## ANNEX A: TERMS OF REFERENCE

## SERVICES OF MULTIMEDIA COMPANY
## FOR THE PRODUCTION AND DEVELOPMENT OF A WEB-BASED
## 360° VIRTUAL REALITY EXPERIENTIAL REGIONAL TOURS

## I.    BACKGROUND

The Philippine Tourism Promotions Board (PTPB) is mandated to promote and market the Philippines as a major global tourism destination. Its core mission is to market and promote the Philippines domestically and internationally as a world class tourism and MICE destination, in strategic partnership with private and public stakeholders as a preferred destination for fun and travel. Its vision is to make the Philippines as a destination for safe, uniquely-diverse and fun travel experiences by 2025.

The global tourism has almost come to standstill due to the CoVid-19 pandemic. As travel restrictions and social distancing continue to be enforced across the world for the conceivable future, travel-related businesses such as airlines, cruise lines, hotels, restaurants, and museums have ceased operations. With travels now confined to their respective homes, clamor for indoor activities is on the rise.

The introduction of virtual tours, artificial intelligence and virtual/augmented reality are seen as huge potential in tourism. With recent advancements in technology and the availability of video hardware and software worldwide, virtual tours are a staple of digital marketing and promotion.

TPB recognizes the relevance of virtual tours and virtual tourism experience platform to strategically market and promote the Philippines as a preferred destination for safe and fun travel.

The 360°VR Experiential Regional Tours, in essence, is a virtual experience in exploring the many Philippine tourism attractions and interesting sites/activities in the virtual environment through the use of technology for both general traveler and tourism stakeholders.

For the Phase 2 of the project, TPB will initially cover the following regions:

## 1. REGION VI – WESTERN VISAYAS

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
| --- | --- |
| PANAY ISLAND (ILOILO) | Culinary attractions<br>Convention Center<br>Old churches (Miag-ao, Molo, Jaro Cathedral)<br>Iloilo River Espalanade<br>Islas de Gigantes<br>Sicogon Island<br>Garin Farm<br>Old Mansions/houses (Molo, Lopez, Camina Balay nga Bato, Casa Mariquit)<br>Calle Real (at night)<br>Dinagyang Festival<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| BORACAY | Culinary attractions<br>Arts and crafts<br>White Beaches<br>Watersports<br>Community based tourism projects<br>Other cultural and special interest attractions<br>TPB-member establishments |
| AKLAN | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Ati-Atihan Festival<br>Motag Living Museum<br>Bakhawan Ecopark<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| NEGROS OCCIDENTAL | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Bacolod City |

| | |
|---|---|
| | Silay heritage town<br>Masskara Festival<br>Culinary attractions<br>Lakawon Island<br>Farm Tourism<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions/activities |
| GUIMARAS ISLAND | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Mango Research Center<br>Trappist Monastery<br>Mango Farm<br>Guisi Lighthouse and Guisi beach<br>Beaches<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| ANTIQUE | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Tibiao river (Kawa bath, water tubing)<br>Arts and crafts<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions/activities |
| CAPIZ | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Seafood Capital<br>Islands<br>Farm Tourism<br>Palina Greenbelt Ecopark<br>Manuel Roxas Shrine<br>Sta. Monica Church/Pan-ay<br>Convention Center<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions/activities |

## 2. REGION VII – CENTRAL VISAYAS REGION

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| CEBU | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Temple of Leah<br>Sirao Flower Garden<br>10,000 Roses of Cebu<br>Kawasan Falls<br>Pescador Island<br>Oslob Whale Sharks<br>Sumilon Island Sanbar<br>Bantayan Island<br>Other historical and cultural attractions<br>Other special interest activities<br>Community-based projects |
| BOHOL | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Panglao Island<br>Chocolate Hills<br>Hinagdanan Cave<br>Loboc River<br>Man-Made Forest<br>Anda Beach<br>Alona Beach<br>Balicasag Island<br>Dimiao Twin Waterfalls<br>Philippine Tarsier and Wildlife Sanctuary<br>Other historical and cultural attractions<br>Other special interest activities<br>Community-based projects |
| NEGROS ORIENTAL | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Apo Island<br>Manjuyod Sandbar<br>Dolphin and Whale Watching in Bais<br>Antulang Beach Resort |

