

EXECUTIVE SUMMARY

Recommendation to Approve Second Amendment and Additional Spending Authority 57-003E – TV Viewership Measurement Service

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the Second Amendment to renew the Agreement between Rentrak Corporation (Rentrak) and The School Board of Broward County, Florida (SBBC), for one (1) year, starting July 1, 2020 through June 30, 2021, with \$35,000 of additional spending authority.

The Agreement was approved on December 20, 2016, as item EE-10 for a term commencing December 21, 2016 through June 30, 2019, with two (2) optional one-year renewal periods and spending authority of \$105,000. The First Amendment was approved on May 7, 2019, as item EE-21, exercising the first one (1) year renewal option and \$35,000 additional spending authority.

The additional spending authority requested is \$35,000, which will bring the total spending authority to \$175,000.

Goods/Services Description

Responsible: Broward Education Communications Network (BECON)

Rentrak uses electronic technology to gather data on the number of households tuned to specific broadcast stations in real-time. Rentrak's measurement tools allow stations to generate reports on precise audience measurements for specific programs or dayparts. It also gathers demographic data to provide a more complete profile of a station's viewers.

BECON will use these reports to make better programming decisions and to set a fair market value for airtime on the District's television station. This data allows BECON to give organizations accurate information about the people they can reach with the message that they support quality public education for all Broward County students.

Data provided by Rentrak will allow BECON to enter revenue agreements with sponsors that will reduce the District's financial commitment to the operating costs of the station, directing more budget resources to classroom instruction. Without the data provided by Rentrak, BECON has no way to determine audience size, demographic profiles, or the relative value of our station and programs compared to other stations in South Florida. Accurate data is necessary to establish and build a successful revenue model for a non-commercial station. Rentrak's services provide the only practical solution for gathering statistically accurate audience data. A well-designed underwriting plan shaped by the data Rentrak provides can result in revenue that far exceeds the cost of the data collection services.

BECON is working to increase revenue so that more District resources can be directed to classroom use. A key source of revenue for non-commercial broadcast stations is underwriting support from corporate sponsors. Rentrak provides accurate viewing audience data that allows BECON to set the value of airtime for underwriting announcements and enter agreements that bring in revenue while raising the public profile of organizations that choose to support public education.

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**Procurement Method
Responsible: PWS and BECON**

The Direct Negotiation was performed in accordance with Purchasing Policy 3320, VI (C)(5)(c), and Section 6A-1.012(14), F.A.C., permit the acquisitions of Information Technology as defined in Section 282.0041(14), Florida Statutes.

While there are other rating services, Rentrak is unique in that they deliver television measurement utilizing set-top box data collected from satellite, cable, and telco multichannel video providers in Miami. Their measurement comes from three hundred twenty-four thousand (324,000) households, which equates to one (1) in five (5) homes in Miami.

Other services use small samples, while Rentrak measures via massive databases. Rentrak is able to provide insight into WBEC (BECON-TV’s call letters) viewership, where others cannot due to insufficient sample counts. Accurate data is required as BECON seeks to secure revenue from effective underwriting support programs, which should more than cover the cost of the Rentrak service. For these reasons, Direct Negotiation was utilized for this renewal.

**Financial Impact
Responsible: PWS and BECON**

The additional spending authority requested is \$35,000 and will be funded by BECON’s operating budget. Renewing the services comes with no increase in cost over previous years.

Financial Impact Table

Action	Date	Term (years & months)	Amount
Original spending authority request	12/20/2016	Two (2) years, seven (7) months	\$ 105,000
First renewal	05/07/2019	1	\$ 35,000
Second renewal	04/21/2020	1	\$ 35,000
New Total Contract Amount		Four (4) years, seven (7) months	\$ 175,000

The financial impact represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.