

FORM 5

BIDDER'S DECLARATION REGARDING MEETING THRESHOLD CONDITIONS

- ***The Bidder will complete and sign this form and the signature will be verified by an attorney.***
- ***All pages must be initialed, and the end of the form must be signed with a full and binding signature.***
- ***Boxes must be checkmarked in the appropriate places.***
- ***It is clarified that filling in an incorrect detail and/or disclosing partial information that may be misleading may cause the bid to be disqualified.***
- ***This form may be submitted in English using the English version as published by the Corporation.***

I, the undersigned, _____, holder of ID number _____, who am certified and authorized to give this declaration on behalf of the Bidder _____, Corporation number _____ (hereinafter: "the Bidder"), give this declaration as proof that the Bidder meets the threshold conditions of the tender as follows:

- A. My position with the Bidder is _____.
- B. The facts set forth in this declaration are known to me personally, inter alia, by virtue of my aforementioned position, from documents I have reviewed and inquiries I have made.
- C. All of the following sections are from Document A – Invitation to Participate in an Early Screening Process.

In order to prove the threshold conditions set forth in Section 3.3

The following is the wording of the threshold conditions:

3.3 The Bidder has rights to a technological means and/or mechanism and/or method (hereinafter: "the Measurement Tool") which has the ability to measure all of the following:

3.3.1 Real time viewing of linear broadcasts of a TV channel.

3.3.2 Real time listening of linear broadcasts of a radio station.

3.3.3 Delayed viewing or viewing of video content on-demand (VOD) and delayed listening or listening to audio content on-demand (AOD) – using platforms that enable such.

3.3.4 Viewing selected video content that is played on at least on each of the following social networks:

3.3.4.1 YouTube

3.3.4.2 Facebook

(For the purposes of this section: "the Social Network")

The Measurement Tool must also have the ability to identify the Social Network in which the content is played.

For the purposes of this section:

“Rights” Ownership, lease, license, right of use or any other right that allows the use of the Measurement Tool for the purpose of providing the full services to the Corporation throughout the entire term of the agreement as defined below.

“Ability to measure” The ability to identify the content and the dates on which it was played and/or broadcast.

The “Bidder” One of the following:

- A. The Bidder
- B. Another entity (individual or corporation) with whom the Bidder has a contract valid through the latest date for submitting proposals for the procedure in question. **“Contract”** – a written contract according to which the entity meeting the threshold conditions undertakes to provide the Measurement Tool to the Corporation in the event the Bidder wins the selection process, throughout the entire term of the agreement as defined below.

In order to prove this threshold condition, the Bidder must complete FORM 5.

In the event that the entity meeting the threshold conditions is not the Bidder, FORM 6, signed by said entity, must also be submitted.

The Corporation will be entitled to examine the Bidder’s compliance with this threshold condition also in the framework of the meeting with the Bidder in connection with the proposed solution.

1. Does the Bidder have rights to a technological means and/or mechanism and/or method (hereinafter: “the Measurement Tool”)? **“Rights”** – ownership, lease, license, right of use or any other right that allows the use of the Measurement Tool for the purpose of providing the full services to the Corporation throughout the entire term of the agreement as defined in Document A.

- Yes
 - No
- Check the appropriate box

Type of right:

- Ownership
- Lease
- License
- Other right. Describe: _____

Check the appropriate box

2. Does another entity have rights to a technological instrument and/or technological method (hereinafter: “the Measurement Tool”) **“Rights”** – ownership, lease, license, right of use or any other right that allows the use of the Measurement Tool for the

purpose of providing the full services to the Corporation throughout the entire term of the agreement as defined in Document A.

- Yes
- No

Check the appropriate box

Type of right:

- Ownership
- Lease
- License
- Other right. Describe: _____

Check the appropriate box

If the answer to Question 2 is YES, answer Questions 3-4:

3. Details of the entity that owns the rights:

A. Full legal name of the entity

B. An identifying number for the entity

C. The place of establishment and the place of activity of an entity that is a corporation, the place of residence of an entity that is an individual:

D. If the entity is a corporation – does the entity have a branch and/or a corporation and/or a representative in Israel? If so please specify

E. The entity's email address and telephone number:

F. The contact information of the entity's contact person, including email and mobile number:

4. Is there an agreement between the Bidder and the entity that meets all of the following:

- Written contract
- A contract valid as of the deadline for submitting proposals for the procedure
- According to the contract, the entity meeting the threshold conditions undertakes to provide the Measurement Tool to the Corporation in the event the Bidder wins the selection process
- According to the contract, in the event the Bidder wins the selection process, the entity meeting the threshold conditions undertakes to provide the Measurement Tool to the Corporation throughout the entire term of the agreement as defined in Document A

Check the appropriate box

5. Measurement Tool specifications: manufacturer and general method of operation:
-
-
-
-
6. Does the Measurement Tool mentioned Section 1 or Section 2 above have the ability to measure viewing of linear television channel broadcasts in real time? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.
- Yes
 No
- Check the appropriate box
7. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to measure listening to linear radio station broadcasts in real time? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.
- Yes
 No
- Check the appropriate box
8. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to measure delayed viewing or viewing of on-demand video content (VOD) using platforms that enable such? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.
- Yes
 No
- Check the appropriate box
9. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to measure delayed listening or listening to on-demand audio content (AOD) using platforms that enable such? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.
- Yes
 No
- Check the appropriate box
10. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to measure the viewing of select video content played on YouTube? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.
- Yes
 No
- Check the appropriate box
11. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to identify the Social Network on which the content is played? (Meaning, identify that the content is being played on YouTube?)
- Yes
 No
- Check the appropriate box

12. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to measure the viewing of select video content played on Facebook? **“Ability to measure”** – The ability to identify the content and the dates on which it was played and/or broadcast.

