

## SRB/OP/1/2016 - PROVISION OF MEDIA MONITORING AND MEDIA ANALYSIS SERVICES

### Questions / Answers

**Question 01 (dated 04/03/2016):**

Is "Single Resolution Board / Mechanism" etc. the only searchterms for media monitoring? Or do you also need information about ECB, SSM, National Central Banks etc. (all subjects listed at point 3.2.2.1 of Tender Specification document)?

In other words: do you need information about National Central Banks as such? Or only in case they are linked to the SRB / SRM?

**Answer to Question 01:**

Please note that the complimentary keywords (Q1) are the ones from Annex 8 of the Tender Specification.

**Question 02 (dated on 04/03/2016):**

Is the given budget of 400 000 EUR (for all three lots) a total budget for the whole period of contract (12 months)? Or is this a monthly budget?

Considering my first question, this is a major question and not exactly clear for me.

**Answer to Question 02:**

The given budget of 400 000 EUR (for all three lots) is a total estimated budget for the whole period of contract (12 months).

**Question 03 (dated 04/03/2016):**

Please confirm the number of articles you anticipate being generated by the monitoring brief per month

**Answer to Question 03:**

Around 300 articles per month taking into account all complimentary keywords.

**Question 04 (dated 04/03/2016):**

Please confirm whether you require all of these to be analysed or just a subset

**Answer to Question 04:**

All of them to be analysed.

**Question 05 (dated 04/03/2016):**

Please confirm whether the total value of all lots is €400,000 per annum or €400,000 over 4 years.

**Answer to Question 05:**

It's €400,000 per annum. Please see the answer to the Question 02 above and corrigendum 01 published separately on the SRB website.

**Question 06 (dated 09/03/2016):**

The optional deliveries are briefly described on page 18. To enable tenderers to estimate the likely costs involved, could you provide further details? Are additional deliverables required, or would take-up of the option only extend the scope of the activities described in sections 3.3.2 to 3.2.4?

**Answer to Question 06:**

As mentioned in the Tender Specification under point 3.2.1. the optional deliveries may include:

For all 3 lots: Monitoring media from the large Asian countries (China, Japan, India) and Russian, South-American (Brazil and Mexico) as well as key Middle Eastern media,

For lot 1: newspapers, magazines and audio-visual files (and also provide English summaries of the articles and of the audio-visual files) from the acceding and the accession countries and shall propose a technical solution that foresees this potential upgrade when participating in the current tender.

**Question 07 (dated 09/03/2016):**

Lot 2, item 3.2.3.1 c) states that "The Tenderer shall give the SRB the ability to quantitatively monitor a number of topics pertaining to the SRB across various social media streams. Topics are subject to change depending on the focus of interest at any particular time." It is not clear to us to what extent you expect support from the contractor (for example, for the preparation of daily or weekly reports) or, on the other hand whether you expect SRB staff to be able to prepare reports and carry out analysis independently. Could you please clarify?

**Answer to Question 07:**

The web-based platform should give the results of social media analysis – therefore an automatic report based on filters defined by the SRB staff could be extracted.

**Question 08 (dated 09/03/2016):**

Lot 2, item 3.2.3.1 g) states that "The Tenderer will allow for several users who can determine topics of their own interest within a broader SRB umbrella." Please specify the maximum number of SRB users to be allowed for. Please also specify the maximum number of separate topics to be allowed for.

**Answer to Question 08:**

Maximum 4 users

Topics to revolved around the general themes of the annexed keywords.

**Question 09 (dated 09/03/2016):**

Lot 3, item 3.2.4.1 v. requires the tenderer to: "deliver prompt and comprehensive next-day analysis of the SRB's monthly press conference by 7 a.m." Please specify the period to be covered by the report that should be submitted at 07.00 – for example [d-1]13.00 to d[01.00].

**Answer to Question 09:**

d-1 : 07.00am to d0 : 07:am (24 hours range).

**Question 10 (dated 11/03/2016):**

We would like to clarify point 1.2 in your tender specification.

Is your budget for the 4 year period up to 400,000 euros or is the first year is up to 400,000 euros and every year thereafter would be an additional 400,000 euro?

**Answer to Question 10:**

It's €400,000 per annum. Please see the answer to the Question 02 above and corrigendum 01 published separately on the SRB website.

**Question 11 (dated 11/03/2016):**

I would like to note that the service required by the SRB would require enormous amount of workload:

- tens of searchterms to be monitored,
- early morning delivery, including weekends and bank holidays,
- executive summaries for the 5 major countries and summaries in English for all selected items,
- over 40 countries to be monitored,
- human editorial control and
- sophisticated software.

Considering our experience on working on this kind of big multinational projects, we find this task impossible to perform within the given budget.

May I ask if you have done any kind of market review before estimating the budget?

**Answer to Question 11:**

A short market review has been performed for the purpose of this tender procedure. Additionally, the budget and requirements have been verified with other EU Institutions having contracts of the similar scope.

