PHILIPPINE INSTITUTE FOR DEVELOPMENT STUDIES
Surian sa mga Pag-aaral Pangkaunlaran ng Pilipinas

Service through policy research

18F Three Cyberpod Centris, North Tower EDSA corner Quezon Avenue, Quezon City
Tel: (632) 372-1291 / 372-1292 ▪ http://www.pids.gov.ph

REQUEST FOR PROPOSAL

1. The Philippine Institute for Development Studies (PIDS) invites all eligible individual consultants to submit proposals for the **Consulting Service for How is AI Changing the Media Industry in the Philippines?.**

2. The Approved Budget for the Contract (ABC) is **PhP680,000.00.**

3. Interested consultants must submit the following documents using PIDS the prescribed forms:
    a) Curriculum Vitae of the proposed Consultant(s)[1]
    b) Technical Proposal Form[1]
    c) Financial Proposal Form[1]
    d) Filled out Data Privacy Notice and Personal Data Protection Form[1]
    e) Statement of Completed contracts[2]
    f) Statement of All Ongoing and Awarded But Not Yet Started Contracts[2]
    g) Notarized Omnibus Sworn Statement (for ABC above PhP50,000.00) [1]
    h) Income/Business Tax Returns (for ABC above PhP500,000.00) [1]
    i) PhilGEPS Registration Number (certificate or screenshot) [1]
    j) Valid Mayor's/Business Permit (Firm) or BIR Certificate of Registration[3] (Individual), **Individual Consultants shall issue Official Receipt/s during payment**.

4. Interested consultants may obtain further information from the Procurement Management Division at telephone via email at procurement@pids.gov.ph.

5. The Institute shall adopt the Quality-Based Evaluation procedure in selecting consultants based on the attached Terms of Reference.

6. The deadline for submission of proposals is on **10 July 2025 (10:00 AM)** addressed to:

    The BAC Chairperson for Consultancy
    Services c/o The BAC Secretariat
    Procurement Management Division
    18/F Three Cyberpod Centris – North Tower, EDSA cor. Quezon Ave., Quezon City

    Proposals may also be submitted through email at procurement@pids.gov.ph .

7. PIDS reserves the right to reject any or all of the proposals, declare a failure of bidding, or not award the contract if there is evidence of collusion, including any act that restricts, suppresses, or nullifies competition, or if there is a failure to follow the prescribed bidding procedures. PIDS also reserves the right to waive any required formality in the proposals received and select the proposal it determines most advantageous to PIDS.

DR. AUBREY D. TABUGA
Chairperson
PIDS-BAC for Consultancy Services

Reference No.:2025-188

1Applicable for individual consultants and firms
2Applicable for firms only

Note: PIDS is evaluating its consultant's performance based on the quality of services rendered, timeliness of delivery, customer/after sales service and overall quality of service.

Philippine Institute for Development Studies
TERMS OF REFERENCE

Consulting Service
for
How is AI changing the media industry in the Philippines?

1. **Background and Rationale**

Artificial Intelligence (AI) is expected to have a significant impact on the media industry, which deals with information as its core product. AI enhances content creation, audience engagement, and workflow efficiency through tools like AI video generators and AI-powered analytics. It can streamline operations, boost output, and open new forms of expression, ultimately making workers more productive and valuable.

AI has significantly reshaped how content is created, distributed, and consumed across various media sectors. For example, AI has become deeply embedded across the entire news process, influencing everything from how stories are generated and verified to how they are distributed and consumed, necessitating a constant review of journalistic practices and ethical guidelines. AI improves workflows, for example, through the automation of tasks that are repetitive and routinary. The integration of AI into the media sector is also creating new job opportunities and transforming existing roles, leading to an increased demand for specific skills that complement AI capabilities. Rather than solely replacing human labor, AI can augment human capabilities, freeing up workers for more complex, creative, and strategic functions. This impact spans from journalism and film to music and gaming industries, extending to the broader cultural and creative sectors.

