

## Call for tenders' details

Title: Media monitoring and analysis services for Denmark.

Start date: 18/05/2017

Time limit for receipt of tenders: 17/07/2017

Contracting authority: European Parliament, DG Communication (COMM)

Status: Closed

## Call for tenders question list

#	Submission date	Publication date	Question subject	Question	Answer
1	13/06/2017 09:09	15/06/2017 16:06	Media Analysis	We wish to ask if the simulation of both the quantitative and qualitative analysis should be made of only the media items of the July plenary session of the European Parliament and not by other media items where the EP or MEPs are mentioned in the period 1-11 July 2017?	<b>15/06/2017</b> As mentioned in the Technical Specifications and in Annex IXA and B (simulation) the quantitative and qualitative analysis should be done on the basis of the print and online articles coming ONLY from core sources for the whole period 1-11 July 2017. To see the core sources please refer to Annex IA.

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#	Submission date	Publication date	Question subject	Question	Answer
2	13/06/2017 09:07	15/06/2017 16:09	Media Analysis	<p>We wish to ask if the qualitative analysis is to be delivered as a word document or PDF file? In Annex IXa (Simulation) the following is stated:</p> <p>The report should be delivered on paper and on CD ROM or USB stick so that the EP can access it electronically (in the form of pdf files with clickable links to the media items that are not copyright-restricted).</p> <p>And</p> <p>2) A sample of 2 pages word analysis report plus the graphs annexed on the July plenary session of the European Parliament (monitoring period should include media items within the period 1-11 July 2017) in English.</p>	<p><b>15/06/2017</b></p> <p>For the simulation purposes the output should be delivered as follows: The media monitoring sample should be provided (on USB stick) as follows:</p> <ul style="list-style-type: none"> <li>- one word document with the summaries. Format: Times New Roman, 12, justified.</li> <li>- one PDF with copies of full text of the articles which have been summarized in the word document mentioned above. The PDFs should be in the same order as the summaries.</li> <li>- the sample would contain press articles of the date being specified in this annex and online and AV news of the last 24 hours before the date specified for the sample.</li> </ul> <p>The media analysis sample should be provided (on USB stick) as follows:</p> <ul style="list-style-type: none"> <li>- one word document with the qualitative analysis. Format: Times New Roman, 12, justified.</li> <li>- one excel file with the quantitative analysis</li> <li>- one PDF with copies of full text of the articles being analysed</li> </ul> <p>For the delivery of the qualitative analysis during the contractual period, please see Annex IA for the template. It should be a 2 pages word document</p>

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#	Submission date	Publication date	Question subject	Question	Answer
					It should be a 2 pages word document with graphs attached sent by email to the contracting services.
3	13/06/2017 09:07	15/06/2017 16:11	Media Monitoring	We wish to ask if the media monitoring simulation is to be delivered as a word document or as a PDF? We do not seem to find any information hereof in the material.	<b>15/06/2017</b> It has to be delivered as a Word document.
4	13/06/2017 09:08	15/06/2017 16:11	Specification	We wish to ask if the European Parliament can elaborate point 3 B.2.2. of the specifications?  Provide support for both the editorial and IT aspects of the analyses undertaken and transmission of data.	<b>15/06/2017</b> The winning company should be able to provide all the necessary editorial clarifications and updates to their analysis if needed as well as the IT support for their IT infrastructure.

