

SUBJECT: REQUEST FOR PROPOSAL AND QUOTATION FOR CONDUCTING TRENDS OF MEDIA OWNERSHIP IN SOUTH AFRICA RESEARCH AND DEVELOPMENT OF AN INTERACTIVE MAP-BASED DATA VISUALISATION PLATFORM

1. Background

- 1.1. Since the advent of democracy in 1994, South Africa has undergone significant transformation in the media sector. While policy interventions sought to promote pluralism, diversity, and equitable ownership, concerns remain about the concentration of media ownership, sustainability of community media and small commercial media, and limited diversity in voices represented.
- 1.2. South Africa's media landscape can be divided into three categories: public media, commercial media, and community media. This diverse media structure is commonly referred to as a three-tier system with the broadcasting sector regulated by the Independent Communications Authority of South Africa (ICASA). It features a strong, public broadcaster (SABC), alongside a dominant commercial sector, with radio being the most consumed medium, followed by television.
- 1.3. Public media - The SABC is the public broadcaster, operating 18 radio stations and four TV channels (SABC 1, 2, 3, and a 24-hour news channel). It broadcasts in 11 languages and reaches roughly 18 million daily viewers.
- 1.4. Commercial media - A dominant sector dominated by large players like News24, Independent Media, and Caxton, which operate print, online, and pay-TV services. MultiChoice/DStv dominates satellite and pay-TV.



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Promoting and supporting Media Development in SA

- 1.5. Community media - Includes regional radio and community tv stations and community newspapers, designed to serve specific geographic areas or interest groups, acting as a counterbalance to large commercial players.

2. Discussion

- 2.1. The Media Development and Diversity Agency (MDDA) is a statutory development agency for promoting and ensuring media development and diversity, set up as a partnership between the South African Government and major print and broadcasting companies to assist in developing community and small commercial media in South Africa, in terms of the MDDA Act No 14 of 2002.
- 2.2. The MDDA Act (2002) mandates the Agency to promote media development and diversity, particularly for historically disadvantaged communities and marginalised groups. However, there is currently no comprehensive Media Diversity Index that can empirically track progress or regression in media pluralism and ownership diversity. Similarly, the Agency last conducted research looking into media ownership trends over 10 years ago.
- 2.3. It is against this background that MDDA requires the services of an external service provider with solid experience, understanding and expertise in broadcast regulatory, political economy of the media to conduct research that assess trends in media ownership and concentration across print, broadcast, and digital sectors from 2013–2025. The service provider must also develop an interactive digital map-based community media data visualisation platform. The platform must include features such as, an interactive geographic mapping of media ownership distribution, per province, per district, search and filtering capabilities by province, media sector, ownership type, broadcast language, or other relevant categories.

3. Objectives

- 3.1. To assess trends in media ownership and concentration across print, broadcast, and digital sectors from 2013–2025.

- To take stock of the number of print and broadcast media, on a national, provincial, and district municipality basis and to document any change in trends reported.
 - To take stock of the number of community and small commercial print and community broadcast media, on a national, provincial, and district municipality basis.
 - Outline the ownership and control of (commercial) media on a national, provincial, and district municipality basis and highlight any changes, if any.
 - Establish and assess the extent to which previously disadvantaged communities are taking up ownership and control of media in the past 30 years.
 - Assess the strides made to date in ensuring diversity in media ownership and control.
 - Assess content diversity across all media platforms.
 - Establish strides made in the ownership of digital and on-line media and if new entrants have entered the space.
 - To establish any changes regarding the space on cell phone and digital platforms content, to understand:
 - 3.1..1. If any increase in diversity can be reported.
 - 3.1..2. If any opportunities for new players exist and if there has been any uptake on said opportunities and
 - 3.1..3. The role of mobile operators, if any.
 - To identify structural gaps and challenges limiting media pluralism and equitable access.
- 3.2. To generate evidence-based recommendations for strengthening media policy, regulation, and MDDA interventions.
- 3.3. And to design, develop, deploy, and support an interactive map-based data visualisation platform that captures, analyses, and presents data relating to community media institutions in South Africa. The platform must enable users to:
- Visualise geographic distribution of community media entities.

- Filter and analyse sector data.
- Access station profiles and multimedia content.
- Generate reports and dashboards.
- Support evidence-based decision-making and policy development.
- Improve public access to community media information.