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| | Lake Balanan<br>Mount Kanlaon<br>Casaroro Falls<br>Twin Lakes: Balinsasayao and Lake Danao<br>Community based projects<br>Other historical, cultural, and special interest attractions /activities |
| SIQUIJOR | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Cambugahay Falls<br>Tubod Marine Sanctuary<br>Paliton Beach<br>Old Balete Tree<br>Lugnason Falls<br>Cantabon Cave<br>Other historical, cultural, and special interest attractions |

### 3. REGION XI – SOUTHERN MINDANAO REGION

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| DAVAO DE ORO | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Mount Pandadagsaan<br>Marangig Falls<br>Amacan Crater<br>Malumagpak Falls<br>Lake Leonard<br>Fabian's Peak<br>Tadya Falls<br>Mainit Sulfuric Hot Spring<br>Awao Falls<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| DAVAO DEL NORTE | Culinary attractions<br>Festivals<br>Old churches |

| | |
|---|---|
| | Arts and Crafts<br>Island Garden City of Samal<br>Pearl Farm Beach Resort<br>Kaputian Beach<br>Tambo Vanishing Island<br>Japanese Cave House<br>Panas Falls<br>Malipano Island<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| DAVAO DEL SUR | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Mt. Apo<br>Virgin Falls<br>Philippine Eagle Center<br>Davao Crocodile Park and Zoo<br>Mt. Talomo<br>Tumari Falls<br>Camp Sabros<br>Tudaya Falls<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| DAVAO ORIENTAL | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Mt Hamiguitan and Bonsai Forest<br>Aliwagwag Falls Eco Park<br>Curtain Falls<br>Magpamangaw Falls<br>San Victor Island<br>Lake Carolina<br>Pusan Point<br>Guang-Guang Mangrove Park and Nursery<br>Kapuka Falls<br>Sleeping Dinosaur Mati<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| DAVAO OCCIDENTAL | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Sleeping Dragons<br>Mount Kiyawa<br>Balut Island<br>Tuke Nonsul<br>Little Boracay<br>Don Marcelino Overview<br>Olanivan Island<br>Kioto Mountains<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |

## 4. REGION XIII – CARAGA REGION

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| AGUSAN DEL NORTE | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Kalinawan River<br>Butuan National Museum<br>Lake Mainit<br>Centennial Bitaug Tree<br>Balangan Shrine Museum<br>Bolihon Beach<br>Agusan River<br>Kasunugan Hill<br>Gosoon Fish Sanctuary<br>Lambinigan Falls<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| AGUSAN DEL SUR | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Agusan Marsh Wildlife Sanctuary<br>Bega Falls<br>Mount Magdiwata |

| | |
|---|---|
| | Tugonan Falls<br>Gibong River<br>Ongop Cave<br>Putting Buhangin Cave<br>Lake Kaningbaylan<br>Community based tourism projects<br>Other cultural and special interest attractions |
| DINAGAT ISLANDS | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Lake Bababu<br>Isla Aga<br>Bitaog Beach<br>Quano Cave<br>Pangabangan Island<br>Hinabyan Beach<br>Oasis Islet<br>Duyos Beach<br>Dako Falls<br>Mount Palhi<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions<br>TPB-member establishments |
| SURIGAO DEL NORTE | Culinary attractions<br>Festivals<br>Old churches<br>Arts and crafts<br>Hinatuan Enchanted River<br>Hagonoy Island<br>Hinatuan Vanishing Island<br>Sohotan Cove National Park<br>Daku, Guyam and Naked Islands<br>Cloud Nine Siargao<br>Bukas Grande Island<br>Togonan Falls<br>Basul Island<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions/activities |
| SURIGAO DEL SUR | Culinary attractions<br>Festivals<br>Old churches |

| | Arts and crafts<br>Enchanted River<br>Tinuy-an Falls<br>Britania Group of Islands<br>Cagwait Beach<br>Lanuza Marine Park and Sanctuary<br>Laswitan Falls and Lagoon<br>Cabgan Island<br>Cantilan Islands<br>Magkawas Falls<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
|---|---|