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#	Submission date	Publication date	Question subject	Question	Answer
5	13/06/2017 09:08	15/06/2017 16:12	Specification - Technical requirements Media Monitoring	<p>In point 3 A.2.5.(Mandatory Technical Requirements for the correct delivery of Press Reviews) of the specifications it is stated:</p> <p>Characteristics of PDFs: max 500KB per single PDF, output all text in black or RGB not in CMYK or grey, either/or portrait/landscape pages in a single PDF not both, avoid multilayers PDF containing too much metadata (only text layer preferred). See Annex Ib as example.</p> <p>We wish to ask how to relate if an article in PDF is larger than 500 KB? For example if the article is larger than one page?</p>	<p><b>15/06/2017</b></p> <p>The winning company has to make sure the PDFs comply to the specifications stated in this call for tender. If one PDF of the full review is larger than the average is ok. The number of pages in one PDF will not influence the weight as much if is only text as mentioned in the specifications.</p>
6	13/06/2017 09:08	15/06/2017 16:13	Media Monitoring	<p>We wish to ask how to relate if the average 14 summaries and 9 press clippings per day over a longer period exceed the estimated volume?</p>	<p><b>15/06/2017</b></p> <p>The contractor should inform the European Parliament regularly (monthly or every 3 months) in cases they notice the average amount of delivered items is exceeded.</p>
7	13/06/2017 09:08	15/06/2017 16:13	Media Monitoring	<p>With reference to point 3 A.2.1. (The Daily Press review) of the specifications, we wish to ask if the European Parliament requires all identified press clippings for all sources listed in Annex 1a to be uploaded as full text articles via EPMM?</p>	<p><b>15/06/2017</b></p> <p>Please see Technical Specifications article 3A.2: Only for the themes "European Parliament" and "Members of the European Parliament", each summary must be delivered also with the corresponding clipping (copy of original article in PDF format only).</p>

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#	Submission date	Publication date	Question subject	Question	Answer
8	13/06/2017 09:09	15/06/2017 16:14	Specification - Copyrights	We wish to ask how to relate should one or more print media or online media in the List of Sources in Annex 1a not wish to provide copyright or other rights and agreements stated in 3 A.6.2 (Copyrights concerning copies of full text articles (clippings) from print media) and 3 A.6.3. (Copyrights concerning copies of full text articles from online media) of the specifications?	<b>15/06/2017</b> The tenderer should ensure that the copyrights and other distribution rights are adhere to in the delivery of this service. The contractor needs to make all the necessary licence agreements in order to provide to the European Parliament all the rights for the copies of the full text articles provided. In case on publication is not available then only the summaries will be enough for a limited period of time.
9	13/06/2017 09:07	15/06/2017 16:17	Conditions for submitting a tender	According to point 5 in “Conditions for submitting a tender” under “I – Administrative Part”, both section 2 and section 3 must contain the declaration on honour described in Annex III. We wish to ask if that is correct?	<b>15/06/2017</b> This is a common declaration for both exclusion and selection criteria, therefore submitting it in only one section is enough.

