.

- vii) A signed and stamped cover letter from the firm as a submission statement.
- viii) Indicate the contact point within the firm for receiving subsequent correspondence.
- ix) Brochures can be attached but should not be an alternative to writing a response to the EOI.

#### **11. Submission of Expressions of Interest**

Expressions of interest (**1 Original and 1 copy- serialized/paginated and bound**) in a plain sealed envelope clearly indicating “**Tender No. KFCB/EOI/07/2022-2023– Expression of Interest for Digital Media Monitoring Solution**” should be deposited in the tender box located at 15th Floor Uchumi House, Aga Khan Walk, Nairobi.

12. The EOIs should be addressed to:

**Ag. Chief Executive Officer,  
Kenya Film Classification Board,  
15<sup>th</sup> Floor, Uchumi House, Aga Khan Walk  
P O Box 44226 -00100,  
Tel: 2250600 NAIROBI**

so as to reach not later than **7<sup>th</sup> February 2023 at 11.00 am.**

- 13. Large documents that cannot fit in the tender box shall be registered at the Supply Chain Management office located on 15th Floor Uchumi House, Aga Khan Walk, Nairobi.
- 14. Applications for Expression of Interest will be opened immediately thereafter at the **14<sup>th</sup> Floor Boardroom, Uchumi House**, on the same day in the presence of the bidders who will be interested to attend.

**Ag. CHIEF EXECUTIVE OFFICER**  
**KENYA FILM CLASSIFICATION BOARD**