5. **BANGSAMORO AUTONOMOUS REGION IN MUSLIM MINDANAO (BARMM)**

| Provinces / Key Areas / Tourism Hubs | Top Tourism Sites & Attractions |
|---|---|
| BASILAN | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Lampinigan Island<br>Bulingan Falls<br>Yakan Heritage Building<br>Lamitan Eco-Park<br>Basilan's Pink Beach<br>Kayumkuman Island<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| LANAO DEL SUR | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Lake Lanao<br>Kanapnapan Falls<br>Aga Khan Museum<br>Mabul Beach<br>Lake Dapao National Park<br>MSU Marawi<br>Plo Baraket Mosque<br>Barurao Springs |

| | |
|---|---|
| | Community based tourism projects<br>Other cultural and special interest attractions |
| MAGUINDANAO | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Liguasan Marsh<br>Lake Buluan<br>Blue Lagoon<br>Al Jamelah Weaving Center<br>Kutawato Cave<br>Pink Mosque<br>Grand Mosque<br>Lake Balut<br>Kiga Falls, Sapala Falls and Tabuan Falls<br>Rio De Grande De Mindanao<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions |
| SULU | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Tubbataha Reff National Marine Park<br>Bangas Island<br>Mount Datu<br>Manisan Beach<br>Maubo Beach<br>Hadji Panglima Tahil<br>Tanduh Beach<br>Community based tourism projects<br>Other historical, cultural, and special interest attractions/activities |
| TAWI TAWI | Culinary attractions<br>Festivals<br>Old churches<br>Arts and Crafts<br>Panampangan Island<br>Sibutu Natural Wildlife Sanctuary<br>Bud Bongao Peak<br>Gusong Reef<br>Turtle Islands<br>Sangasiapu Island |

| | Badjao Village<br>Biraddali Falls<br>Other historical, cultural, and special interest attractions |
|---|---|

The above-stated list of tourism sites and attractions are only indicative. TPB and the winning bidder shall agree on the tourism sites and attractions to be covered taking into consideration the Inter-Agency Task Force on the Emerging Infectious Diseases (IATF-EID) health and safety guidelines and protocols as well as recommendations from the DOT Regional Offices and/or Local Government Units (LGUs).

Moreover, this phase will also cover the post production of Cordillera Administrative Region and Region 4B (MIMAROPA), wherein the production or location shoot of these regions were completed in 2021. All materials will be turned over by TPB to the winning supplier.

## II.   PURPOSE/OBJECTIVES

As this pandemic has made social distancing a priority for all of us, there is a need to create a web-based 360°virtual reality experiential regional tours of Philippine tourist destinations without an in-person tour.

The Philippine Tourism Promotions Board (PTPB) is in need to engage the services of a reputable multimedia services company with experience and expertise in the production and development of a web-based 360°VR tours, with the following objectives:

1.  To serve as a marketing tool of the Regions to the wider travel industry:
    *   A sales marketing platform based on the concept of the traditional fam trip and allows TPB/DOT/FOs to take travel agents on virtual tour of the Philippines;
    *   It enables travel agents to explore and improve their destination knowledge for a wider range of places and products which they can promote to their consumers and make them "Philippine Specialists"; and
    *   Online travel resource for the travel planners.

2.  To sustain interest of existing tourist destinations in the Philippines;

3.  To provide visitors with immersive VR experience of different Philippine tourist destinations;

4.  To increase ePublicity of different Philippine tourist destinations; and

5. To support promotion of responsible tourism to some environmentally sensitive/ vulnerable Philippine tourist destinations.

6. General Theme: **SAFE TRAVELS**. The Philippines has obtained the 'Safe Travels' stamp from the World Travel & Tourism Council (WTTC), granting approval of the country as a trusted global destination that follows strict health and hygiene protocols amid the COVID-19 pandemic.

For this purpose, a Multimedia Services Company refers to a company who provides many services that uses a combination of different content forms such as text, audio, images, animations, video and interactive content, such as Audio Visual Presentations, 3-Dimensional (3D) and Virtual Reality Tours, among others. In summary, a Multimedia Services Company for this project is a professional media company experienced in conceptualizing, producing and executing Audio Visual Presentations, 3-Dimensional (3D) and Virtual Reality Tours.

