



**投資者及理財教育委員會**  
**Investor and Financial**  
**Education Council**

**Invitation to tender for production of TV and Radio APIs and an education video for the publicity and education campaign on Tax Deductions for Deferred Annuities and MPF Voluntary Contributions**

(Blank page)

---

## **Invitation to Tender**

### **Production of TV & Radio APIs and an education video for the publicity and education campaign on Tax Deductions for Deferred Annuities and MPF Voluntary Contributions**

The Investor and Financial Education Council (IFEC) is pleased to invite your company to submit a proposal in respect of the captioned project. A copy of the Invitation to Tender is attached and is available for download from the "Invitation to Tender" section on the path below:

<https://www.ifec.org.hk/en/invitation-to-tender.html>

If your company is interested in providing the services described in the Invitation to Tender, please submit your tender to the IFEC by **12.00 noon on 8 February 2019 (Friday)** to the following address.

**Investor and Financial Education Council  
c/o Securities and Futures Commission  
30th Floor, Cheung Kong Center  
2 Queen's Road Central  
Hong Kong**

**Late proposals will not be considered.**

For and on behalf of the  
Investor and Financial Education Council

Ms Jill Tan  
Head of Communications and Resources  
Investor and Financial Education Council

21 January 2019

---

## **Table of contents**

<b>1. Project background and objective</b>	<b>1</b>
<b>2. Invitation to tender and interpretation</b>	<b>1</b>
<b>3. Project overview, requirements and deliverables</b>	<b>2</b>
<b>4. Timeline of vendor selection</b>	<b>6</b>
<b>5. Notes to Tenderers</b>	<b>6</b>
<b>6. Guidelines for Tenderers on proposal submission</b>	<b>8</b>
<b>7. Payment and other terms</b>	<b>12</b>
<b>Appendix A – Technical requirements for finished TV API (File based)</b>	<b>14</b>
<b>Appendix B – The technical part</b>	<b>17</b>
<b>Appendix C – Price schedule</b>	<b>19</b>
<b>Appendix D – Confidentiality acknowledgement</b>	<b>20</b>

---

## **1. Project background and objective**

Voluntary savings is an important pillar under the World Bank's multi-pillar framework to address the aging population. In December 2018, the HKSAR Government introduced an amendment bill to provide tax incentives to encourage taxpayers to voluntarily save for their retirement by purchasing deferred annuities (DA) and/or making MPF voluntary contributions (MPF VC).

See the Legco Briefing for details: [https://www.legco.gov.hk/yr18-19/english/bills/brief/b201812071\\_brf.pdf](https://www.legco.gov.hk/yr18-19/english/bills/brief/b201812071_brf.pdf)

The Investor and Financial Education Council (IFEC) is working with Financial Services and the Treasury Bureau (FSTB), Insurance Authority and Mandatory Provident Fund Schemes Authority to launch a public education and publicity campaign to enhance public understanding of the tax incentives and the features of DA and MPF VC.

## **2. Invitation to tender and interpretation**

The IFEC invites Tenderers to submit written proposal on the Production of TV & Radio APIs as well as an education video for the education and publicity campaign on Tax Deductions for DA and MPF VC.

In this document, the following terms shall have the following meanings:

“Project” means the project described in Section 3;

“Tenderer” means the person(s) or corporation(s) tendering for the Project;

“Contract” means a formal agreement to be entered into between the IFEC and the Contractor in relation to the Project containing such terms and conditions as the parties shall agree including (but not limited to) those terms set out in Section 6 hereof (unless the same shall have been modified by the IFEC); and

“Contractor” means the Tenderer whose tender is accepted by the IFEC.

### 3. Project overview, requirements and deliverables

#### 3.1 Target audience

Working population, with emphasis on the 30+ year olds to retirement age.

#### 3.2 Considerations:

- (a) People tend to neglect their retirement needs and overlook their savings gap, and delay their retirement planning.
- (b) The public may not be familiar with DA and its intended objectives. Some may be unsure if it is an investment product or an insurance policy. They may not realise that DA might not be suitable for everyone. It is important to highlight the key considerations for DA including objectives and risks, liquidity needs, bequest motives, financial discipline and other retirement protection alternatives in the decision making process.
- (c) The tax deduction initiative covers both eligible DA and MPF VC. The public needs education and relevant information to help them evaluate and choose the appropriate product.
- (d) DA and MPF VC are mainly sold/arranged through intermediaries. The public needs to understand how to evaluate these products, including what questions to ask and how to protect their interests.
- (e) The preservation requirements/characteristics of DA and MPF VC may be a key concern for many people and deter them from participating, even with the tax incentives.
- (f) Only tax payers are entitled to tax incentives. Based on the salaries income tax assessment by income group, tax payers in the mid to high range income bracket are better-positioned to enjoy the tax benefits from the maximum purchase of eligible DA and/or MPF VC.