Yes

No

Check the appropriate box

13. Does the Measurement Tool mentioned in Section 1 or Section 2 above have the ability to identify the Social Network on which the content is played? (Meaning, identify that the content is being played on Facebook?)

Yes

No

Check the appropriate box

In order to prove the threshold conditions set forth in Section 3.4 of Document A

The following is the wording of the threshold conditions:

3.4 The Bidder has the ability to perform statistically valid integration of viewing data.

For the purposes of this section:

The “Bidder” One of the following:

A. The Bidder

B. Another entity (individual or corporation) with whom the Bidder has a contract valid through the latest date for submitting proposals for the procedure in question. “Contract” – a written contract according to which the entity meeting the threshold conditions undertakes to provide the Measurement Tool to the Corporation in the event the Bidder wins the selection process, throughout the entire term of the agreement as defined below.

“Integration implementation” – creating a uniform graded index regarding measurement of the linear or delayed viewing on television and digitally for a program and/or for a defined period of time.

For the purpose of proving this threshold condition, the Bidder must complete FORM 5 and provide an explanation as to this ability, and, if possible, provide a numerical example (while removing any identifying details) of integration implementation, to the extent it was performed. The example will include the measurement data and the uniform graded index.

In the event that the entity meeting the threshold condition is not the Bidder, said entity must also sign and submit FORM 7.

The Corporation will be entitled to examine the Bidder’s compliance with this threshold condition also in the framework of the meeting with the Bidder in connection with the proposed solution, and to ask the Bidder to demonstrate this ability.

14. Does the Bidder have the ability to perform statistically valid integration of viewing data? **“Integration implementation”** - creating a uniform graded index regarding

measurement of the linear or delayed viewing on television and digitally for a program and/or for a defined period of time.

- Yes
- No

Check the appropriate box

15. Does another entity have the ability to perform statistically valid integration of viewing data? **“Integration implementation”** - creating a uniform graded index regarding measurement of the linear or delayed viewing on television and digitally for a program and/or for a defined period of time.

- Yes
- No

Check the appropriate box

If the answer to Question 15 is YES, answer Questions 16-18:

16. Details of the experienced entity:

A. Full legal name of the entity

G. An identifying number for the entity

B. The place of establishment and the place of activity of an entity that is a corporation, the place of residence of an entity that is an individual:

C. If the entity is a corporation – does the entity have a branch and/or a corporation and/or a representative in Israel? If so please specify

D. The entity’s email address and telephone number:

E. The contact information of the entity’s contact person, including email and mobile number:

17. Is there an agreement between the Bidder and the entity that meets all of the following:

- Written contract
- A contract valid as of the deadline for submitting proposals for the procedure
- According to the contract, the entity meeting the threshold conditions undertakes to provide some of the integration implementation services to the Corporation in the event the Bidder wins the selection process
- According to the contract, in the event the Bidder wins the selection process, the entity meeting the threshold conditions undertakes to provide some of the integration implementation services to the Corporation throughout the entire term of the agreement as defined in Document A

Check the appropriate box

18. Please specify which integration implementation services the entity meeting the threshold conditions undertakes to provide the Corporation

19. Name of the customer for whom the integration was performed:

20. The Bidder must provide an explanation regarding his and/or the other entity's ability to perform a statistically valid integration of viewing data:

21. The Bidder must attach a numerical example (while removing any identifying details) of integration implementation, to the extent it was performed. The example will include the measurement data and the uniform graded index.

I declare that this is my name, this is my signature and the content of my declaration is true

Name Signature and seal Date

VERIFICATION OF SIGNATURE AND CONFIRMATION OF AUTHORIZATION

TO SIGN ON BEHALF OF THE BIDDER – CORPORATION

I the undersigned, attorney _____ license number _____, whose address is _____, hereby confirm that on _____ I was visited in my office by _____, ID no. _____, and _____, ID no. _____, who is/are authorized by the constitutional documents of _____ (hereinafter: "the Bidder") and by law to oblige the Bidder, with his/her/their signature(s), on matters relating to this tender, and signed this document before me.