4. Scope

The appointed service provider will be required to:

- 4.1. Establish a baseline (Apartheid vs Post 1994) in the build up to the specified research period.
- 4.2. Undertake an assessment of ownership patterns of South African media entities giving an analysis of sectoral¹ differences within the specified period.
- 4.3. Undertake an assessment of ownership patterns of South African media entities giving an assessment of transformation and ownership diversity within the specified period.
- 4.4. Measure ownership concentration and examine Economic and Structural factors.
- 4.5. Undertake an assessment of policy and regulatory impact.
- 4.6. Link Ownership to Content & Representation.
- 4.7. Development of a Map-Based Data Visualisation Tool for Community Media

Finally, it is expected that the study will culminate in **evidence-based recommendations** to inform policy reform, funding mechanisms, and institutional arrangements.

5. Evaluation Criteria

- 5.1. The proposals will go through two stages of the evaluation process which will include the following:

¹ Print, broadcast & Digital Media

5.1..1. Functionality Evaluation; and

5.1..2. Price

5.2. Each panel member will rate each individual criterion on the score sheets as indicated for each phase, using the following scale:

No	Evaluation Criteria	Guideline	Scoring	Points
1	Team Organogram & Team Lead	The bidder must provide a team organogram showcasing team members, their roles, and level of effort of each person involved in the project inclusive of Qualifications and CV of Team Lead demonstrating relevant industry expertise: Economics, Political Economy, Media, Research, Development, M&E, Social Sciences, IT.	The bidder provided a team organogram highlighting the key personnel, roles and level of effort & CV of Team Lead demonstrating at least fifteen (15) years of experience = 10 Points The bidder did not provide a team organogram/ team organogram does not highlight the key personnel, roles or level of effort, Team lead CV was not included/Team Lead does not possess 15 Years Experience = 0 Points	10
2	Support Staff	The bidder must provide CVs and certified copies of qualifications of the support staff. The support staff must have at least a Diploma/Degree in any discipline related to Economics, Political Economy, Media, Research, Development, M&E, Social Sciences, IT, as well as user level skills in Microsoft office suites for a period of 5 years and above. Bidder must submit certified copies of qualifications not older than 6 months.	Experience of support staff (05 Points) Points for submission of CV(s) of support staff with experience in Economics, Political Economy, Media, Research, Development, M&E, Social Sciences, IT, as well as user level skills in Microsoft office suites for a period of 5 years and above allocated as follows: - The bidder submitted CV(s) of the support staff highlighting five (05) years or more of relevant experience and user level skills = 05 points - The bidder submitted CV(s) of the support staff highlighting less than five	10



			(05) years of experience and user level skills = 0 points Qualification(s) of support staff (05 Points) Points for submission of qualification(s) will be allocated as follows: • The bidder submitted certified copy(ies) of the support staff's Diploma/Degree in any discipline related to Economics, Political Economy, Media, Research, Development, M&E, Social Sciences, IT = 05 points • The bidder did not submit qualification of the support staff/ Qualification(s) submitted is not equivalent to a diploma/degree or not in the related field or not certified within 6 month = 0 points	
3	Portfolio Evidence of	The bidder must highlight experience in conducting four (4) different studies. A total of four (04) approved reports must be submitted covering the following areas/fields: market research & analysis, political economy analysis & impact studies, market research, economic and social analytics.	Points on submission of approved reports of previous research conducted will be allocated as follows: • The bidder submitted four (04) approved research reports covering the listed thematic areas = 15 points • The bidder submitted three (03) approved research reports covering the listed thematic areas = 08 points • The bidder submitted two (02) approved research reports covering the listed thematic areas = 05 points	15



			• The bidder submitted one (01) approved research report covering the listed thematic areas = 02 points • No report(s) provided or submitted report(s) that are not related to the required services = 0 points	
4	Contactable Reference Letters	The bidder must provide four (04) reference letters to highlight experience in previous completed projects in the following thematic areas: market research & analysis, political economy analysis & impact studies, market research, economic and social analytics. The reference letters must be on the client's letterhead with contactable details, dated, clearly indicating services rendered and duly signed by authorised personnel. NB: The reference letters must be aligned with the submitted samples/reports.	1. Bidder submitted four (04) signed client reference letters highlighting experience in line with sample reports submitted/thematic areas= 10 points. 2 Bidder submitted three (03) signed client reference letters highlighting experience in line with sample reports submitted/thematic areas= 08 points. 3 Bidder submitted two (02) signed client reference letters highlighting experience in line with sample reports submitted/thematic areas= 04 points. 4 Bidder submitted one (01) signed client reference letters highlighting experience in line with sample reports submitted/thematic areas= 02 points. 5 Bidder did not provide reference letters or provided reference letters that do not highlight experience in any of the thematic areas= 0 Points Important: Reference lists or award letters or purchase orders (POs) will not be considered for points allocation. In the event of sub-contracting, the bidder must furnish the above reference letters of the main bidder.	10