#### 3.3 Key messages:

- (a) MPF alone is not enough for retirement, you need to save more.
- (b) How much is enough? Use The [Chin Family Retirement Planner calculator](#) to work out your savings gap.
- (c) Waiting will cost you. The earlier you start, the easier it will be to achieve your goal, and benefit from the compounding effect.
- (d) Learn about tax deductions for DA and MPF VC. Understand the features and make good use of these tools to build your retirement funds.
- (e) Details of the tax deduction arrangements.
- (f) Features of DA and MPF VC, and how to choose between these two products for tax deduction purposes.
- (g) List of questions to ask the intermediaries.

The TV and Radio APIs shall primarily cover key messages (a) to (d). The education video will be used in online platforms and should mainly convey key messages (e) to (g).

#### 3.4 Launch date:

The final cut of the TV and Radio APIs as well as the education video should be completed by 12 April 2019 Friday.

### 3.5 Services required:

The Contractor is required to provide the following services, materials and professional for the production of the TV and Radio APIs and the education video. Apart from the production of TV and Radio APIs and education video, the Contractor is also required to produce corresponding graphic designs/posters/banners/visuals required for placing advertisements during the campaign period.

- (a) Creative and copywriting services/materials for providing the creative concept, scripts, slogans, storyboards, subtitles and graphic and photographic images/materials. The creative proposal should be the contractor's original idea and must not have been purchased by other parties beforehand. If the contractor's creative proposal is accepted in this quotation exercise, the award contractor should not re-sell the idea to other parties;
- (b) Full crew and equipment for location shooting both outdoor and indoor in Hong Kong (including transportation);
- (c) Offline and online editing;
- (d) Cantonese voice-over talents for the conversation/narrations for the TV API and education video;
- (e) Cantonese, English\* and Putonghua\*\* voice-over talents for the Radio API;

*\*A monologue-type of API is required for the English Radio API*

*\*\*Voice-over talents for Putonghua recording should preferably have attained at least Grade 1B in Putonghua Shuiping Ceshi (國家語言文字工作委員會普通話水平測試)*

- (f) In the event that any language version of the recording of the Radio API is rejected for the broadcast/found unsatisfactory (e.g. by Radio stations) due to inaccurate or improper pronunciation after the station copies have been delivered and the inaccuracy/deficiency has been confirmed/vetted by the Official Languages Division of the Civil Service Bureau, the Contractor is required to arrange another recording of the same language of the Radio API to rectify the inaccuracy/deficiency, and deliver the approved version to Radio station for replacement at no cost to the IFEC.
- (g) The Contractor should be responsible for musical arrangement of the APIs and education video (tailor-made / post-scored music is preferred), clearance of all copyright issues and obtain necessary licenses at its own cost and expense for broadcasting anywhere within and outside Hong Kong, any occasion and any usage using any media, including but not limited to, Radio channels, TV, video walls, the Internet and multi-media advertisements on public transport, and at seminars, exhibitions and other public functions/activities, and for production of VCDs/DVDs/CD-ROMs and other publicity materials by the IFEC for non-profit making purpose;
- (h) Worldwide and perpetual copyright of the APIs, education video, VCDs/DVDs/CD-ROMs and other publicity materials produced shall belong to the IFEC;
- (i) Audio recording and sound mixing;
- (j) All post-production services;
- (k) Subtitles in written Traditional Chinese, Simplified Chinese and English for the respective versions of the TV API and education video;

(l) Delivery of the TV and Radio APIs to the TV and radio stations under the instruction of IFEC. The Contractor is also responsible for any station copy fees charged by the TV and Radio stations.

(m) Celebrity involvement:

If a celebrity/celebrities is/are engaged for the TV and/or Radio API(s), the Contractor should be responsible for lining up of celebrities and talents and clearance of performers' rights to enable the APIs to be broadcast anywhere within and outside Hong Kong, any occasion and any usage using any media, including, but not limited to, radio channels, TV, video walls, the Internet and multi-media advertisements on public transport, and at seminars, exhibitions and other public functions/activities, and for production of VCDs/DVDs/CD-ROMs and other publicity materials by the IFEC for non-profit making purpose; handling arrangements for filming and audio recording for celebrities and talents and absorbing under this project the hair-styling, make-up, costume, equipment/props and transportation/traveling fees incurred, the level of such fees should be negotiated between the Contractor and the celebrities/talents. The choice of celebrities is subject to the agreement of the IFEC.

