

APPROVED
SIA All Media Latvia
Ieva Meļķe
Board Member

Procurement Procedure
"Development of Customer Data Platform (CDP) or Equivalent Solution "
regulations

Year 2025

1. Information about the contracting authority:

1.1. Contracting Authority

SIA All Media Latvia

Legal address: Dzelzavas iela 120G, Rīga, LV-1021

Reg.no.: 40103065880

1.2. Contracting Authority's Contact Person

Ieva Melķe

position: Board Member

e-mail address: ieva.melke@tv3.lv

2. Information about the procurement subject

Procurement name: **"Development of Customer Data Platform (CDP) or Equivalent Solution"**

2.1. Subject of procurement:

Purchase of a permanent license for a Customer Data Platform (CDP) or equivalent solution to process up to 250,000 monthly active users, ensuring integration between Snowflake database and FreeWheel ad server throughout the system's operational period. The solution will serve the All Media Latvia SIA owned linear TV programs (TV3, TV6, TV3 Life, TV3 Plus) for data-driven audience segmentation during its distribution via digital platforms.

Within the scope of this procurement, a permanent license means permanent rights of use (perpetual license) the solution in accordance with the specified number of users and intended functionality.

The procurement is organized in accordance with Cabinet Regulation No.104 of 28.02.2017 "Regulations on procurement procedure and its application procedure for projects financed by the contracting authority".

The project is financed by the European Union Recovery and Resilience Facility Plan 2.2. reform and investment direction "Digital Transformation and Innovation of Enterprises" 2.2.1.5.i. investment "Promotion of Digital Transformation of Media Industry Enterprises" Round 1, administered by the Central Finance and Contracting Agency.

The estimated procurement contract price is EUR 90 000 excluding VAT, which includes the purchase of a permanent license for a Customer Data Platform (CDP) or equivalent solution, supporting up to 250,000 monthly active users and providing integration between Snowflake database and FreeWheel ad server.

2.2. Contract completion deadline: till June 27, 2025 (including).

2.3. Validity period of the tenderer offer: December 31, 2025 (including).

2.4. Deadline for submission of tenders: the Tenderer shall submit the tender by 10:00 (EET) on March 12, 2025.

2.5. Place and procedure for submission of tenders:

The tender must be sent electronically to the e-mail address: ieva.melke@tv3.lv

2.6. Questions about the procurement documentation can be submitted until March 6, 2025, by sending them to kristaps.safranovs@tv3.lv. The response will be provided within 3 (three) working days.

3. Technical specification of the procurement

3.1. General requirements

The tenderer must provide a permanent license for a Customer Data Platform (CDP) or equivalent solution that ensures full data processing and integration functionality throughout the system's operational period.

Required functionality:

- Reading and processing of first-party data from Snowflake database as the primary data source;
- Processing capability for at least 250,000 active users per month;
- Creation and management of audience segments, or other recommended solution;
- Automated segment transfer to FreeWheel advertising server for personalized ad delivery;
- Support for FreeWheel requests regarding specific audience segments;
- Complete technical implementation and configuration of all required integrations;
- Full solution functionality throughout the system's operational period (not less than 30.06.2030).

The solution must be based on modern cloud service architecture. The evaluation of the tender will take into account the solution's compliance with green public procurement principles (preferably energy efficiency or other green public procurement criteria).

Detailed technical requirements are specified in Annex 2 "Technical Specification" of these Regulations.

4. Other requirements for the Tenderer:

4.1. Experience and competencies

4.1.1. General experience

The tenderer must demonstrate relevant experience in user data processing and audience segmentation by meeting the following criteria:

Company Experience:

- At least 5 years of experience in providing CDP or similar data processing solutions;
- Successfully implemented at least 3 CDP projects in media/broadcasting industry within the last 3 years;
- At least 2 active implementations with similar user base (200,000+ monthly active users).

Technical Experience:

- Proven experience in integrating with advertising servers (specifically FreeWheel or similar);
- Experience with data warehouse integrations (specifically Snowflake);
- Demonstrated capability in handling first-party data processing at scale.

4.1.2. Turnover of at least 150 000 EUR in 2023 financial year.

4.1.3. The Tenderer is in good standing with the tax authorities and is not subject to any active tax debt. The Tenderer must provide confirmation of compliance with this requirement.

4.2. Resources and team:

4.2.1. Technical personnel

The tenderer employs at least 2 dedicated service employees, who provide implementation for All Media Latvia SIA project.

5. Tender formatting requirements and documents to be submitted

5.1. The tender consists of the following parts:

5.1.1. Financial tender (according to the form attached in Annex 1);

5.1.2. Confirmation of compliance with clause 4.1:

- Description of tenderer's experience;
- The tenderer must submit the 2023 Annual Report or indicate a public source where financial turnover data for the 2023 financial year can be verified.