## III. SCOPE OF SERVICES/ DELIVERABLES

1. <u>PRE-PRODUCTION</u> consists of developing a virtual tour that is engaging, interactive and contains rich visual content for the audience.

   The Consultant shall develop the following:

   - Virtual tour concept featuring Philippine local travel and highlighting tourist attractions, nature and adventure, history, arts & culture, food and hospitality per region
   - Storyboard and shoot guide of determined locations and activities
   - Branded graphic design skins and interface of virtual tour navigation icons and component features
   - Establish proper communication and support for the project with local government officials per region and location
   - Securing of local permits and approvals through endorsement letter requests
   - Coordination with key personnel, local guide and representatives per locality
   - Logistical planning, mobilization, accommodations, scheduling, scouting and ocular per region
   - Research reference and information sourcing on Philippine tourism for 5 regions and corresponding locations
   - Script development (English language), copywriting for information tagging and voice over narration
   - Voice over talent scouting and casting

2. <u>PRODUCTION</u>. After storyboard and script has been approved, the Consultant shall set off to shoot, produce and capture the materials needed for the virtual tours, which includes:

- 360° Photography and Videography for each region and corresponding localities
- Panoramic photos from ground and aerial hotspots
- Aerial HD photography and videography of key destinations, arts & culture, nature and adventure activities, landmarks, local persons
- Time-lapse and live panorama highlight features for nature locations (sunset, beach activities, waterfalls, etc.)
- Recording of natural background sound environment in applicable destinations
- Photo and video gallery
- Guided Tour Voice Over Recording Interior/Exterior 3D Reality Capture Scanning of Key Landmarks, such as National Cultural Treasures (NCTs) or Important Cultural Properties (ICPS): Identified Key Landmark and heritage sites, churches, and museum structures shall be captured and produced into following formats:

  o 360 flythrough animation to include cross section views, top down views and other unique perspectives using scan data.
  o 3D walkthrough tour and enabled to view in the following modes and perspectives (minimum User Engagement Features):
    - Multimedia Tags
    - Information Windows
    - 360 Interactive Windows
    - Adaptive HDR Photos
    - Guided Voice Over Tour
    - E-Learning Module
    - 3D Walkthrough view
    - 3D Dollhouse View
    - 3D Maps and Floor Plan View

- Introduction AVP per region and module highlighting key shots per local province (minimum of 60 secs).
- Audio Recording of VO talent and music scoring (royalty free music background), supplier may recommend, subject to the approval of TPB

3. <u>POST-PRODUCTION</u>. The virtual tour application shall be interactive, customizable, and optimized for both online and offline viewing viewable on multiple devices (smart phone, tablet, desktop/laptop and VR headsets), and published on google street view for increased online presence. Post-production shall include:

- Video and Photo Editing of still images, aerial footage
- 360° panoramic processing and stitching, and color grading
- 3D tour post processing, editing of space, custom slideshow/animation and multimedia information tagging
- AVP editing, compositing, text superimpositions/graphics and effects
- Programing of virtual tour application, navigation and mapping, transition effects
- Multimedia information tagging (hyperlinks to external sites and reference information)
- Audio embed of VO recorded narration
- Incorporation of graphic design skins and custom interface
- Background music and sound effects
- Photo and video gallery compilation
- Virtual Tour program cloud upload and file export
- Virtual Tour Finalization

**Note:** Post – production will cover seven (7) regions as indicated in item I.

4. <u>TECHNICAL SUPPORT,</u> inclusive for one year, which includes, but not limited to the following:

- Virtual Tour Management Support
- One-year Cloud Hosting Plan and Technical Support
  - o Cloud hosted URL Link to Virtual tour application for 5 Regions Locations
  - o Inclusive of one year 5 gig cloud hosting plan for 5 regions
  - o Offline .exe file of Virtual Tour of 5 Regions
  - o FTP links for TPB local server hosting
  - o One-year Cloud Hosting Plan and Technical Support
- Inclusive of TPB Virtual Tour Software License (not subscription)
- Inclusive of 3D Reality Capture Viewing Software
- 3-Day Training for Program for TPB Team
  - o Virtual tour basics on creating virtual tours, processing, navigation, best practices
  - o Compilation folder of video tutorial references/links and instruction manual on basic custom virtual tour features
  - o One (1) User account access for 3D tours
  - o Training on multimedia tagging, user navigation and best practices of 3D Tour
  - o Cloud hosted URL link for all 3D Tours of Key Landmarks Structures inclusive of one-year hosting
  - o Training on navigation, viewing, animation creation using 3D Reality Capture scans.