### 3.6 Deliverables:

(a) TV API:

- i. One version
- ii. Shooting format: HDCAM, RED ONE or equivalent is preferred. High-definition Video (HDV) formats and still camera shooting may be considered depending on the creative.
- iii. Output: (1) File-based format 16:9 (HD) in XDCAM HD422 at 50Mbps in MXF; and (2) Video-tape format: 16:9 (HD) in HD CAM
- iv. Duration: 30 seconds each
- v. Language:
  - Cantonese (with written Traditional Chinese subtitles)
  - Cantonese (with simplified Chinese subtitles)
  - Cantonese (with English subtitles)
- vi. Background music: tailor-made / post-scored music is preferred
- vii. Soft and hard copies of the scripts
- viii. Soft and hard copies of the storyboard (together with the draft scripts and descriptions of visuals)
- ix. Twelve still pictures from the footage of the completed TV API in JPEG format for each language version
- x. Essential information in the visuals of the TV API, e.g. website address, telephone number or email address, is required to be accompanied by voice-over script as appropriate.
- xi. The Contractor is required to send the deliverables to the TV stations according to the latest specifications set by TV stations.
- xii. The Contractor is required to provide another version of the TV API which



conforms to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 level AA standard for posting on the internet.

(b) Radio API:

- i. One version
- ii. Duration: 30 seconds each
- iii. Languages: Cantonese, English and Putonghua
- iv. Soft and hard copies of the scripts
- v. Sampling frequency: 48 kHz or 44.1 kHz as required by different radio channels
- vi. Sampling rate: 16 bit or 320 Kbps as required by different radio channels
- vii. Channel: 2 channel stereo
- viii. The Contractor is required to send the deliverables to the radio stations according to the latest specifications set by radio stations

(c) Education video:

- i. One version
- ii. Duration: around 2-3 minutes each
- iii. Language:
  - Cantonese (with written Traditional Chinese subtitles)
  - Cantonese (with simplified Chinese subtitles)
  - Cantonese (with English subtitles)
- iv. Soft and hard copies of the scripts
- v. The Contractor is required to edit and cut the education video into a few 30-sec versions focusing on specific messages for Facebook and Instagram purposes. The full 2-3 mins version will primarily be used in website and YouTube etc.
- vi. Twelve still pictures from the footage of the completed video in JPEG format for each language version
- vii. The video shall be delivered to the IFEC in HD resolution of MPEG4 (for broadcasting in the IFEC website and YouTube, and other online platforms). The video shall conform to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 level AA standard for posting on the internet.

### 3.7 Supervision

The Contractor will be supervised by the IFEC. In the course of production, the contractor should cooperate with the IFEC, and shall comply with the law in Hong Kong and all reasonable instructions of the IFEC. The IFEC reserves the right to amend the designs, storyboards, scripts, slogans, subtitles, rough cuts and final cuts and to alter the choice of celebrity/celebrities if necessary. The decisions of IFEC are final.

### 3.8 Budget indication

Our estimate for the cost inclusive of agency fee for project is between HK\$500,000 and HK\$800,000.

Creation, production and delivery of a 30-second TV API and a corresponding 30-second radio API (including celebrity fees, if the agency suggests to use celebrity)	HK\$500,000 - HK\$800,000
Creation and production of an education video (around 2-3 mins) to explain the tax deduction details, deferred annuities, MPF TVC, etc. (edit and cut into shorter versions)	
Provide corresponding graphic designs/posters/banners/visuals required for placing advertisements during the campaign period	

## 4. Timeline

Date	Deliverables
12.00 noon, 8 February 2019	Deadline for submission of tender
Week of 11 February 2019	Presentation by shortlisted tenderers (Presentation may or may not be required)
Week of 18 February 2019	Appointment of contractor
By end of February 2019	Signing of Contract

## 5. Notes to Tenderers

### 5.1 Insurance

Without prejudice to the Contractor's liability to indemnify the IFEC under the Contract, the Contractor shall at its own expense maintain for the benefit of, and in the joint names of, the Contractor and the IFEC the following insurance policy covering the period from the date of the Contract to the completion of the Project:

Public Liability Insurance - in respect of personal injury, death, loss and damage to property, up to an indemnity limit of HK\$10,000,000 per occurrence, arising out of or being caused by the carrying out of the Contract by the Contractor, its employees or agents.

### 5.2 Intellectual property

Subject to the terms of the royalty and other relevant copyright agreements, the IFEC shall have full, unrestricted and exclusive rights to use the products and services listed out in Section 3, including the right to broadcast, show and disseminate them in any media, stakeholder (e.g. FSTB, Insurance Authority, Mandatory Provident Fund Schemes

Authority) and its IFEC websites/platforms and to make use of the products for any purpose, and the right to make any future adjustments to the contents of the products.

The Contractor is not allowed to use the products for any purpose other than those set out in the Contract, without the prior consent and authorisation of the IFEC in writing.

The Contractor shall warrant that the Project or any part of it produced by the Contractor or on its behalf will not infringe any patent, trademark, copyright, registered design or other intellectual property rights of any third party and agree to indemnify the IFEC for any such claim, liability, proceedings and costs arising therefrom.