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#	Submission date	Publication date	Question subject	Question	Answer
10	13/06/2017 09:07	15/06/2017 16:17	Specification - Exclusion Criteria	<p>We wish to ask if the Danish Service attest is enough documentation for the following documentary evidence in point 13 Exclusion Criteria of the specification?</p> <ul style="list-style-type: none"> <li>- a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in its country of establishment showing that the economic operator to whom the contract is to be awarded is not in one of the situations referred to in Article 106(1)(a), (c), (d) or (f) of the Financial Regulation; the same shall apply to persons listed in Article 106 (4) of the Financial Regulation;</li> <li>- a recent certificate issued by the competent authority of the State concerned proving that the tenderer is not in the situation referred to in Article 106(1)(a) and (b) of the Financial Regulation;</li> </ul>	<p><b>15/06/2017</b> An official certificate issued by a competent Danish administrative authority stating that your company is not in the situation referred to point 13 exclusion criteria will indeed be accepted.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
11	13/06/2017 09:06	15/06/2017 16:18	Media Analysis	<p>We wish to ask if it's possible to be informed of how many press clippings the European Parliament expects to be analyzed in the quantitative analysis on a yearly basis?</p> <p>Suppliers in the market have expenses to the medias based on the number of press clippings that the supplier have to monitor in order to perform the analysis. In order for tenders to submit a tender on equal conditions it would be appropriate to be informed of the number of press clippings.</p>	<p><b>15/06/2017</b> The average quantities requested in this call for tender were calculated based on previous year experience. Nevertheless it is a quantity which depends on the activity of the media and the European Parliament gave the averages as an estimation and it does not commit in any way to request all or part of this quantities. For more information on the averages for quantitative analysis please check Annex VIII – Price list –Simulation budget contract.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
12	28/06/2017 15:35	29/06/2017 16:03	Media Analysis	<p>Regarding the qualitative 2-page analysis: The technical specification point 3B.4.3 states that "the visual presentation of the qualitative and quantitative findings of all reports will be of utmost importance".</p> <p>However, Annex IXa: Simulation dictates that the expected deliverable should be "A samle of 2 pages word analysis report plus the graphs annexed". Does this mean that Infomedia has to deliver a) a 2-page report only consisting of text + some pages with the visualisation, or b) that Infomedia can deliver a report with maximum XX words (2 x X words/signs per page) spread acorss more than 2 pages?</p> <p>For the sake of good visualisation, Infomedia recommends the latter, as this would give the European Parliament a better product, as well as a better understanding of the tenderers' ability to tell the comprehensive story that encapsulates all key findings.</p>	<p><b>29/06/2017</b> The technical specifications refer to the product visualisation on a daily basis after the contract is concluded. The simulation is the exercise for the offer in which we request maximum 2 pages of text analysis plus the graphs. The choice of display of this information is up to each tenderer.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
13	28/06/2017 15:15	29/06/2017 16:04	Media Analysis	In Annex 1a part II – Media Analysis Services Denmark under guidelines for quantitative analysis point 5, are reported speaker described as speakers that is mentioned in a article, but it is not clear whether the speaker has to make a comment/speak in the article in order to be tagged. Infomedia wish to ask if the European Parliament can clarify this?	<b>29/06/2017</b> The reported speaker should be tagged only if it is quoted in the article analysed not if he is only mentioned.
14	28/06/2017 15:12	29/06/2017 16:04	Media Analysis and price list	<p>In the Technical Specifications point 3 B. 4.3. the following is stated: 'there could be a maximum of 19 analysis products (quantitative and qualitative) per year'.</p> <p>However, in the Annex VIII Price List it seems that the pricing is based upon two times 19 analysis per year (19 quantitative analysis and 19 qualitative analysis). Can you clarify whether the amount of analysis will be 19 or 38 a year?</p> <p>In case that the amount is 19 per year, then how will the Simulation budget contract correspond to this? (see Annex: 'EN-12.Annex VIII – price list.xlsx.' cell no: F21,22,23 &amp; 25,26,27) in worksheet: 'Simulation budget contract')</p>	<b>29/06/2017</b> The average number of 19 media analysis per year mentioned in the technical specifications are always delivered in two steps: a quantitative step and a qualitative step (the latest will always be delivered on the basis of the quantitative). For fairness we split these two steps in the price list to allow the tenderers to indicate a price for each of the two steps.

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#	Submission date	Publication date	Question subject	Question	Answer
15	27/06/2017 15:55	29/06/2017 16:07	Regarding question 8 and the answer to it	<p>Regarding question 8 in call for tenders questions summary, we would like get a more detailed answer.</p> <p>If a third party (media outlet) will not allow bidder to use copyrighted material or the media outlet do not allow bidder to upload their material to EPMM or the use of full text material, how should the bidder relate to this?</p> <p>In other words, it is stated, "The tenderer should ensure that the copyrights and other distribution rights are adhere to in the delivery of this service. The contractor needs to make all necessary license agreements in order to provide to the European Parliament all the rights for the copies of the full text articles provided." However as the material is owned by a third party (media outlet) the bidder obviously can't be sure to comply with this for the whole period of the agreement, as the media outlet might choose that the tenderer cannot make use of their copyrighted material. So if a media outlet will not allow a tenderer to use their material as stated by European Parliament, which consequences does this have?</p> <p>Please note, that this might be the case for all tenderers, in case no one might be able to comply with</p>	<p><b>29/06/2017</b></p> <p>In the case where a tenderer has not been granted a licence to upload or reproduce copyrighted material in EPMM, although he had requested the prior authorisation to the copyright holder, the tenderer should propose in the methodology referred to under section 15 of the technical specifications alternative solutions to provide the EP with the requested content, in compliance with the applicable copyright law.</p>