**Question 12 (dated 11/03/2016):**

I would like to ask about the disproportion between the budget estimated for particular lots. May I ask why Lot 2 (social media monitoring) is granted twice as big budget as Lots 1 and 3? Social media monitoring is only quantitative monitoring, which is done automatically, while media monitoring and media analysis are much more sophisticated, need huge workload and human editorial work.

Again, has this been preceded by any kind of market analysis?

**Answer to Question 12:**

See the answer to the Question 11 above.

**Question 13 (dated 11/03/2016):**

2.3.2.A: Technical and professional capacity: EVIDENCE

a.ii) *The tenderer must demonstrate that it has previous experience(...) The recommendation letters from previous similar projects could be attached.*

Which other evidence of experience than recommendation letters are acceptable? Would anonymized reports, results or contact information be enough? Can you please specify?

**Answer to Question 13:**

It is sufficient to submit the list of the previous projects with the duration (dates), short description, scope and possibly the names of the previous clients. The recommendation letters, reports, results and contact information will be an asset.

**Question 14 (dated 11/03/2016):**

2.6: Financial tender:

*A fee for the optional media coverage applicable only upon demand of the SRB.*

Can this fee be set up as for instance a price per media clipping combined with man hours for setup and abstracts? Can you please specify?

**Answer to Question 14:**

The fee can be specified per man hours.

**Question 15 (dated 11/03/2016):**

3.2.1 Key obligatory deliveries:

*English abstracts of all reports, in particular of all non-english media*

By "reports", do you mean articles/clippings? If not, can you please specify? Would it be enough to deliver English abstracts of non-english articles, or should we also abstract English-language articles?

**Answer to Question 15:**

Articles and clippings. Both English abstracts of non-English and abstract of the English-language.

**Question 16 (dated 11/03/2016):**

3.2.2.2 Technical capabilities LOT 1

*e) In the future, the tenderer may be requested to include newspapers, magazines and audio-visual files (...) from the acceding and accession countries and shall propose a technical solution that foresees this potential upgrade(...) The Tenderer shall send a detailed proposal including the necessary times, technical and management resources(...) the estimated price of the service etc(...) Also price quotations of this service must be included.*

Could the SRB please specify whether this service is only foreseen for LOT 1 or for all lots.

Could the SRB please specify how price quotations should be set up. IE as a monthly price per country, as man hours or otherwise?

**Answer to Question 16:**

This section refers to Lot 1.

The fee can be specified per man hours

**Question 17 (dated 11/03/2016):**

3.2.3.1 Functional capabilities LOT 2

*b) The tenderer must provide comprehensive structured data which will allow the SRB to easily and accurately analyze the main influencers, topics and potential issues of relevance*

In Social media monitoring, topics and main influencers are known parameters, but what is meant by "potential issues of relevance"? Can you please specify?

**Answer to Question 17:**

Potential issues of relevance could be any general issue covering the annexed key words.

**Question 18 (dated 11/03/2016):**

3.2.3.1 Functional capabilities LOT 2

*b)vi. Offer ad hoc analysis of key events to be determined by the SRB*

Could the SRB estimate how often such ad hoc analyses would be requested? What would the scope of these analyses be?

**Answer to Question 18:**

Key financial events inside or outside Europe. Maximum once a month.

**Question 19 (dated 11/03/2016):**

3.2.4.1 Functional capabilities LOT 3

*b.vii. provide technical tools for qualitative and quantitative issues management*

Could the SRB please specify what is meant with technical tools?

**Answer to Question 19:**

Technical tools or options provided by the platform to be put in place through the automated technical analysis.

**Question 20 (dated 11/03/2016):**

3.2.4.1 Functional capabilities LOT 3

*b.ix. Provide regular one-page snapshots on "who speaks what and how?"*

Could the SRB please specify or estimate how often these regular one-pagers should be delivered?

**Answer to Question 20:**

Once a week on average .

**Question 21 (dated 11/03/2016):**

*f) The Tenderer must also be able to undertake analysis under strong time pressure. The SRB shall have the right to define the delivery time of the regular and ad-hoc reputation analysis*

In order to set up the correct level of readiness, could you please specify or estimate what the SRB expects to set of time limits and delivery times for the analyses?

**Answer to Question 21:**

A 24 hour-timeframe

**Question 22 (dated 11/03/2016):**

Appendix 7: List of print media, online media, broadcasting corporations and social media to be monitored

The list does not seem to incorporate online media. Could you please provide these or specify whether this means that you wish to cover only online media associated with the print media and broadcasting corporations?

**Answer to Question 22:**

Please cover online media associated with the print media and broadcasting corporations.

**Question 23 (dated 14/03/2016):**

We have one further clarification pertaining the contract period and price.