### 5.3 Financial reports

Before signing of the Contract, the Tenderer must provide proof of their financial position for vetting by the IFEC.

### 5.4 Publicity

The Contractor shall not publish or use any advertising or other publicity material in connection with the Project nor include the name of the IFEC in its list of clients without the prior written consent of the IFEC.

### 5.5 Environmental requirements

The Contractor shall take all precautions to avoid any nuisance or damage to the environment arising from the execution of the Contract.

## 6. Guidelines for Tenderers on proposal submission

These guidelines are intended to provide Tenderers with guidance on the procedure for submitting their proposals and the approach that the IFEC will generally adopt in assessing such proposals. They do not bind, and are not intended to bind, the IFEC in any way. The IFEC reserves the right to accept or reject all or any part of all or any proposal. The IFEC is not bound to accept the lowest or any tender submitted.

### 6.1 Preparation and submission of proposals

#### (a) What must the proposals cover?

In your proposal, the charges for each item must be separately quoted with the total cost for the production.

Tenderers may propose alternatives to the IFEC's conditions and requirements if they consider that such conditions and requirements are either not feasible or do not provide the IFEC with the best solution in the circumstances.

#### (b) What form must the proposals take?

All proposals must be submitted in writing.

One hardcopy of each proposal must be provided, together with a softcopy on CD-ROM or DVD-ROM or USB. The softcopy should be in Microsoft Word format (version 6 or above) or Adobe Acrobat format (version 4 or above).

The IFEC will not consider any proposal that is submitted in writing but without the accompanying softcopy.

#### (c) To whom must the proposals be submitted?

Written proposals should be marked with the reference "Production of TV & Radio APIs and education video for the publicity and education campaign on Tax Deductions for Deferred Annuities and MPF Voluntary Contributions", and must be submitted in a sealed envelope and deposited into a TENDER BOX at the following address:

**Investor and Financial Education Council  
c/o Securities and Futures Commission  
30th Floor, Cheung Kong Center  
2 Queen's Road Central  
Hong Kong**

#### (d) What is the deadline for submission of the proposals?

Proposals must be received by the IFEC at the above-mentioned address **on or before 12.00 noon on 8 February 2019.**

The IFEC will not consider any late proposals.

In case a rainstorm black warning or typhoon signal no. 8 or above is hoisted or remains hoisted between 9:00 am and 12:00 noon on the tender closing date, the tender closing time will be extended to 12:00 noon on the next working day following the affected closing date.

(e) How must proposals be set out?

Each proposal must be separated into the following parts:

- A. Technical Part describing the proposal, project plan and schedule;
- B. Price Schedule; and
- C. Letter:
  - a. offering to carry out the works described in the Technical Part for the prices detailed in the Price Schedule in compliance with the payment and other terms set out in Section 3 of this invitation to tender;
  - b. stating the period that the offer is to remain open;
  - c. undertaking to negotiate in good faith to finalise promptly the Contract and to commence work immediately thereafter;
  - d. containing an acknowledgement and agreement that the IFEC:
    - is not bound to accept the lowest tender or any tender;
    - reserves the right to make changes to the specifications; and
    - will not defray any expenses incurred in tendering and/or in negotiating the Contract, whether successful or otherwise
  - e. signed by the Tenderer (in the case of an individual) or a duly authorised officer of the Tenderer (in the case of a company).

For the proposal's hardcopy as well as its softcopy, the Technical Part, the Price Schedule and the Letter must be submitted as separate documents and be placed in separate envelopes. The envelope containing the Technical Part must be clearly marked "Technical Proposal". The envelope containing the Price Schedule must be clearly marked "Price Schedule". The envelope containing the Letter must be clearly marked "Offer Letter". Price information **must not** be specified in the Technical Part.

Details in relation to what should be specified in each part are set out in Appendices B (Technical Part) and C (Price Schedule) to this invitation to tender.

(f) How long should Tenderers' offers remain open?

By making a proposal in response to this invitation to tender, the Tenderer will be treated as having made an offer to the IFEC. The Tenderer should clearly state in its proposal how long its offer will remain open.

In order to allow the IFEC sufficient time to consider all proposals validly submitted, Tenderers should keep their offers open for at least 90 days from the closing date of this invitation to tender. If this cannot be done, the reason must be stated in the proposal.

(g) How will the documents of unsuccessful Tenderers be handled?

Documents of unsuccessful Tenderers will be destroyed by the IFEC.

## 6.2 Queries regarding this invitation to tender or proposals made in response

### (a) What if the IFEC has any queries about a particular proposal?

If the IFEC considers that any aspect of a proposal requires clarification from the Tenderer, the IFEC may request that the Tenderer to:

- A. supplement its proposal; or
- B. answer the IFEC's queries verbally or in writing, or in any manner that the IFEC deems fit.

