

ANNEX 1.C TO THE INVITATION TO TENDER

CALL FOR TENDERS NO PO/2018-03/A3

METHODOLOGY FOR THE SELECTION OF MEDIA ITEMS AND DEFINITION OF A 'TOP ITEM'

A. Selection of media items

For the selection of the media items to be delivered as part of the basic media monitoring service, the contractor will follow the rules listed below in order of priority:

1. The contractor will check all sources in the media list for all monitored countries, in order to **select all interviews/articles/op-eds** involving:

- the President of the Commission;
- Commissioners;
- Commission spokespeople;
- Commission Directors-General and Directors;
- Commission Heads of Representation Offices in Member States and other Commission officials in the Representations;
- The President of the Council, the President of the European Parliament, Heads of other EU Institutions.

2. The contractor will check all sources in the media list for all monitored countries, in order to **select the most relevant media items mentioning the European Commission and/or its initiatives.**

Advanced searching is recommended to ensure that relevant articles are not missed. The Commission may be referred to as 'Brussels', 'the Commission', 'the EC', etc., so the contractor should not restrict monitoring to the keywords 'European Commission' (or the equivalent in other languages).

3. The contractor will check all sources in the media list for all monitored countries, in order to **select media items mentioning other EU institutions or EU actions and initiatives.**

4. The contractor will identify **'first page/leading headline' news, prime time AV broadcasts and breaking online news** and select related media items, in the following order of priority:

- a. events at **national level** that may affect **other Member States** ('pan-European' stories, e.g. on migration, etc.);
- b. events at **national level** that may affect **large numbers of people and/or businesses** (e.g. strikes, disasters, market crashes, bankruptcies, etc.); and

- c. **major interviews with Heads of State and Government** and presidents of major international organisations (e.g. IMF, UN, etc.) with a European dimension.

Where an event in one country has EU-wide implications, the contractor will try to reflect in a balanced way the different angles of the story (including coverage from all countries and parties concerned).

The number of media items to be delivered for each country will depend on the size of the country and the news of the day. The selection is broadly for the contractor to decide, provided it meets the requirements of the present methodology.

The Commission may ask the contractor to increase coverage of specific countries (e.g. when a country holds the presidency of the Council of the EU).

If an event at national level may affect a large number of people (e.g. large demonstrations, financial market crises, natural disasters — 'first page' news), the Commission may request more items than usual for the country in question.

5. In selecting the articles, the contractor will respect the mix of media described in points 3.1 and 3.2 of the tender specifications.

If an online article is the same, or largely similar to the print version from the same source, the contractor will only select and deliver the print version.

B. Definition of 'top item'

For the purposes of this tender, the Commission considers the following to be 'top items':

1. Items selected according to the criteria in point A.1.
2. Items selected according to the criteria in points A.2, A.3 and A.4 which:
 - appear on the first page of a newspaper;
 - are the subject of prime-time TV and radio broadcasts;
 - refer for the first time in the source in question to a story with EU-wide impact (breaking news); or
 - are editorials, opinion pieces, or interviews with major EU personalities¹ on EU related topics.
3. Major world news not necessarily relating to the EU.
4. Stories that may grow and have EU-wide impact in the near future (early warning).

The 'top items' of the day also need to cover to a large extent the policy areas listed in Annex 1.B. The proportion of 'top items' to be included in the basic service is 30 % (see point 3.1. of the tender specifications).

¹ Such as Heads of State, prominent politicians, economists, researchers, etc.