

Name of tenderer:

Date:

Signature

ANNEX III TO THE INVITATION TO TENDER

Media Analysis Services for the European Commission

OPEN CALL FOR TENDERS

PO/2015-23/A3

The price tables must include the name of the tenderer and each page must be duly completed, dated and signed by one of the duly authorised representatives of the company.

All blank cells must be completed; no comment may be added to the price. If the price is zero, please mark "gratis" in the relevant box.

Prices must be stated in EUR (excl. VAT) and be in accordance with the tender specifications.

The Tables hereafter provide reference to the relevant sections in the tender specifications. A simplified description of the service is provided – please refer to the tender specifications for more details.

Any omission or amendment to the original price schedule may cause the bid to be considered null and void.

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I.1.Unit prices - COLLECTION (see Tender Specifications point 3.2.0)

Type of media item	Price per item		Indicative share	Weighted average price 95% EU MS 5% non EU	Calculation for reference price	
	EU Member State	Non-EU country				
A	B	C	D	E	F	
Print	0.00	0.00	20.00%	0.00	0.00	
On-line	0.00	0.00	60.00%	0.00	0.00	
Transcripts of audio-visual material	0.00	0.00	5.00%	0.00	0.00	
Audio-visual clips	0.00	0.00	15.00%	0.00	0.00	
					0.00	ref. number 1
<p>The values in each of the cells in column D are the estimated share of coverage for each media type to be collected. Column E represents the average price resulted from the prices in columns B and C. The reference prices in column F represent the relative value (average price multiplied by the share).</p> <p>The reference price for this service is the total of all values calculated in column F</p>						

I.2. Unit prices - SORTING (see Tender Specifications point 3.2.A)

Service	Unit price			Calculation for reference price	
	1 to 10 EU languages	more than 11 EU languages	1 to 5 non-EU languages		
A	B	C	D	E	
Set-up for a story/subject /topic	0.00	0.00	0.00	0.00	ref. number 2
<p>The reference price for this service is the average of values in columns B to D</p>					

Service	Unit price			Calculation for reference price	
	Delivered in 2 hours	Delivered in 6 hours	Delivered in 12 hours		
A	B	C	D	E	
Delivery of a feed in the dashboard and/or in the MIA system (see 3.2.A i)	0.00	0.00	0.00	0.00	The values in each of the cells in column E are the average of the values in columns B to D
Delivery of a feed and a document with the main findings (see 3.2.A ii)	0.00	0.00	0.00	0.00	
				0.00	ref. number 3
<p>The reference price for this service is the average of all average values calculated in column E</p>					

I.3. Unit prices - TAGGING OF MEDIA ITEMS *(see Tender Specifications point 3.2.B)*

Service	Type of media items	Price per media item				Indicative share	Average	Calculation for Reference Price	
		1 to 10 EU Member States	11 to 20 EU Member States	MORE THAN 20 EU Member States	Non-EU country				
A	B	C	D	E	F	G	H	I	
Feed provided by the European Commission (media items already having a number of parameters assigned)	Print, online and transcripts of audio-visual material	0.00	0.00	0.00	0.00	59.50%	0.00	0.00	
	Audio-visual clips	0.00	0.00	0.00	0.00	10.50%	0.00	0.00	
Items collected by the media analysis contractor	Print, online and transcripts of audio-visual material	0.00	0.00	0.00	0.00	25.50%	0.00	0.00	
	Audio-visual clips	0.00	0.00	0.00	0.00	4.50%	0.00	0.00	
								0.00	ref. number 4
<p><i>The values in the cells in column G are the estimated share of coverage for each media type, multiplied by 70% for the items provided by the European Commission and 30% for those collected by the contractor. Column H represents the average price resulted from the prices in columns C to F. The reference prices in column I represent the relative value (indicative share multiplied by the average price).</i></p> <p><i>The reference price for this service is the total of all values calculated in column I</i></p>									

N.B. Prices are understood for the tagging alone, no sorting or collecting prices are to be included here.