### (b) What if the Tenderer has any queries?

Any queries regarding this invitation to tender should be made to:

#### **Ms Jill Tan**

Head of Communications and Resources  
Investor and Financial Education Council  
21st Floor, Cheung Kong Center  
2 Queen's Road Central, Hong Kong  
Telephone: 2700 6018  
Fax: 2297 3300  
Email: [jilltan@ifec.org.hk](mailto:jilltan@ifec.org.hk)

#### **Mr Eric So**

Manager  
Investor and Financial Education Council  
21st Floor, Cheung Kong Center  
2 Queen's Road Central, Hong Kong  
Telephone: 2700 6002  
Fax: 2297 3300  
Email: [ericso@ifec.org.hk](mailto:ericso@ifec.org.hk)

## 6.3 Evaluation of proposals

### (a) How does the IFEC evaluate valid proposals that it receives?

There are two parts to the IFEC's evaluation process in the order of: (1) evaluation of the Technical Part and (2) evaluation of the Price Schedule. The Price Schedule will only be considered **after** the IFEC has evaluated the Technical Part. While pricing is one of the considerations, the IFEC will **not** make any selection based solely on price. So the lowest of any tenders will not necessarily be accepted.

## Evaluation of the Technical Part

The IFEC will generally evaluate the technical aspects of each proposal according to the following criteria:

(a)	Completeness and adequacy of the proposal according to the requirements as stipulated in this invitation to tender (including the time allowed for completion of the Project)
(b)	The Tenderer's background and related experience which the Tenderer has in conducting similar project of this scale
(c)	Quality of the proposals including creativity, technical capacity and appeal / resonance with the target audience, etc
(d)	Feasibility and flexibility of implementation plan, execution and management support to the Project
(e)	Project team and resources

The IFEC reserves the right to shortlist the Tenderers, based on the above-mentioned criteria and only the shortlisted Tenderers shall be required to make presentations of their proposals for the IFEC's final evaluation.

### 6.4 Notification of results and rejection of proposals

The IFEC will notify each Tenderer by post and/or e-mail within 14 days upon the finalising of its shortlist of tenderers as to whether or not the tenderers have been shortlisted by the IFEC.

The IFEC will notify each shortlisted Tenderer by post and/or e-mail within 14 days of IFEC finalising its selection process as to whether or not its tender has been accepted by the IFEC.

The IFEC retains the right to reject any or all tenders submitted for any reason whatsoever.

### 6.5 Acceptance

No tender (or part thereof) shall be taken to have been accepted by the IFEC unless and until the execution of the Contract by the IFEC and the Contractor.

## **7. Payment and other terms**

### **7.1 Payment terms**

The IFEC has a performance-based payment policy, under which payments will generally be made to the Contractor on actual delivery of services or products.

Wherever possible, and if the IFEC considers appropriate in the circumstances, the IFEC may make payments to the Contractor for each phase of the Project subject to agreement with the Contractor.

### **7.2 Termination of service**

The Contractor shall use its best endeavours to perform the Contract with such due care and skill as is expected of a provider of similar services and products and of a comparable standing in the industry but if for whatever reason, the IFEC in its opinion concludes that the Contractor is in breach of the Contract or does not provide the level of services required by the IFEC, the IFEC shall have the right to terminate the Contract by notice in writing to the Contractor.

### **7.3 Revision of tenders**

Revisions are not normally permitted unless in cases of manifest error or where the IFEC has consented to the changes as when revisions are necessitated by detailed discussions or changes to project or specification requirements. All revisions or amendments must be made and documented in writing and signed by both the IFEC and the Tenderer.

### **7.4 Sub-contracting of services**

If the Tenderer wishes to sub-contract any part (or all) of its obligations under its proposal (e.g. shooting), this must be clearly specified in the proposal. The Tenderer must also clearly specify in the proposal the precise services or obligations intended by the Tenderer to be sub-contracted. Tenderers shall seek prior written approval from the IFEC for the sub-contractors they propose. The IFEC reserves the right to disapprove any proposed sub-contracting or reject any sub-contractors proposed by the Tenderer.

### **7.5 The incorporation of proposals into the Contract signed with the IFEC**

Any proposals and responses to the IFEC's inquiries submitted by the Contractor may form part of the Contract made between the IFEC and the Contractor.

Every representation by the Contractor (whether of fact or performance, and whether set out in the proposal or otherwise) will be incorporated as warranties in the Contract between the IFEC and the Contractor. Therefore, any statement of fact or performance that the Tenderer does not wish to be treated as a warranty should be clearly indicated in the proposal.