5.1.3. Confirmation of compliance with clause 4.2 - description of tenderer's employees' experience has been submitted;

5.1.4. Confirmation of the conformity of the solution with the principles of green public procurement, including documentation or technical description certifying the energy efficiency of the solution or fulfilment of other green public procurement criteria.

5.2. Document formatting

The tenderer submits the tender electronically - all documents must have an electronic signature by using any European Union approved qualified electronic signature service in EDOC or PDF format or by using DocuSign. Documents must be prepared either in Latvian or English language.

6. Evaluation of tenders and contract conclusion

6.1. Evaluation criteria

The Contracting Authority selects the tender with the lowest price from received tenders that comply with all procurement regulation requirements as stated above, including at least one green public procurement principles. Tenderers or tenders that do not comply with all of the procurement regulation requirements listed above shall be excluded from participation in the procurement.

6.2. Contract conclusion

If the selected tenderer refuses to conclude a contract with the contracting authority or the contract is not concluded within 2 weeks from the day of announcing the Contracting Authority's decision on the winner, the contracting authority may decide to conclude a contract with the tenderer who has offered the next lowest price or terminate the overall tender.

_____, *
Document signing location name

PROCUREMENT PROCEDURE
“Development of Customer Data Platform (CDP) or Equivalent Solution”
FINANCIAL PROPOSAL

Tenderer _____ (hereinafter– Tenderer),
Tenderer's name

Unified registration number

submits the following financial tender for the procurement "Development of Customer Data Platform (CDP) or Equivalent Solution" (hereinafter -- Procurement):

The contract price for the works provided in the procurement regulations is:

Package	Quantity	Amount EUR excl. VAT (for total quantity)
Permanent license for a Customer Data Platform (CDP) or equivalent solution for 250,000 active users per month	1	
Total amount EUR excluding VAT:		
VAT, EUR:		
Total amount EUR including VAT:		

I hereby certify that the tender offer and price is determined in accordance with the conditions of Annex 2 "Technical Specification" of SIA All Media Latvia procurement procedure " Development of Customer Data Platform (CDP) or Equivalent Solution" regulations.

I hereby certify that we have familiarized ourselves with the criteria of SIA All Media Latvia procurement procedure " Development of Customer Data Platform (CDP) or Equivalent Solution" regulations, fully comply and understand them.

We confirm that neither our organization, nor its shareholders, beneficial owners or officials are included in any Latvian and European Union sanctions lists that would prohibit entering into a service provision agreement.

I certify that the tender validity period is December 31, 2025.

Tenderer's contact information:

Tenderer's official
(name, surname, position)

* The document date is the date of adding its secure electronic signature

*THIS DOCUMENT IS SIGNED WITH A SECURE ELECTRONIC
SIGNATURE AND CONTAINS A TIME STAMP*

Technical Specification

To implement the digitalization of the company's content distribution cycle, the company needs to create a personalized advertising solution.

Component	Minimum technical requirements
1. Customer Data Platform (CDP) or Equivalent Solution Functionality	
1.1. Data Collection and Segmentation	- User data collection and segmentation - Real-time data processing - Detailed audience segment creation - Automatic segmentation based on defined criteria - Unified customer profile database - Processing of 250,000 active users' data per month
1.2. Data Source Integration	- Ability to process data from multiple sources - Integration with existing systems (SnowFlake, FreeWheel) - API provision for data exchange - Support for various data formats - Real-time data synchronization
1.3. Analytics Capabilities	- Audience behaviour analysis - Detailed reports and reporting - Customizable metrics and KPIs - Predictive analytics - Data visualization tools
2. Security and Privacy Requirements	
2.1. Data Security	- GDPR compliance - Secure data storage and management - Encrypted data transmission - Access control and authentication - Data encryption at rest
2.2. Privacy Management	- Data deletion and correction capabilities - Privacy policy implementation tools - Audit logs - Data retention period management
3. Cloud Infrastructure Requirements	
3.1. AWS or equivalent cloud service platform	- Solution must be based on AWS or equivalent cloud service platform - Automatic scaling according to load - High availability (minimum 99.9%) - Data replication across multiple regions
3.2. Performance monitoring	- Real-time system performance monitoring - Detailed system operation reports - Resource usage optimization - Automatic warning system
4. Integration Requirements	
4.1. System Integration	- REST API provision - Integration with advertising servers - Integration with analytics platforms - Data export and import capabilities

	- CSV data format - XML data format - API integration formats - Real-time data streaming formats
4.2. Supported Formats	- CSV data format - XML data format - API integration formats - Real-time data streaming formats
5. System Implementation	
5.1. Implementation Requirements	- Detailed implementation plan development - Integration with existing systems - Personnel training - Technical documentation provision - Migration plan development
5.2. Support Requirements	- Problem reporting and resolution system - Regular system updates - Optimization consultations