Name Seal and Signature Date

FORM 6

DECLARATION OF ENTITY MEETING THRESHOLD CONDITIONS

ACCORDING TO SECTION 3.3 OF DOCUMENT A

- *This form will be completed and signed by the person authorized and certified to sign on behalf of the Supplier – the entity meeting the threshold conditions for Section 3.3 of Document A with a signature verified by an attorney.*
- *All pages must be initialed, and the end of the form must be signed with a full and binding signature.*
- *It is clarified that filling in an incorrect detail and/or disclosing partial information that may be misleading may cause the bid to be disqualified.*
- *This form may be submitted in English using the English version as published by the Corporation.*
- *It is not necessary to complete this form in the event the Bidder himself meets the threshold conditions of Section 3.3.*

I, the undersigned, _____, holder of ID number _____, who am certified and authorized to give this declaration on behalf of the entity meeting the threshold conditions in Section 3.3 of Document A – Invitation to Participate in an Early Screening Process, name of entity _____, identifying number _____ (hereinafter: “the **Supplier**”), give this declaration as proof that we meet the threshold conditions of the tender as follows:

- A. My position with the Supplier is _____.
- B. The facts set forth in this declaration are known to me personally, inter alia, by virtue of my aforementioned position, from documents I have reviewed and inquiries I have made.

The following is my declaration:

1. I hereby declare that the authorized signatory on behalf of the Supplier is/are:

2. After having read the Bidder’s answers, I hereby declare and undertake that the Bidder’s answers to Questions 2 through 13 on Form 5 are correct.
3. I hereby declare and confirm that the Supplier meets the threshold conditions of Section 3.3 of Document A.
4. I hereby declare and confirm that there exists a contract between the Supplier and the Bidder which is valid through the deadline for submitting proposals for this procedure, that the contract is in writing, and that according to the contract, in the event the Bidder wins the selection process the Supplier undertakes to provide the Measurement Tool (as defined in Section 3.3 of Document A) to the Corporation throughout the contract period as defined in Document A.
5. **The Supplier’s certificate of incorporation must be attached**

I declare that this is my name, this is my signature and the content of my declaration is true.

Signature: _____ Date: _____ Name of Declarant: _____

VERIFICATION OF SIGNATURE AND CONFIRMATION OF AUTHORIZATION

TO SIGN ON BEHALF OF THE BIDDER – CORPORATION

I the undersigned, attorney _____ license number _____,
whose address is _____, hereby confirm that on _____ I
was visited in my office by _____, ID no. _____, and
_____, ID no. _____, who is/are authorized by the
constitutional documents of _____ (hereinafter: “the **Bidder**”) and by law to
oblige the Bidder, with his/her/their signature(s), on matters relating to this tender, and
signed this document before me.

_____	_____	_____
Name	Seal and Signature	Date

FORM 7

DECLARATION OF ENTITY MEETING THRESHOLD CONDITIONS

ACCORDING TO SECTION 3.4 OF DOCUMENT A

- *This form will be completed and signed by the person authorized and certified to sign on behalf of the Supplier – the entity meeting the threshold conditions for Section 3.4 of Document A with a signature verified by an attorney.*
- *All pages must be initialed, and the end of the form must be signed with a full and binding signature.*
- *It is clarified that filling in an incorrect detail and/or disclosing partial information that may be misleading may cause the bid to be disqualified.*
- *This form may be submitted in English using the English version as published by the Corporation.*
- *It is not necessary to complete this form in the event the Bidder himself meets the threshold conditions of Section 3.4.*

C. I, the undersigned, _____, holder of ID number _____, who am certified and authorized to give this declaration on behalf of the entity meeting the threshold conditions in Section 3.4 of Document A – Invitation to Participate in an Early Screening Process, name of entity _____, identifying number _____ (hereinafter: “the **Supplier**”), give this declaration as proof that we meet the threshold conditions of the tender as follows:

- A. My position with the Supplier is _____.
- B. The facts set forth in this declaration are known to me personally, inter alia, by virtue of my aforementioned position, from documents I have reviewed and inquiries I have made.

The following is my declaration:

1. I hereby declare that the authorized signatory on behalf of the Supplier is/are:

2. After having read the Bidder’s answers, I hereby declare and undertake that the Bidder’s answers to Questions 2 through 13 on FORM 5 are correct.
3. I hereby declare and confirm that the Supplier meets the threshold conditions of Section 3.4 of Document A.
4. I hereby declare and confirm that there exists a contract between the Supplier and the Bidder which is valid through the deadline for submitting proposals for this procedure, that the contract is in writing, and that according to the contract, in the event the Bidder wins the selection process the Supplier undertakes to provide at least some of the services to the Corporation throughout the contract period as defined in Document A.
5. **The Supplier’s certificate of incorporation must be attached**

I declare that this is my name, this is my signature and the content of my declaration is true.

Signature: _____ Date: _____ Name of Declarant: _____

VERIFICATION OF SIGNATURE AND CONFIRMATION OF AUTHORIZATION

TO SIGN ON BEHALF OF THE BIDDER – CORPORATION

I the undersigned, attorney _____ license number _____,
whose address is _____, hereby confirm that on _____ I
was visited in my office by _____, ID no. _____, and
_____, ID no. _____, who is/are authorized by the
constitutional documents of _____ (hereinafter: “the **Bidder**”) and by law to
oblige the Bidder, with his/her/their signature(s), on matters relating to this tender, and
signed this document before me.

Name Seal and Signature Date