### **7.6 Confidentiality and avoidance of conflicts**

The Contractor shall undertake that it and its sub-contractors shall keep all information concerning the IFEC that comes into its possession confidential save and except information which is already available to the public but not as a result of any leakage of



such information by the Contractor. All information, documents, drawings, samples, models, etc relating to the IFEC (collectively "Confidential Information") that may be supplied to the Tenderers during the tender process shall be treated as confidential by each Tenderer and shall be used only for the purpose for which it was disclosed and shall not be disclosed to any third party. For details, please refer to the Confidentiality Acknowledgement (Appendix D). Each Tenderer shall at the completion of the tender process, upon request, return to the IFEC all Confidential Information together with all copies and extracts thereof in whatever medium it has been recorded.

#### 7.7 Cost and expenses

All work done or services performed for the purposes of preparing the proposal are on the Tenderers' own account and not recoverable from the IFEC. The IFEC will not defray any expenses incurred in the tender process and/or in respect of the negotiation of the Contract.

#### 7.8 Conflicts of interest

The Tenderer must have no interest which conflicts, or has the potential to conflict, with its duties to the IFEC under the proposal. If the Tenderer has any interest which conflicts, or has the potential to conflict, with its duties to the IFEC under the proposals, the Tenderer should clearly state this in the proposal. This requirement extends to the Tenderer's associates, associated persons, group companies and each member of the Tenderer's professional staff (and their associates and associated persons).

## Appendix A

### **Technical Requirements for Finished Materials (File Based)**

(Updated on July 12, 2017)

#### **(1) Introduction**

Listed below are guidelines of technical aspects of finished materials in file based submitted to TV stations for broadcast. The materials, submitted by external parties, shall comply with the following requirements.

#### **(2) General Format of Finished Material**

TV stations will only accept the finished file-based material in the following format:

##### **2.1 Audio/Video format and file format:**

Items	Descriptions	High Definition
1	Video Resolution	1920 x 1080
2	Video frame/sec	25
3	Video Interlacing	Yes
4	Aspect Ratio	16:9*
5	Video file format	XDCAM HD 422 at 50 Mbps in MXF
6	Audio format	PCM uncompressed
7	Audio bit depth	24bit
8	Audio sampling	48KHz
9	Audio Ch Interleave	No
10	Time Code	Start at 00:00:00:00

\* The Contractors have to deliver finished materials to TV stations in 16:9 aspect ratio. A 16:9 pillar boxed and HD up-converted version has to be provided for 4:3 original material.

## 2.2 Audio Channel Assignment

Audio Channel	Single Language		Dual Language	
	Mono	Stereo	Mono	Stereo
A1	Complete Mono Mix	Complete Mix, Left	Primary Language Complete Mono Mix	Primary Language Complete Mix, Left
A2	Copy of A1	Complete Mix, Right	Copy of A1	Primary Language Complete Mix, Right
A3	Copy of A1	Copy of A1	Secondary Language Complete Mono Mix	Secondary Language Complete Mix, Left
A4	Copy of A1	Copy of A2	Copy of A3	Secondary Language Complete Mix, Right
A5	Copy of A1	Copy of A1	Primary Language Complete Mono Mix	Primary Language Complete Mix, Left
A6	Copy of A1	Copy of A2	Copy of A1	Primary Language Complete Mix, Right
A7	Copy of A1	Copy of A1	Secondary Language Complete Mono Mix	Secondary Language Complete Mix, Left
A8	Copy of A1	Copy of A2	Copy of A3	Secondary Language Complete Mix, Right

## 2.3 Recording Format

One file contains only one finished material.

Start of file shall be first video frame of the material.

End of file shall be last video frame of the material.

For example: for a 30 sec API, the frame-count / time-code of the first frame to be 00:00:00:00, the last frame to be 00:00:29:24

## 2.4 Colour Bar and Tone

Not required.

## 2.5 Video Characteristics

When playback the file to video signal, the maximum video level of material with reference to line-up signals shall be 700mV an operational tolerance of +25mV for luma (Y) and 700mV for each color difference signal (Pr, Pb). Whatever the combination of luma and chrominance components, the signal shall not produce an R.G.B. or PAL coded gamut error when measured by appropriate instrument.

## 2.6 Loudness Control Limits

The subjective volume should be consistent with the programme material whilst at the same time preventing excessive loudness. Table below specifies the permitted normal peaks and full ranges on a peak programme meter.

Programme Type	Normal Peaks	Full Range
Highly Compressed Materials	4.5	2 - 5
Slightly Compressed Materials	5	2 - 6

The levels specified above are related to standard peak programme meter readings with reference to a steady state reading of '4' (BBC scale) corresponding to 0dBu.

## 2.7 Audio Channels out phase issue

The phase difference of the audio channel of a stereo material is not allowed to be inverted, or under a sound effect that caused a similar inverted phase.