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				<p>one might be able to comply with these obligations.                      E.g., one source from the “core sources” might choose that they will not allow tenderers to upload full text versions and pdfs to clients and their material should only be allowed for viewing on the tenderers own platform (instead of the EPMM) or only a summary is available and the text should be viewed directly from the original source. Will this disqualify the tenderer or will this be accepted as long as goes where media outlets accept this?</p> <p>If this is not accepted, please advise how tenderers legally can make use of third party (media outlets) material without the consent of the third party?</p>	

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#	Submission date	Publication date	Question subject	Question	Answer
16	27/06/2017 13:48	29/06/2017 16:07	Annex 1 a – Methodological aspects - core sources	Concerning the terms “core sources” and “other print sources” as mentioned in “Annex 1 a – Methodological aspects”, could you please clarify whether covering either of these groups is mandatory? In other words, is “cores sources”, supposed to be a minimum of sources to be covered in order for being eligible to make a bid? In addition, the same goes for “other print sources” is this mandatory to be covered? Which consequences does it have for a potential bidder if e.g. one sources is missing from the “core sources” or “other print sources”. Does it make the bidder eligible or does this go into the evaluation of the bid?	<b>29/06/2017</b> All sources (core sources AND other sources) as mentioned in Annex I should be monitored by the successful tenderer. The core sources are highlighted mainly for the purpose of the media analysis.
17	27/06/2017 13:46	29/06/2017 16:08	Regarding 3 A.2.5 Mandatory technical requirements in the technical specifications document	Regarding 3 A.2.5 Mandatory technical requirements it states that the bidder should be able to deliver press clippings in PDF. Regarding this we would like you to clarify whether delivering text material (xml) to the EPMM with clickable links to the bidders own protected system in order for the user to access the PDF directly from the bidders system (instead of EPMM) fulfill the requirement. Please otherwise state clearly if it is mandatory for these pdf to be uploaded, stored and saved on the EPMM.	<b>29/06/2017</b> Yes, delivering text material (xml) to the EPMM with clickable links to the bidders own protected system in order for the user to access the PDF directly from the bidders system (instead of EPMM) fulfils the requirement.

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#	Submission date	Publication date	Question subject	Question	Answer
18	27/06/2017 13:44	29/06/2017 16:09	Technical Specifications document	If it is correct that copyright protected material have to be uploaded to the EPMM, we would like to know if this is the procedure today with the current supplier? Also if this is not the procedure for the current bidder, could you please state why this differs from the existing use to the future use.	<b>29/06/2017</b> Currently we are receiving links to the protected material pointing directly from the copyright provider's platform and not locally uploaded PDFs. The same we expect to receive also in the future from the successful tenderer.
19	27/06/2017 11:02	29/06/2017 16:09	Media Analysis	In Annex IXa: Simulation under Context for media analysis simulation it is stated that each article needs to be tagged after 8 parameters. Parameter 7 is Main topic of the media item. Does the European Parliament have a predefined list over main topics?  If not, can you please indicate how the European Parliament defines main topic?	<b>29/06/2017</b> For this simulation we do not set a list of topics. The tenderers should consider the main topics in the same lines with the ones on the agenda of the European Parliament plenary session given for this exercise.
20	27/06/2017 13:43	29/06/2017 16:11	Technical Specifications document	Regarding the global media monitoring and analysis platform of the European Parliament (hereafter EPMM) as mentioned in the Technical Specifications document, we would like to ask, whether it is correct, that copyright protected material have to be uploaded to the EPMM? By copyright protected material, we are referring to news clippings (PDF/xml/text/pictures) from media outlets.	<b>29/06/2017</b> The copyrighted material has to be used in compliance with the national legislation and the case law. See also other replies on similar questions regarding upload of copyrighted material in this Q&A section

