



Los Angeles Office  
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## MARKET SURVEY NOTICE

### Audiovisual Content Creation and Edit service for ITA's Website and Newsletter

#### 1. INTRODUCTION

ITA - Italian Trade Agency (<https://www.ice.it/en/>) is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA is headquartered in Rome and operates with a net of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

In the US, ITA is present in the following cities: New York, Chicago, Los Angeles, Houston and Miami.

#### 2. AWARDING ENTITY

The Italian Trade Agency (ITA) - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located at Avenue the Stars 1900, Suite 350 - 90067 Los Angeles (California), Mrs. Alessandra Rainaldi, Trade Commissioner - Email: [losangeles@ice.it](mailto:losangeles@ice.it), Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – [www.ice.it](http://www.ice.it).

#### 3. BACKGROUND

The Italian Trade Agency - Los Angeles Office is organizing the implementation of a digital communication project in the audiovisual industry for the US market, named **“Italy meets Hollywood”**.

The main goal of the project is to virtually connect the Italian and American film markets and related industries, through **two digital tools** such as a website and a newsletter dedicated to the Audiovisual sector.

- The website will be a digital platform highlighting news and major events about the American film market. It will also include an interactive marketplace to promote B2B networking and professional collaboration between Italian and American companies operating in the film and audiovisual business. Furthermore, the website will also present an educational section with training sessions, video and documentation regarding the Italian film industry.

- The newsletter will be a digital tool mainly addressed to the Italian industry - on bi-monthly basis - highlighting some of the website content, with three main sections: news, events and a focus subject, with the aim to promote the main relevant information about the US market industry and create engagement and interaction with ITA Los Angeles among the subscribers.

#### **4. SERVICES REQUESTED**

The services requested will include the **Selection, Creation and Editing content** for the implementation of the different areas of the newsletter and website, according to the following specifications:

##### **4.1 WEBSITE ITALY MEETS HOLLYWOOD (Updating /weekly)**

For the updating of the website, the provider should submit:

###### **a) BUSINESS NEWS:**

**N^ 3-4 news/ week** related to the US audiovisual industry of relevance and interest for the Italian Market (market trends, forecast, dimensions, keyplayers, B2B, etc.).

For each news:

- suggest originally written news, including sources, to be submitted and approved by ITA, including Headline and 1-2 sentences of what the news will pertain to.
- After approval, for each news item, include a Headline, a Description of 500 words for 1 article, and 150 words for the others.

###### **a) EVENTS**

**N^ 1-2 events/week** related to happenings in the US audiovisual industry of relevance and interest for the Italian Market (business events, festivals, etc.).

For each event:

- select events that will happen either nationally (US) or internationally that could be of interest for the Audiovisual market in Italy.
- Include a Headline and Description of the event and one image (if copyright free).
- Include any links or information on how to attend the event.

###### **b) FOCUS**

**N. 1 focus/interview per month** of business and economic relevance for the US audiovisual industry, to be submitted and pre-approved by ITA.

For each focus/interview:

- suggest a subject for focus or interview

- in case of interview - a small 140-character blurb about who the interviewee is, a list of 6-10 pre-approved questions to be used and socials that the interviewee would like to promote
- in case of focus, provide an article as a highlight piece of at least 500 words.

#### **4.2 NEWSLETTER ITALY MEET HOLLYWOOD (Updating/bi-monthly)**

The newsletter focuses on the most relevant information updated on the website.

For the preparation of each newsletter (n.6 issues/year), the provider should submit:

##### **a) NEWS**

A selection of **n. 6 news** per issue already published in the website feed.

For each news:

- include a headline, 1-2 sentences summarizing the article, one image (if copyright free) and related sources.

##### **b) EVENTS**

A selection of **3-4 events** per issue that will happen either nationally or internationally that could be of interest for the Audiovisual market in Italy.

For each event:

- Include a headline and description of the event and one image (if copyright free)
- Include any links or information on how to attend the event.

##### **c) FOCUS**

A subject per issue to suggest to ITA for pre-approval, among the recent focus/interview already published on the website.

#### **5. BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 32,000.00 (Thirty two thousand dollars)**, including production costs.

ITA reserves the right to increase or decrease the contractual amount by a maximum of 20% as needed, without any further obligation toward the awarded Contractor.

#### **6. HOW TO SUBMIT**

The quotations must be sent **by email to [losangeles@ice.it](mailto:losangeles@ice.it), by 06/07/2022, at 12:00PM (PST)**.

#### **7. AWARD CRITERIA**

The contract will be awarded on the base of **the offer deemed appropriate by ITA**, in relation to the service and the price offered.

After identifying the best quotation, the Italian Trade Agency Los Angeles will award and execute the contract. No full or partial transfer of the contract will be allowed.

#### **8. CONTRACT DURATION**

The contract will run from the date of signing **until 03.31.2023. There will be no tacit renewal of the contract.**

IMPORTANT: in case your Company is chosen to provide the service, it will be required to register in the ITA's Vendor list (see more details at the following link [Business Vendor Registration](#)) and to send the document "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00" (Documento Unico), attached (**Annex 1**) duly filled in, dated, signed and notarized along with a photocopy of the signer's valid ID (State issued driver's license or ID or Passport).

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

The **ITA Los Angeles Chief Procurement Officer (CPO)**/ *Responsabile Unico del Procedimento* (the acronym is RUP in Italian) is **Alessandra Rainaldi**, the ITA Los Angeles Trade Commissioner.

#### **9. COMPANY OBLIGATIONS**

In the execution of the contractual obligations, the awarded company is required to:

- carry out the service with the maximum care and diligence, in accordance with the provisions of this market survey.
- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, ecc.) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks and similar industrial property rights, violation of privacy and damage to public image.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and safety provisions as well as the ones that may be issued after the execution of the contract.
- provide all the services set forth herein, using its own technical equipment and without charging ITA for additional costs in connection with the purchase, rental and maintenance of the devices used for design and printing of the materials.

**ITA reserves the right to:**

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed submission does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the submission is approved. Please note that approval of the submission by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in the execution of the above services, shall adhere strictly to the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.
- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or indemnification of any type.

**10. CONTACT**

For further information concerning this Market Survey, kindly contact the Italian Trade Agency – Los Angeles Office - Email: [losangeles@ice.it](mailto:losangeles@ice.it), Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – [www.ice.it](http://www.ice.it).

Cordially

Alessandra Rainaldi  
Trade Commissioner  
Italian Trade Agency Los Angeles Office

Firmato digitalmente da: Alessandra Rainaldi  
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