Critical issues have also emerged, such as intellectual property and copyright concerns over AI-generated content and the potential for widespread misinformation, disinformation, and deepfakes. The development of AI guardrails has been recommended to ensure ethical use of AI. Considerations include bias in training data, the need for human oversight, algorithmic dependence, and the lack of transparency in AI decisions. A new set of competition rules to deal with the market power of big technology companies that control AI tools and infrastructure has also been suggested. Others emphasize continuous training for media professionals, as significant upskilling and retraining of the existing workforce will be necessary to adapt to new technologies and acquire skills needed to work alongside AI systems. For workers displaced due to the integration of AI, the availability of social safety nets is a priority concern.

How will AI affect the media industry, and what role should policy and regulation play in maximizing the benefits of AI while minimizing the risks? Given the fast-paced development of AI capabilities, how should the government approach AI regulation? By understanding the impacts of AI, policies and regulations can be developed to improve the competitiveness of Philippine media and increase the productivity of its workforce. The risks associated with job displacement, disinformation, and other unethical uses can also be minimized. Appropriate policy and regulatory frameworks should not only increase the media sector's direct and indirect economic contribution but also reduce the negative social impacts associated with AI.

The study can inform the formulation of policies and regulations on the adoption of GenAI in the media industry. It can also identify appropriate training to support the professional development of workers in the sector. The study is in line with the research agenda on FIRe and Industry and addresses issues on SDG 9: Decent Work and Economic Growth as well as PDP 2023-2028: Ch. 7 on Reinvigorating Services. To narrow the scope of the study, the research will focus on news media and generative AI.

2. Objectives of the study

General Objective

The study aims to investigate how AI is affecting the media industry and to propose relevant policies, regulations, or government initiatives.

Specific Objectives

  i.   To identify the opportunities, challenges, and readiness of the media industry for AI adoption.
  ii. To recommend policies, regulations, or other government support to harness the potential of AI while mitigating the negative consequences.

3. Objectives of the Consultancy

The consultancy aims to engage a Consultant who will support the Project Director/Principal Investigator throughout the research study. This includes achieving the study's goals and objectives through involvement in developing the research design and methodology, conducting data collection and analysis, drafting the report, and presentation. His/her expertise will be instrumental in interpreting research findings and making substantive contributions to scholarly outputs.

4. Scope of Work, Deliverables, and Schedule of Payment Releases

Under the oversight and with management/administrative support of a PIDS Research Fellow who serves as Principal Investigator/Project Director, the Consultant[1] shall take the lead in the execution of the project as Co-Principal Investigator / Sector Expert. He/She is expected to work with the Project Team in undertaking the following tasks/activities[2]

  1. Co-write with the Project Director/Principal Investigator, and other members of the study team the required reports and participate in the conduct of project activities such as:

      a. Research Study Inception Report
      b. Desk review of Relevant Literature
      c. Data analysis and presentation
      d. Discussion Paper
      e. Policy Notes
      f. Research workshop presentation
      g. Final research report
      h. Other documents as required of the Project

  2. Liaise with the Project Director/Principal Investigator for their inputs in the reports; consolidate, review and integrate their submitted outputs, and ensure timely submission of deliverables
  3. Provide inputs to a data management and quality control plan which will be used for data collection.
  4. Assist in supervising and performing data collection, processing, and analysis; lead the implementation of the research design.
  5. Conduct Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs) sessions. Prepare/submit the transcript of KIIs and FGDs

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[1] The consultant may be an individual or a firm.
[2] If the consultant needs to undertake physical/face-to-face interviews and data collection and related activities, the consultant has to ensure compliance with existing and future policies, rules, and resolutions as may be issued by concerned government agencies pertaining to health and safety.

6. Present the findings of the study in a research workshop together with the Project Director/Principal Investigator
7. Sign a Non-Disclosure Undertaking with PIDS. Any information gathered and generated in the implementation of the project shall be processed subject to the applicable provisions of the Republic Act No. 10173, known as the "Data Privacy Act of 2012" and its Implementing Rules and Regulations and relevant issuances of the National Privacy Commission (NPC).
8. Others as may be assigned by the Project Director.

