

PRESS RELEASE



For Immediate Release

URCA to Conduct Surveys to Determine Consumer Listening and Viewership Habits

NASSAU, THE BAHAMAS (20 August 2021) The Utilities Regulation and Competition Authority (URCA) announced it has issued a Request for Proposals for the provision of services to conduct consumer surveys on the Pay Television and Radio Broadcasting markets in The Bahamas.

The RFP and accompanying Terms of Reference include a transparent breakdown of the selection criteria that will be applied to all submissions, outlining key factors that will be taken into consideration during the review process. The full document is available through URCA's website, with the deadline set for 5:00pm on Monday 6 September 2021. The successful firm expected to execute the rollout and completion of surveys by the end of November.

"These critical market surveys will help URCA to obtain empirical data on the listening and watching habits of consumers across The Bahamas" said Mr. Carlton Smith, the independent regulator's Chief Executive Officer. "This type of feedback is pivotal in informing us on the opinions of Bahamian consumers about the quality of services and programming available to them."

Both the Pay TV and Radio Broadcasting markets in The Bahamas have grown significantly since URCA was given regulatory responsibility for the electronic communications sector (ECS) in 2009. Although the Pay TV market mainly comprises of two operators, there are now more than thirty commercial stations providing a variety of program genres throughout The Bahamas on both AM and FM frequencies.

The results of the survey will assist URCA in making data-driven decisions in its capacity as regulator of the nation's ECS and help URCA achieve its goal of "promoting the availability of a wide range of content services which are of high quality", as mandated in the Communications Act, 2009.

The Request for Proposal and Terms of Reference document may be obtained via URCA's website at www.urbahamas.bs. Proposals are to be submitted no later than 5:00pm on Monday, 6 September 2021. The timeline for submission will be strictly adhered to and late proposals will not be accepted.

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