			MDDA reserves the right to contact references prior to award.	
5	Quality Assurance Plan	The bidder must submit a detailed quality assurance plan reflecting procedure and risk mitigation measures.	Points for submitting detailed Quality Assurance Plan will be allocated as follows: - The bidder submitted a detailed quality assurance plan on procedures and risk mitigation measures = 10 points - The bidder submitted a quality assurance plan not detailing procedures and risk mitigation measures = 0 points	10
6	Methodology	The bidder must submit a detailed project methodology highlighting the following elements: 1. Planning 2. Execution & Alignment to study 3. Reporting 4. Follow-up 5. Completion and handover of the reports within the prescribed project period. (timeframes)	Points for submission of methodology will be allocated as follows: - The bidder submitted a detailed methodology that covers all five (05) elements = 25 points - The bidder submitted a detailed methodology that covers only four (04) elements = 20 points - The bidder submitted a detailed methodology that covers only three (03) elements = 15 points - The bidder submitted a detailed methodology that covers only two (02) elements = 10 points - The bidder submitted a detailed methodology that covers only one (01) elements = 05 points - The bidder did not submit a detailed methodology or submitted a methodology that does not cover any of the elements = 0 Points	20



7	Proposal and Conceptual Framing	The bidder must submit a detailed project proposal that demonstrates clear understanding of assignment and highlights the following elements: • A literature review that directly addresses ownership transformation and diversity • Proposal linking to project objectives to study design and relevant literature. • Proposes a robust framework to assess key dimensions. • Clear data sources including review policy, MDDA sector impact, company reports etc. • Proposal must conceptualise the design, development, deployment, of an interactive map-based data visualisation platform that captures, analyses, and presents data relating to community media institutions in South Africa.	The bidder submitted a detailed proposal that demonstrates clear understanding of assignment and covers ALL of the following elements: • A literature review that directly addresses ownership transformation and diversity • Proposal linking to project objectives to study design and relevant literature. • Proposes a robust framework to assess key dimensions. • Clear data sources including review policy, MDDA sector impact, company reports etc. • Proposal conceptualises the design, development, deployment, of an interactive map-based data visualisation platform that captures, analyses, and presents data relating to community media institutions in South Africa = 25 points The bidder submitted a detailed proposal that covers only three (03) of the required elements and demonstrates some understanding of the assignment= 12 points The bidder submitted a proposal that does not cover all the outlined elements and does not demonstrate clear	25
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			understanding of the assignment = 0 points	
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6. Outsourcing

- 6.1. The service provider should inform MDDA timeously about outsourcing any aspect of the work to be undertaken if this was not indicated in the initial proposal.
- 6.2. Outsourcing any aspect of the study should be approved by MDDA and costs will be covered by the service provider, not MDDA.

7. Closing date

24 July 2026 at 11:00

8. Contract period

12 months.

9. Deliverables

The service provider will deliver the following to MDDA:

- 9.1. Bi-Weekly feedback report regarding progress and management of the project.
- 9.2. Any information and/or insight that might emerge from the process that will improve the project roll-out, and the quality and usability of the findings.
- 9.3. The project closure report shall be presented to the MDDA by not later than the date agreed to in the approved final project plan.

10. Proposal Submission process

- 10.1. Submit a proposal that provides specific information based on the guidelines above, including the total project cost (inclusive of VAT). Any additional requirements and/or

information other than what is indicated in this document must be reflected in the detailed proposal.

- 10.2. Ensure the proposal is accompanied by the latest CSD report and the SBD forms.
- 10.3. Submit the proposal and all accompanying documents via email to the sender of the request for proposal – Mojaki@mdda.org.za
- 10.4. SCM/Compliance enquiries should be directed to Mr Mojaki Mohibdidu by email- Mojaki@mdda.org.za
- 10.5. Technical enquiries should be directed to Mr Lethabo Dibetso by email – lethabo@mdda.org.za and include Ms K Mahlawule khanyisa@mdda.org.za

By submitting your proposal and submitting documents to the RFQ or RFB that the MDDA has advertised, you agree and consent (in terms of section 11(1) of the Protection of Personal Information Act, 2013 (POPIA)) that the Media Development & Diversity Agency System (“MDDA”), its employees, agents, board members, and Executive Authority may process your personal information for vetting and procurement purposes in compliance with the Protection of Personal Information Act.