The Consultant will prepare the following outputs based on the schedule below:

Activities and Deliverables	Due Dates	Payment Tranches
INCEPTION REPORT Inception Report (using PIDS template) describing in detail the methodology, workplan, and schedule of activities and preliminary literature review	2 weeks after signing of the Contract.	15%
PROGRESS REPORT • Review of the Relevant literature • Transcription of the KIIs and FGDs [3] • Data analysis	8 weeks after submission of the Inception Report	25%
DRAFT REPORT • Draft Report/Discussion Paper[4] • Presentation in a Research Workshop	8 weeks after submission of the Progress Report	35%
FINAL REPORT • Final Report addressing comments to the Draft Report and comments from the Research Workshop[5] • Policy Note • Terminal Report • Turnover of draft and materials used together with Certification indicating the turnover of as well as the deletion of such data and that it will allow PIDS to verify if the data is complete.	2 weeks after submission of the Draft Report and presentation in a Research Workshop	25%

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[3] The transcription document must not reveal the respondent/resource person's identity, nor allow the identification of the respondent/resource person when put together with other information. As such, the names of specific people (and places, if mentioning it will allow the identification of the respondent/resource person) must be replaced with generic terms (e.g. Respondent 1; Source 1; City 1). A separate masterlist containing the identification key/code shall be submitted as an annex to the transcription.)

[4] For applicable outputs, the draft and final reports submitted by the consultants should be aligned with the following guidelines: PIDS' Guide in the Preparation of Manuscript for Publication and General Guidelines in Preparing and Formatting a PIDS Discussion Paper, Guidelines in the preparation of Policy Notes.

[5] For research outputs that will be released as a PIDS Discussion Paper (DP), the consultant shall prioritize the publication outlets of PIDS, particularly the peer-reviewed Philippine Journal of Development (PJD) and Research Paper Series (RPS). If the DP is not selected by PIDS Management for publication either as a PJD article or an RPS issue, the consultant may identify other dissemination outlets outside of PIDS. Guidelines for Authorship in PIDS Research Projects shall apply.

NOTE: Payments will be based on the acceptance and approval by PIDS of the corresponding outputs

5. Qualifications of the Consultant

Preferred qualification of the Consultant:

- Ph.D. in economics, development studies, or related fields
- 6 to 10 years of relevant experience (i.e., exposure to the media sector, economic policy research, and media policy and ethics)

Desirable Qualifications:

- Professional or research experience in communication, media, and information; role of technology; skills development
- Advanced technical writing and verbal communication skills.
- Advanced research and project management skills.
- Advanced expertise in stakeholder engagement and knowledge management
- Able to manage queries and correspondence as needed.

6. Project Duration

The engagement will be effective for five (5) months after the signing of the contract. However, the engagement should not go beyond December 31, 2025. The Consultant's work must be completed within this period and no person-days will be chargeable after this date. The consultant's engagement will be on a part-time basis.

7. Approved Budget for the Contract

The approved budget for this consulting service is up to PHP 680,000, depending on the qualifications. This amount includes the professional fees of the Consultant. It does not include the costs of data collection, which will be defrayed by PIDS. PIDS shall not cover hospitalization and other COVID-related health expenses of the consultant as no employer-employee relationship exists between the PIDS and the Consultant.

8. Evaluation Criteria

a. Evaluation Criteria:

Consultants will be evaluated based on the following criteria:

Consultant's Qualifications: • Education Ph.D. in economics, development studies, or related fields. • Experience 6 to 10 years of relevant experience (i.e., exposure to the media sector, economic policy research, and media policy and ethics) • Desirable Professional or research experience in communication, media, and information; role of technology; skills development Advanced technical writing skills and verbal communication.	60%

Advanced research and project management skills. Advanced expertise in stakeholder engagement and knowledge management Able to manage queries and correspondence as needed.	5

Plan of approach and methodology:
    a. Clarity, feasibility, innovativeness, and comprehensiveness of the approach
    b. Incisive interpretation of problems and reflection on suggested solutions
	40%

Total	100%

b. Detailed rating sheet (see attached file)

Prepared by: _____
RAMONETTE B. SERAFICA
Project Director

Reviewed and approved by: _____
CHRISTINE RUTH P. SALAZAR
OIC, Research Services Department