Except dialog, TV stations accept an adaptive amount of channel phase difference on music and sound effect. Provide that the mix down of the channels would not lead to an audio level drop larger than 3dB in any 500 milliseconds period.

### (3) Safe Areas

Description	Action Safe Area	Graphic Safe Area
Safe Area for 16:9 image on a 16:9 display	90 % of Active Width	80 % of Active Width
	90 % of Height	80 % of Height

## Appendix B – The technical part

The Tenderer is free to include any information that it considers to be relevant to its proposal. However, **as a minimum**, this part should contain all of the following:

### Table of contents

1. Executive summary

This section should provide a full summary of the proposal.

2. The proposal and service plan

This section should describe the proposal in detail and explain how the proposal meets the conditions and requirements set out in Section 3, and describe any limitations and compatibility issues associated with the proposal.

3. Exceptions to the IFEC's conditions and requirements

If the Tenderer wishes to propose alternatives to the IFEC's conditions and requirements, these alternatives should be specified here. The Tenderer should explain:

- (a) why the IFEC's conditions and requirements do not provide the IFEC with the best solution in the circumstances; and
- (b) the ways in which the Tenderer's alternatives are better.

4. Vendor profile and credentials

The Tenderer should provide full details of its company profile. This should include the following:

- (a) the company's organisation, background and history;
- (b) the company's financial strength, supported by an audited report or financial summary;
- (c) a list of clients served in the past three years and a list of awards received for works similar to the Project handled in the past three years (if any);
- (d) its experience in and references for similar projects, especially those involving work done for statutory or public bodies;
- (e) other relevant information (e.g. sample works); and
- (f) names, years of experience and profiles of key personnel to be assigned to implement the Project.

5. Appendices

(a) Project team and structure

Names, qualifications and work experience of persons proposed to be assigned to

implement the Project and the team structure.

(b) Other relevant information

The Tenderer can include any other information that it considers to be relevant to its proposal.

(c) Contact details

The tender should include details of all contact persons.

## Appendix C - Price Schedule

This part should contain all of the following:

### 1. Fees schedule

#### 1.1 Fees

- (a) All fees must be quoted in Hong Kong Dollars.
- (b) All fees should be properly itemized and explained.
- (c) The price quoted should be net and where applicable, they shall include trade and cash discounts and all expenses incidental to the due and proper performance of the Contract by the Contractor.
- (d) Price quoted

It will be assumed, unless the Tenderer clearly stipulates otherwise, that the price quoted by the Tenderer will remain valid and unchanged for the duration of the Contract. If, however, the Tenderer wishes to submit a conditional offer which contains a price variation clause, he may do so, with the clear understanding that such an offer may prejudice the award of the Contract. In any such case the basis of the price variation formula should be clearly stipulated and accepted by the IFEC in writing.

- (e) Accuracy of tender prices

Tenderers should make sure that the prices quoted are accurate before submitting their quotations. Under no circumstances will the IFEC accept any request for price adjustment on grounds that a mistake has been made in the tender price quotation.

#### 1.2 Payment terms and arrangements

Payment must correlate with major milestone dates or achievements or deliveries, in accordance with the IFEC's performance-based payment policy (see Section 7 "Payment and other terms" above).

#### 1.3 Agreement or Acknowledgement

The Fee Schedule shall also include an agreement or acknowledgement that the IFEC:

- is not bound to accept the lowest quotation;
- reserves the right to make changes to the specifications and conditions under the Invitation to Tender; and
- will not defray any expenses incurred in the tendering process and/or negotiating the Contract, whether successful or otherwise.

## Appendix D - Confidentiality acknowledgement

### Note to prospective Tenderers

The IFEC is a wholly owned subsidiary of the Securities and Futures Commission ("Commission") created under the Securities and Futures Ordinance ("SFO"). Provisions under the SFO may, to the extent applicable, apply to the performance of function(s) delegated to the IFEC, as circumstances require.

You should, in particular, be aware that statutory provisions require -

Preservation of secrecy pursuant to section 378 of the SFO and in particular subsection (1) of that section.

Avoidance of conflict of interests pursuant to section 379 of the SFO and in particular subsections (1), (2) and (3) of that section.

---

### **S.378 of the SFO binds you and in particular ss. (1) of that section which provide as follows:**

- (1) Except in the performance of a function under, or for the purposes of carrying into effect or doing anything required or authorized under, any of the relevant provisions, a specified person-
  - (a) shall preserve and aid in preserving secrecy with regard to any matter coming to his knowledge by virtue of his appointment under any of the relevant provisions, or in the performance of any function under or in carrying into effect any of the relevant provisions, or in the course of assisting any other person in the performance of any function under or in carrying into effect any of the relevant provisions;
  - (b) shall not communicate any such matter to any other person; and
  - (c) shall not suffer or permit any other person to have access to any record or document which is in his possession by virtue of the appointment, or the performance of any such function under or in carrying into effect any such provisions, or the assistance to the other person in the performance of any such function under or in carrying into effect any such provisions.