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#	Submission date	Publication date	Question subject	Question	Answer
21	04/07/2017 10:09	04/07/2017 15:03	Regarding the media monitoring simulation	We wish to clarify that the content of the simulation is what we normally would deliver on the 6th of July if we had the contract this day? In other words we will make a simulation of the media coverage from 5th of July from 6 AM until 6 of July 6 AM. If this is not correct please specify the correct time interval to cover in the simulation.	<b>04/07/2017</b> Yes, the simulation of this tender, it is an exercise for an actual day of monitoring. We are expecting the print media monitoring of 6/07 and the online and audiovisual of the last 24 hours before the delivery (from 9am on the 5/07 to 9am of the 6/07)" for all the sources mentioned in Annex Ia.
22	05/07/2017 13:10	05/07/2017 15:16	Price list	Based on your answer to question 14, we would like the European Parliament to draw attention to the sheet Simulation Budget Contract in Annex VIII – Price list. Here the number of units per year is differently divided for the packages of the quantitative and qualitative analysis pr year. Eg. it is estimated that there will be 8 deliveries of quantitative media analysis of a package under 50 items pr year but 17 qualitative media analysis for package under 50 items pr year. How does this comply with your answer to question 14?	<b>05/07/2017</b> The media analysis as explained also in answer 14 is divided into qualitative and quantitative parts. We are providing average numbers of articles for each part to be analysed as well as the number of times per year each part will be requested in order for the tenderer to be able to come up with a price. The analysis on the duration of the contract will only be requested via order forms on the basis of the unit price for each of the items stated in Annex Price list and keeping in line with the total budget for analysis given in the Technical specifications.

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23	05/07/2017 13:09	05/07/2017 15:16	Media Analysis	<p>In Annex IXa Simulation under "expected content of the media analysis simulation" the following is stated:</p> <p>1) A table with the metadata assigned to each media item above (see also Annex of this Simulation). The table containing the tags can be presented in electronic format only (– USB/CD-ROM -format). The tenderers also have to describe (in no more than one page) how they performed the work and how they managed to meet the deadline. For the purpose of this case study, the deadline will be considered to be 24 hours after sending the batch of media items to the analysts for tagging.</p> <p>And</p> <p>3) A short explanation on the methodology (no longer than four A4 pages) used to perform this task and the composition of the team. Methodology should also consider which measures have been adopted in order to meet the timing of the delivery and the technical requirements of how the tasks were approached, implemented and performed, including how the sorting of media items for case study II was</p>	<p><b>05/07/2017</b> The methodology requested to explain the analysis process at point 3 can incorporate also the explanation from point 1.</p>

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				<p>of media items for case study II was conducted, how the print, online and audio-visual media items were selected and tagged.</p> <p>We would like to ask if the European Parliament can elaborate what the difference is between point 1: The tenderers also have to describe (in no more than one page) how they performed the work and how they managed to meet the deadline and point 3: A short explanation on the methodology (no longer than four A4 pages) used to perform this task.</p> <p>Does point 1 refer to the quantitative analysis and point 3 to the qualitative analysis?</p>	
24	05/07/2017 13:07	05/07/2017 15:17	Media Monitoring	The media monitoring sample for 6 July is to be delivered in a single word document. Should this document be divided into a Daily Press Review containing all summaries from print and online sources and a Daily Audio-visual Review containing all summaries from audio-visual sources, and should both reviews contain a highlight section in the beginning?	<p><b>05/07/2017</b></p> <p>The single word document should have 2 parts: part one daily press/online review with highlights and part two AV review with highlights</p>

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#	Submission date	Publication date	Question subject	Question	Answer
25	05/07/2017 13:06	05/07/2017 15:18	Media Monitoring	Annex 1a (Part 1 – Media Monitoring) lists 7 types of metadata to be delivered with each media item, and 4 to be delivered with each item from core sources. Are all these types of metadata mandatory for the simulated press/audio-visual review, and if so, in what way should they be included? The sample summary only includes 8 types of metadata and seems to indicate that the metadata should be placed immediately above each summary.	<b>05/07/2017</b> The metadata for the simulation should precede the summaries in it. The metadata is divided in general and media type dependent. The example given is for a summary from print media
26	05/07/2017 13:06	05/07/2017 15:20	Media Monitoring	In Annex 1a (Part 1 – Media Monitoring), it is stated that each media item must be delivered with a range of metadata, including their “category” (subject of article). Does this refer to categories/subjects defined by the bidder, or to a set of categories pre-defined by the European Parliament? Additionally, it is stated that further appearances about a topic must be indicated at the end of each summary. Does “topic” in this context refer to the category/subject indicated in the metadata?	<b>05/07/2017</b> The categories/subjects will be defined by the European Parliament and presented to the successful tenderer in a drop down menu in the EPMM platform. For the simulation the tenderer has to state itself the subject of the article. By further appearances the tenderer must understand similar articles in the different media types of the same brand. Example: Århus Stiftstidende and stiften.dk have a similar factual news on a topic of the EP plenary only one summary from the print together with the clipping and a mention of the online at the end of the summary is sufficient. This applies only to non-core sources