- All Raw Photos, Videos and 360°Panoramics submitted to TPB shall become and remain the property of TPB, including copyright thereto.
- Audio Visual Presentations for each Region in .mp4 format (minimum of 60 seconds)
- Update on User Interface and Content

5. Minimum Required Personnel. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by curriculum vitae (CVs):

- Project Manager
- CAAP Licensed Drone Pilot
- Reality Capture Specialist
- Graphic Designer
- Videographer/ Photographer
- Copywriter
- Virtual Tour Programmer

Note: Bidders may recommend additional personnel deemed fit for the team. All additional personnel must have at least three (3) years of relevant experience.

**TPB's RESPONSIBILITY**

1. Finalization of itinerary for the location shoot during production stage with the assistance from concerned DOT Regional Offices and LGUs.
2. Travel expense of the production crew, maximum four (4) persons, will be covered by TPB such as food, accommodation and air, sea or/and land transportation, RT PCR (Covid-19)/Antigen tests and PPEs if needed, and other miscellaneous expenses related to the location shooting.
3. Assignment of at least one (1) TPB personnel to accompany the production team during the location shoot.
4. Endorsement of the production team to concerned DOT Regional Offices and LGUs and assistance in securing necessary permits for the location shoots.

## V.  QUALIFICATION OF PROSPECTIVE BIDDERS

Prospective bidder should have the following qualifications:

1. Engaged in the business as professional media company for at least three (3) years;
2. Must be Filipino owned, operated and legally registered under Philippine laws; and
3. **Must have previously completed projects, a minimum of** three (3) projects for the past three (3) years **in providing virtual tours and similar works for National Government Agencies, Local Government**

**Units, and/or Private Agencies, Institutions or Organizations** (with at least 1 government client)**.**

Note: Bidders must provide a link or submit a copy of at least three (3) completed virtual tours.

## IV. ADDITIONAL REQUIREMENTS

Bidders are required to make a presentation (maximum of 30 minutes) of their plan approach. The winning bidder must attain a hurdle rate of **85%** based on the following set of selection criteria with their corresponding weight assignment:

## V.     CRITERIA FOR EVALUATION

| PROPOSAL | WEIGHT |
|---|---|
| Technical Proposal | 80% |
| Financial Proposal | 20% |
| TOTAL | 100% |

## VI. SHORLISTING CRITERIA AND RATING SYSTEM

The criteria and rating system for the shortlisting of multimedia companies are as follows:

| | | PARTICULARS | Percent Weight |
|---|---|---|---|
| | | | |
| **I.** | | **Applicable Experience of the Multimedia Company** | **50%** |
| | A. | At least 3 years of experience in business as professional media company<br><br>- *With 3 years or more relevant experience (30%)*<br>- *With less than 3 years (0%)* | 30% |
| | B. | Previously completed a minimum of 3 similar projects for the past 3 years (minimum of 3 virtual tours-related projects, with at least 1 government client)<br><br>*Based on submitted Certificates of Project Completion showing satisfactory delivery of service.*<br><br>- *Minimum of 3 virtual tours-related projects, with at least 1 government client (20%)*<br>- *Minimum of 3 virtual tours-related projects, with no government client (10%)*<br>- *Less than 3 virtual tours-related projects (0%)* | 20% |

| | | | |
|---|---|---|---|
| II | **Qualification of personnel who may be assigned to the project** | | **30%** |
| | All key personnel must have a minimum of 3 years of work experience<br><br>- *All key personnel with more than 3 years or more of relevant work experience (30%)*<br>- *All key personnel with at least 3 years of relevant work experience (25%)*<br>- *All key personnel with less than 3 years of relevant work experience ( 0%)* | | |
| III | **Current Workload relative to Capacity** | | **20%** |
| | The multimedia company is currently handling maximum of 8 projects<br><br>- Currently handling 5 or less projects (20%)<br>- Currently handling 6 to 8 projects (10%)<br>- Currently handling more than 8 projects (0%) | | |
| | **TOTAL** | | **100%** |

