

## **Questions and answers concerning the invitation to tender**

### **PO/2015-23/A3 Framework service contract for media analysis services for the European Commission**

*Answers to questions received on 9, 10 and 12/11/2015*

*Questions 5 - 12*

#### **Question 5**

Thank you very much for your answer to the question 4. However, for the answer to the new tender, could you please confirm if we have edit all the outdated documents again or if a declaration on honor affirming that the latter documents are in accordance with the new call for tender is sufficient to our new candidature?

#### **Answer 5**

We confirm that the declaration on honor (referred to in answer 4) will suffice, provided that:

1. such evidence has already been submitted for another procurement procedure for which the date and the reference should be provided,
2. the evidence provided still complies with points 13.1.a) to 13.1.c) of the new call,
3. there have been no changes in the tenderer's situation,
4. the documents already submitted cover all the technical requirements specific to this call.

If not, the tenderer should also supplement the documents already provided with the additional evidence needed.

#### **Question 6**

The Tender specifications point 13 state that the contracting authority may waive the obligation of a tenderer to submit the documentary evidence referred to in points 13.1.a) to 13.1.c), provided this evidence has already been submitted for another procurement procedure and is still compliant.

**Question:** We have for tender PN/2015-12/A3 collected documentation from 28 sub-suppliers about quality control and responsibilities, as well as letters of intent from each of these, as specified in point 13.3. These documents are also valid for 6 months. May this documentation also be used again for the new tender? Or should we collect new documentation from all 28 sub-suppliers again?

#### **Answer 6**

Answer 4, is only applicable to the selection criteria referred to in point 13.1.a) to 13.1.c). All the documents referred to in Section 13.2 "Additional requirements for joint offers" and 13.3 "Additional requirements for tenders including subcontracting" (including the letters of intent and the document about quality control and responsibilities) should be provided for the new call.

### Question 7

The general deadline of the tender is announced as 04/12/2015 16:00 (time limit). However, case study 1 seem to be to delivered two days after sending the batch of media items to the analysts for tagging and case study 2 is to be delivered on 19/11/2015, 09:00 CET (Annex 7 of the tender documents, pages 2 and 6). Are the deadlines of the case studies virtual, so we would in fact need to deliver them 04/12/2015 16:00?

### Answer 7

As stated in Annex VII of the tender documents: *"The results of all case studies described below have to be delivered together with the rest of the tender documentation, at the date of the submission of the tenders."* Tenderers should submit their tenders not later than 4/12/2015.

### Question 8

In Annex 1 of the tender documents, page 5, it is stated that volumes of media items to be received from the media monitoring contractor could range from 600 to 1000 items/day. As a result the monthly rage would be 18.000 to 30.000 items. On the same page it is stated that a monthly report based on 10.000 items should be provided. From our perspective the reason for the difference is unclear – could you please clarify?

### Answer 8

The volumes of media items stated on page 5 of the tender specifications correspond to the volumes of media items the Commission may receive from its media monitoring contractor. The subject of the media monitoring contract is "the provision of media monitoring services in EU Member States and non-EU countries on issues of interest to the European Union" (see contract notice PO/2014-7/A3, published in the Official Journal with reference number OJ 2014/S 043-070542).

As indicated at point 3.2.D Media analysis reports, "the Commission may request media analyses of one or more specific EU-related topics or events over a predetermined time period. Such analyses are intended to build on the data gathered through the sorting and tagging of media items (either performed by the media analysis contractor or supplied by the contracting service)". This is why the indicative volume for a particular monthly tracking report is estimated at 10.000 items.

### Question 9

Contrary to the numbers stated in Annex 1, page 5, we can see from our database on the analysis of opinion leading media worldwide that both the figures mentioned above are a underestimation of the workload. The analysis of 28 EU member states plus a number of, e.g., 7 other countries would result in 35 countries to be analyzed. A monthly report based on 10.000 news items would be based on approx. 330 items/day and 9-10 items/day and country. Hence, the number of media in the media set to be analyzed for each country seems to be lower than acceptable from a scientific perspective. Could you please clarify what number of media in the media set per country is expected by the European Commission?

### Answer 9

The tender specifications do not define a fixed volume per country and per media outlet clearly stating that the volumes of items received daily from the media monitoring contractor "could vary based on the news of the day". The information on page 5 stipulates that "Indicatively and without any commitment from the Commission, the contracting services could envisage requesting ...".

As indicated at point 3.2.D Media analysis reports, "the Commission may request media analyses of one or more specific EU-related topics or events over a predetermined time period".

In Annex III, Price Table I.5 Unit prices reports, tenderers have the possibility to introduce prices for higher or lower volumes.

#### **Question 10**

**Annex 3 (the price tables): in the Unit Price COLLECTION tab there is a cost for Audiovisual transcripts and Audiovisual Clips. Would it be possible to add a cost for Audiovisual Alerts?**

**Most clipping companies provide alerts as their first level of service, and they are far cheaper than full transcripts and clips. They can be very useful when analysing quantitative trends (seeing the full impact of an event), but also when deciding which transcripts and clips should actually be ordered to be analysed in more detail (this avoids having to pay for all transcripts and clips to begin with). This methodology would seem very useful in most cases, but without a cost for alerts it is not possible.**

#### **Answer 10**

The price table does not foresee a cost for audio-visual alerts. Under point 11. Financial offer, it is stated that "prices must be fully inclusive of all costs".

#### **Question 11**

**Annex 3 (the price tables): Clipping providers usually require a fixed monthly subscription cost. How can this be taken into account in the Unit Price COLLECTION tab? Is it possible to stipulate a subscription cost per month per country? Or a subscription price per month for all countries?**

#### **Answer 11**

The price table does not foresee monthly subscription costs. Under point 11. Financial offer, it is stated that "prices must be fully inclusive of all costs". Price tables must be filled out as requested. Please note that Annex III clearly states on its first page, that "All blank cells must be completed; no comment may be added to the price"" and that "Any omission or amendment to the original price schedule may cause the bid to be considered null and void"

#### **Question 12**

**Annex 3 (the price tables): In the Unit Prices SORTING tab, there is no mention of the number of documents to be sorted (although this was the case in the previous tender PO/2015-12/A3). This criteria will have an impact on the cost. How can this be taken into account in this table?**

#### **Answer 12**

The prices provided for sorting should not be based on the volume of media items to be sorted but on the other elements provided in the price list such as "set-up" costs, number of languages, delivery times and types of deliveries. For more details regarding the sorting, please read the details provided at point 3.2.A in Annex I.