1.2: VOLUME OF THE MARKET

*The maximum amount for the provision of the services referred to in this call for tender is 400.000 euros for the full duration of the contract (i.e 12 months and 3 optional renewals)*

We have become uncertain as to how the contract sum is to be understood.

Is the maximum amount an annual amount or is it a complete sum for all four years? IE, is the price per year 400.000 euros or 100.000 euros?

**Answer to Question 23:**

It's €400,000 per annum. Please see the answer to the Question 02 above and corrigendum 01 published separately on the SRB website.

**Question 24 (dated 15/03/2016)**

Is it essential for all forms of media monitoring to be delivered over the weekend?

**Answer to Question 24:**

As stated in 3.2.2.1 in the Functional capabilities

The services **must** be delivered on every working day at 7:00 a.m. and at 8:30 a.m. during weekends, public and bank holidays. This review must be updated at 12 noon, 3 p.m. and 6 p.m.

**Question 25 (dated 15/03/2016)**

In order to fit with you early working day deadline, coverage could be provided without summaries?

**Answer to Question 25:**

No

**Question 26 (dated 15/03/2016)**

Do all countries need to have broadcast and print monitoring as some of these countries are known for being particularly expensive?

**Answer to Question 26:**

**Very Extensive:** For articles corresponding to very prominent and prominent coverage as defined below, the summaries shall comprise of the headline, any sub-headlines and a summary of the article in 5 to 8 lines. In case of audio-visual files the summary should also be of 5 to 8 lines.

**Extensive:** For articles of prominent to average coverage, the summaries shall comprise the headline, any sub-headlines and a summary of the article or of the audio-visual files in 3 to 6 lines. For audio-visual files of prominent to average coverage, a summary of 3 to 6 lines shall be provided.

**Moderate:** For articles of average to moderate coverage a short summary should be provided. For audio-visual files of average to moderate coverage, only a summary of 1 to 2 lines shall be provided.

**Minimum:** For articles of minimal coverage, only the headlines shall be retrieved. For audio-visual files of minimal coverage, only a one line summary that indicates the content of the file shall be provided.

**Question 27 (dated 15/03/2016)**

When you say volumes are 300 articles per month to be generated, is that per country?  
Is there a shortlist of accession countries?

**Answer to Question 27:**

Around 300 articles per month taking into account all complimentary keywords.

Accession countries can be found here:

[http://ec.europa.eu/economy\\_finance/international/non\\_eu/candidate/index\\_en.htm](http://ec.europa.eu/economy_finance/international/non_eu/candidate/index_en.htm)

**Question 28 (dated 15/03/2016)**

In relation to the 15 additional audio visual files not included in the regularly monitored list, how far in advance will you notify us of the required clips?

**Answer to Question 28:**

24h as shortest timeframe

**Question 29 (dated 15/03/2016)**

You mentioned requiring delivery of next day analysis for SRB'S press conferences by 7 am the next day, are you just looking for a list of articles or are you looking for summaries as well?

**Answer to Question 29:**

Articles and summaries

**Question 30 (dated 15/03/2016)**

In relation to the ad-hoc analysis of key events, are you looking for quantitative data/dashboards or some level of commentary/insight?

**Answer to Question 30:**

Quantitative data or dashboard

**Question 31 (dated 15/03/2016)**

The regular one-page snapshot you require, are these the individuals listed in the key search terms e.g. Jonathan Hill? How frequently do you require delivery of this?

**Answer to Question 31:**

Individuals listed in the key search terms which the SRB can adapt if need be. Once a week max.

**Question 32 (dated 15/03/2016)**

For the social media element of the tender, can we subcontract this to our partner supplier?

**Answer to Question 32:**

For the subcontracting issues, please refer to point 1.8 of the Tender Specifications.

**Question 33 (dated 15/03/2016)**

For the purposes of media analysis, which markets do you consider to be "key"?

**Answer to Question 33:**

Financial markets, etc

**Question 34 (dated 15/03/2016)**

In section 2.4.3.1 (Award criteria part) you mention “updated news” - does this refer to frequency of analysis updates? For example, ability to upload analysed data to an online analysis platform daily, weekly, monthly? If not, could you specify what this means please.

**Answer to Question 34:**

Updates as in "latest news".

**Question 35 (dated 15/03/2016)**

In your last answers, you indicate that the average number of articles per month would be 300. It doesn't seem so much regarding the topics/keywords, the media list and the countries you are interested in. Could you confirm this figure?

**Answer to Question 35:**

300 is only an average estimated number.

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Requests for additional information regarding this tender should be sent by e-mail to the following address [SRB-PROCUREMENT@ec.europa.eu](mailto:SRB-PROCUREMENT@ec.europa.eu). The Contracting Authority is not bound to reply to requests for additional information received less than five working days before the final date for submission of tenders.

The deadline for submission of the bids of this tender is **04/04/2016**

Responsibility for monitoring the Agency's website for replies to queries and/or further information remains with potential tenderers.