TAKE NOTICE THAT IF YOU CONTRAVENE S.378(1) OF THE SECURITIES AND FUTURES ORDINANCE YOU COMMIT AN OFFENCE UNDER S.378(10) OF THAT ORDINANCE. ANY PERSON WHO COMMITS AN OFFENCE UNDER S.378(10) IS LIABLE:

- (a) on conviction on indictment to a fine of \$1,000,000 and to imprisonment for two years; or
- (b) on summary conviction to a fine of \$100,000 and to imprisonment for six months.

### **S.379 of the SFO binds you and in particular ss. (1), (2) and (3) of that section which provide as follows:**

- (1) Subject to subsection (2), any member of the Commission or any person performing any function under any of the relevant provisions shall not directly or indirectly effect or cause to be effected, on his own account or for the benefit of any other person, a transaction regarding any securities, structured product, futures contract, leveraged



foreign exchange contract, or an interest in any securities, structured product, futures contract, leveraged foreign exchange contract or collective investment scheme -

- (a) which transaction he knows is or is connected with a transaction or a person that is the subject of any investigation or proceedings by the Commission under any of the relevant provisions or the subject of other proceedings under any provision of this Ordinance; or
- (b) which transaction he knows is otherwise being considered by the Commission.

(2) Subsection (1) does not apply to any transaction which a holder of securities or a structured product effects or causes to be effected by reference to any of his rights as such holder -

- (a) to exchange the securities or structured product or to convert the securities or structured product to another form of securities or structured product;
- (b) to participate in a scheme of arrangement sanctioned by the Court of First Instance under the Companies Ordinance (Cap. 32);
- (c) to subscribe for other securities or another structured product or dispose of a right to subscribe for other securities or another structured product;
- (d) to charge or pledge the securities or structured product to secure the repayment of money;
- (e) to realize the securities or structured product for the purpose of repaying money secured under paragraph (d); or
- (f) to realize the securities or structured product in the course of performing a duty imposed by law.

(3) Any member of the Commission or any person performing any function under any of the relevant provisions shall forthwith inform the Commission if, in the course of performing any function under any such provisions, he is required to consider any matter relating to -

- (a) any securities, futures contract, leveraged foreign exchange contract, structured product, or an interest in any securities, futures contract, leveraged foreign exchange contract, collective investment scheme or structured product -
  - (i) in which he has an interest;
  - (ii) in which a corporation, in the shares of which he has an interest, has an interest; or
  - (iii) which -
    - (A) in the case of securities, is of or issued by the same issuer, and of the same class, as those in which he has an interest;
    - (B) in the case of a futures contract, is interests, rights or property based upon securities of or issued by the same issuer, and of the same class, as those in which he has an interest; or
    - (C) in the case of a structured product, is interests, rights or property based on a structured product of or issued by the same issuer, and of the same class, as that in which he has an interest; or
- (b) a person -
  - (i) by whom he is or was employed;
  - (ii) of whom he is or was a client;
  - (iii) who is or was his associate; or

- (iv) whom he knows is or was a client of a person with whom he is or was employed or who is or was his associate.

TAKE NOTICE THAT IF YOU CONTRAVENE S.379(1) AND/OR S.379(3) OF THE SECURITIES AND FUTURES ORDINANCE YOU COMMIT AN OFFENCE UNDER S.379(4) OF THAT ORDINANCE. ANY PERSON WHO COMMITS AN OFFENCE UNDER S.379(4) IS LIABLE:

- (a) on conviction on indictment to a fine of \$1,000,000 and to imprisonment for two years; or
- (b) on summary conviction to a fine of \$100,000 and to imprisonment for six months.

The term "specified person" is defined in Section 378 of the SFO and means-

- (a) the Commission;
- (b) any person who is or was a member, an employee, or a consultant, agent or adviser, of the Commission; or
- (c) any person who is or was -
  - (i) a person appointed under any of the relevant provisions;
  - (ii) a person performing any function under or carrying into effect any of the relevant provisions; or
  - (iii) a person assisting any other person in the performance of any function under or in carrying into effect any of the relevant provisions.

"person" has the meaning attributed to it in s.3 of the Interpretation and General Clauses Ordinance Cap.1 which provides that "person" includes any public body or any body of persons, corporate or incorporate, and this definition shall apply notwithstanding that the word "person" occurs in the provision creating or relating to an offence or for the recovery of any fine or compensation.



**投資者及理財教育委員會**  
**Investor and Financial**  
**Education Council**

21/F, Cheung Kong Center, 2 Queen's Road Central, Hong Kong  
T: +852 2700 6000 | F: +852 2297 3300