I.4. Unit prices - ANALYTICAL SUMMARIES (see Tender Specifications point 3.2.C)

Service	Countries	Price per summary delivered in 3 hours	Price per summary delivered in 24 hours	Price per summary delivered in 48 hours	Price per summary delivered in 5 working days	Calculation for reference price
A	B	C	D	E	F	G
Summary of 1 -100 media items	2 to 10 EU Member States	0.00	0.00	0.00		0.00
	11 to 20 EU Member States	0.00	0.00	0.00		0.00
	All EU Member States	0.00	0.00	0.00		0.00
	One country (EU or non-EU)	0.00	0.00	0.00		0.00
Summary of 101 - 500 media items	2 to 10 EU Member States	0.00	0.00	0.00		0.00
	11 to 20 EU Member States	0.00	0.00	0.00		0.00
	All EU Member States	0.00	0.00	0.00		0.00
	One country (EU or non-EU)	0.00	0.00	0.00		0.00
Summary of 501 - 1000 media items	2 to 10 EU Member States		0.00	0.00	0.00	0.00
	11 to 20 EU Member States		0.00	0.00	0.00	0.00
	All EU Member States		0.00	0.00	0.00	0.00
	One country (EU or non-EU)		0.00	0.00	0.00	0.00
						0.00
						ref. number 5
						The reference price for this service is the sum of all values calculated in column G

The values in each of the cells in column G are the sum of values in columns C to F

The reference price for this service is the sum of all values calculated in column G

I.5. Unit prices - MEDIA ANALYSIS REPORTS (see Tender Specifications point 3.2.D)

Type of report	Frequency	Volume of media coverage	Price per report					Equivalent reports/month	Sum of prices	Calculation for reference price		
			Delivery in									
			2 hours	12 hours	24 hours	2 working days	5 working days					
A	B	C	D	E	F	G	H	I	J	K		
Tracking report	weekly	For under 500 items			0.00	0.00			4.00	0.00	0.00	
		For under 1000 items			0.00	0.00			4.00	0.00	0.00	
		For under 5000 items			0.00	0.00			4.00	0.00	0.00	
		Over 5000 items			0.00	0.00			4.00	0.00	0.00	
	monthly	For under 1000 items			0.00	0.00	0.00		1.00	0.00	0.00	
		For under 5 000 items					0.00	0.00	1.00	0.00	0.00	
		For under 10 000 items					0.00	0.00	1.00	0.00	0.00	
		Over 10 000 items					0.00	0.00	1.00	0.00	0.00	
	occasional	For under 500 items			0.00	0.00	0.00		1.00	0.00	0.00	
		For under 1000 items			0.00	0.00	0.00		1.00	0.00	0.00	
		For under 5 000 items					0.00	0.00	1.00	0.00	0.00	
		For under 10 000 items					0.00	0.00	1.00	0.00	0.00	
Alert	daily	For under 100 items	0.00	0.00	0.00				22.00	0.00	0.00	
		For under 500 items		0.00	0.00				22.00	0.00	0.00	
	weekly	For under 100 items	0.00	0.00	0.00				4.00	0.00	0.00	
		For under 500 items	0.00	0.00	0.00	0.00			4.00	0.00	0.00	
		For under 1000 items		0.00	0.00	0.00	0.00		4.00	0.00	0.00	
		For under 5000 items		0.00	0.00	0.00	0.00		4.00	0.00	0.00	
	occasional	For under 100 items	0.00	0.00	0.00	0.00			1.00	0.00	0.00	
		For under 500 items		0.00	0.00	0.00	0.00		1.00	0.00	0.00	
		For under 1000 items		0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	
		For under 5 000 items		0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	
	Ad hoc report	stand alone/occasional	For under 100 items		0.00	0.00	0.00			1.00	0.00	0.00
			For under 500 items		0.00	0.00	0.00			1.00	0.00	0.00
For under 1 000 items					0.00	0.00	0.00			1.00	0.00	
For under 5 000 items						0.00	0.00			1.00	0.00	
Over 5 000 items							0.00			1.00	0.00	
0.00 ref. number 6												

The values in each of the cells in column J are the sum of the values in columns D to H. The reference prices in column K represent the total monthly value (values in column I multiplied by the sums in column J)

The reference price for this service is the sum of all values calculated in column K

Number of media items	Reports per month
L	M
4000	8
8000	8
40000	8
40000	8
92000	3
	2
	2
	1
	3
	3
	2
	2
	1
	66
	44
	12
	16
	12
	12
	4
	4
	4
	3
	3
	3
	2
	1
	240

NB: the prices in this table do not include the prices of the media items sorted and tagged, as mentioned in tables I.2. and I.3
In all cases, one deliverable will be accounted for under one column only.