**Passing rate: 85%**

## VII. RATING GUIDE FOR TECHNICAL PROPOSAL

| CRITERIA | Percent Weight |
|---|---|
| **I. Qualification of Personnel Assigned to the Project** | **35%** |
| A. Required qualifications and experience of key personnel assigned to the project:<br><br>*Weight distribution:*<br>• Project Manager (7%)<br>• CAAP Licensed Drone Pilot (6%)<br>• Reality Capture Specialist (6%)<br>• Graphic Designer (4%)<br>• Virtual Tour Programmer (4%)<br>• Videographer/ Photographer (4%)<br>• Copywriter (4%)<br><br>*Rating for each key personnel*<br>- *More than 3 years of relevant experience (Perfect Score)*<br>- *Three Years relevant experience (Less 1% from the weight allotment)*<br>- *Less than three year of relevant experience (0%)* | |
| **II. Company's Experience and Capability** | **25%** |
| A. Experience of the company in handling similar nature of work of virtual tour production: | |

| | |
|---|---|
| • Above Three (3) years (15%)<br>• At least three (3) years (10%)<br><br>B. List of implemented similar nature of work for the past three (3) years (10%)<br><br>    • More than three (3) projects (10%)<br>    • At least three (3) projects (7%) | |
| **III. Plan Approach and Methodology** | **50%** |
| 1. Proposed content of the virtual tour which is composed of the story angle/ story board, script, visual appeal, music/ sound design and others (35%)<br>    a. Originality/Creativity/Innovativeness of the Concept (20%)<br>    b. Resonance of the concept of the target audience (15%) | |
| 2. Functionality, usability and user engagement (15%)<br>    a. Accessibility/ Usability (adaptable to all screens and mobile devices, search engine optimization, ease of navigation, speed/ load time) (10%)<br>    b. Proposed user engagement and analytics to be incorporated in the virtual tours (5%) | |
| **TOTAL** | **100%** |

**Passing rate: 85%**

## VIII. CONTRACT OF SERVICE

The financial proposal of the Multimedia Services Company should cover all expenses to include Professional Fees of the project manager, CAAP licensed drone pilot, graphic designer, reality capture specialist, copywriter, videographer/photographer, virtual tour programmer and other personnel involved in the project.

## IX. DELIVERY PERIOD AND SCHEDULE

The contract period is twelve (12) months, which shall commence from the date of the receipt of the Notice to Proceed (NTP).

| Milestones/Activity | Timeline |
|---|---|
| Preparation of concept, storyboard outline, shoot guide and script, timeline and Gantt Chart | within 4 weeks upon issuance of NTP |
| Post-production of 360°VR tour of Cordillera Administrative Region and Region 4B (MIMAROPA) | 8 weeks |
| Pre-production for one region | 3 weeks |
| Production of Actual shoot of one region | 4-6 weeks |
| Post-production of one region | 8 weeks |

## VII. TERMS OF PAYMENTS:

The indicative payment scheme is as follows:

| Output/Milestone | % of Payment |
|---|---|
| Upon submission and approval of virtual tour concept, storyboard outline and shoot guide, and script.<br><br>Upon submission and approval of timeline and Gantt chart | 15% |
| Upon submission, approval and acceptance of the 360°VR tour of Cordillera Administrative Region and Region 4B (MIMAROPA) | 10% |
| Upon presentation, approval and acceptance of the 360°VR tour of two regions from the five identified regions in item I | 30% |
| Upon presentation, approval and acceptance of the 360°VR tours for the last three identified regions in item I | 35% |
| Upon complete delivery and acceptance of services, accomplishments and terminal reports | 10% |
| TOTAL | 100% |

## VIII. APPROVED BUDGET FOR THE CONTRACT (ABC):

Approved Budget for the Contract is **Eight Million Pesos (PhP8,000,000.00)** – inclusive of all applicable fees and taxes.

**PROJECT OFFICERS:**

Mr. Edmon Gerald A. Loza
Project Officer
+63956-023-6960

Mr. Mark Nicole Evangelista
Co-Project Officer
+63929-245-4128