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#	Submission date	Publication date	Question subject	Question	Answer
27	07/07/2017 10:36	07/07/2017 13:06	Radio and tv sources	Regarding the Radio sources and TV sources, when mentioning one channel, e.g. DR P3 or DR2, does that mean all programs broadcasted on that channel, or if only a selection of the news programs of these channels are monitored, would that still be regarded as that channel is monitored? Be advised that if monitoring all minutes of all programs broadcasted on the mentioned channels is required for the tenderer to be eligible to bid for the tender, this could result in that no tenderer are eligible to bid for tender or only one tenderer fulfill the requirement.	<b>07/07/2017</b> In general news programmes will be requested. On special occasions talk shows and/or debates and/or other programmes format which include political and news debates.

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#	Submission date	Publication date	Question subject	Question	Answer
28	07/07/2017 10:35	07/07/2017 13:08	Sources	Regarding the list of sources (as listed in Annex I a), we would like to ask whether all sources listed are mandatory to monitor? Meaning that if a tenderer does not have the legal right and/or agreement with media outlet to monitor one or more of these sources, we would like to ask whether this has the consequence that the tenderer are ineligible to bid for the tender? Please be advised that this would probably have the consequence that no tenderer are eligible to bid for tender or that only one tenderer fulfill the requirement. Would you consider revising which sources are mandatory to monitor in order to be eligible to bid for the tender? This way more tenderers could be eligible to bid for the tender.	<b>07/07/2017</b> Please see answers to questions: 8, 15 and 16

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#	Submission date	Publication date	Question subject	Question	Answer
29	11/07/2017 10:11	11/07/2017 14:45	Sources	<p>According to question number 16 all sources mentioned in Annex 1-a are mandatory to monitor. However, the method used it requires some sort of agreement to monitor. Only one company fulfill this requirement, which is the existing supplier.</p> <p>According to the procurements principles of EU it follows from the proportionality principle that a tender must not contain requirements that are unnecessary for the procurement in question. The list of sources as specified in Annex 1-a contain more than 300 sources. We find in order for both the equal treatment principle and the proportionality principle to be met, that mandatory requirements that consists of the existing bidders sourcelist, and where only the existing bidder fulfill the requirements must be changed. E.g., the mandatory source list could be changed to consist only of the core sources or a new list where you have researched and found more than the existing bidder fulfill the requirement. We find according to the equal treatment principle that you are obliged to change requirement, as it is a requirement considered to be easily changed. Besides the tender could easily be changed that way, that covering</p>	<p><b>11/07/2017</b></p> <p>The requirements of the call for tender are not in breach of the principles of equal treatment and proportionality. Therefore, they will not be changed. The list of sources has been selected based on the importance of each source on the national media. The core sources were selected based on the readership values for print and market share for TV and they scored the highest in ranking therefore they cannot be changed. The selection was not done regarding the copyrights policies of the sources or other aspects.</p>

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				<p>changed that way, that covering more (relevant) sources than the cores sources could be evaluated by points in order for the bidder with the best coverage of relevant sources to obtain more points, without discriminating other bidders for them to be disqualified.</p> <p>Will you change the requirement, knowing that only the existing supplier fulfill the requirement?</p> <p>If you choose not to change this requirement, will you kindly describe how you believe that these requirements in the tender live up to the mentioned principles of equal treatment and proportionality?</p> <p>We would kindly ask you answer both these questions directly without only referring to previously asked questions, as we do not find that these answers take in to account that the tender are breaching the mentioned principles of EU procurement.</p>	