I.6. Man-day prices - SOCIAL MEDIA ANALYSIS (see Tender Specifications point 3.2.E)

Type of expert	PRICE per man-day			Calculation for reference price	
	Setup	Analysis	Production of reports		
A	B	C	D	E	
Junior expert	0.00	0.00	0.00	0.00	The values in each of the cells in column E are the average of the values provided for each type of expert
Senior expert	0.00	0.00	0.00	0.00	
				0.00	ref. number 7
					The reference price for this service is the average of all values calculated in column E

NB: Half-days may be ordered as 50% of the price for full days.

I.7.Price - ONLINE DASHBOARD (see Tender Specifications point 3.2.F and G)

Type of service	Price	Calculation for reference price	
A	B		
Set-up of the online dashboard	0.00	0.00	<i>ref. number 9</i>

Type of service	Monthly price	Calculation for reference price	
A	B		
Hosting, maintenance, accesses for the Commission and help desk	0.00	0.00	<i>ref. number 10</i>

I.8. Prices - STRATEGIC COMMUNICATION ADVICE (see Tender Specifications point 3.2.H)

Services	PRICE per man-day for senior experts	Indicative share	Calculation for reference price
A	B	C	D
Expertise, consultancy services, and recommendations (without any travel associated)	0.00	80%	0.00
Expertise, consultancy services and recommendations requiring interventions in meetings/workshops in Brussels and/or Luxembourg	0.00	20%	0.00
			0.00
			ref. number 11
The reference price for this service is the sum of all values indicated in column D			

The values in each of the cells in column C represent the indicative share of the services. The reference prices in column D represent the relative value (price in column B multiplied by the share).

NB: Half-days may be ordered as 50% of the price for full days.

I.9. Price - WEEKEND AND COMMISSION HOLIDAYS DELIVERY (see Tender Specifications point 3.2)

Service	Percentage of increase of the price	Indicative share	Calculation for reference price
A	B	C	D
Delivery during weekend and Commission holidays of all services described at points 3.2.0, 3.2.A, 3.2.B, 3.2.C, 3.2.D, and 3.2.E	0.00%	5%	0.00%
<i>The share represents the indicative percentage of services for which the Commission might request a weekend delivery</i>			
			0.00%
ref. number 8			
<i>The reference price is calculated as the percentage indicated in column B multiplied by the share indicated in column C</i>			

II. Calculation of the reference price, P, for the bid (point 14.2)

The reference price P for the bid is determined based on the calculation detailed in the following table. The specific prices included in the previous tables refer to unit prices, man-day prices, and monthly prices as indicated for each table.

The corresponding data are automatically copied into the table below under column "Prices (b)".

Type of service	Ref. number for each service	Ref. price for each service	Adjustment factor	Adjusted prices	Explanation for adjustment factors
A	B	C	D	E (C*D)	F
Collection of media items	1	0.00	27600.00	0.00	30% media items for the reports in I.5
Sorting set-up	2	0.00	80.00	0.00	1/3 of the 240 reports in I.5
Sorting	3	0.00	240.00	0.00	for all 240 reports in I.5
Tagging of media items	4	0.00	92000.00	0.00	media items for reports in I.5
Analytical summaries of media coverage	5	0.00	5.05	0.00	media items for reports in I.5 divided by the total of media items for summaries in I.4
Media analysis and reports	6	0.00	1.00	0.00	basis for all other adjustments - reports in I.5
Social media analysis	7	0.00	120.00	0.00	half a man day for each of the 240 reports in I.5
			TOTAL 1	0.00	
Weekend and Commission holidays delivery	8	0.00%	0.00	0.00	Sum of all services having possible weekend and Commission holidays delivery (total 1)
Dashboard set-up	9	0.00	1.00	0.00	1 time only
Dashboard maintenance	10	0.00	12.00	0.00	12 months
Providing strategic advice	11	0.00	60.00	0.00	a quarter man-day for each of the 240 reports in I.5
			TOTAL 2	0.00	
				0.00	Reference price for the bid ("P") = TOTAL 1+TOTAL 2

