

PROCUREMENT FOR THE SUBSCRIPTION OF MEDIA MONITORING SERVICES FOR PHILIPPINE COMPETITION COMMISSION

P.R. No./Date Received: 2020-01-0044 / 29 January 2020

RFQ/P No. / Date: 2020-02-0056 / 19 February 2020

The Philippine Competition Commission invites all eligible and PhilGEPS-registered suppliers, contractors and consultants to quote the best offer for the described item in the attached **Terms of Reference / Technical Specifications Sheet** subject to the Terms and Conditions and within the **Approved Budget for the Contract**.

Required Documents/Information to be submitted as Attachments to the Quotation/Proposal:

- Mayor's/Business Permit / BIR Certificate of Registration in case of individual.
- PhilGEPS Registration Number
- Latest Income/Business Tax Return
- Notarized Omnibus Sworn Statement
- Signed Terms of Reference / Technical Specifications Sheet (if applicable)

This pro-forma quotation maybe submitted through **registered** or **electronic mail** to the PCC Bids and Awards Committee (PBAC) Secretariat at above address or email to procurement@phcc.gov.ph or mrfajutnao@phcc.gov.ph on or before **26 February 2020, 12:00NN** subject to the following **Terms and Conditions**:

1. All entries shall be typed or written in a clear legible manner.
2. No alternate quotation/offer is allowed, suppliers who submitted more than one quotation shall be automatically disqualified.
3. All prices offered herein are valid, binding and effective for THIRTY (30) calendar days upon issuance of this document. Alternative bids shall be rejected.
4. Price quotations to be denominated in Philippine Peso shall include all applicable government taxes subject to **(BIR 2306)** 5% R-VAT and **(BIR 2307)** 1% (PO) or 2% (JO) deductions.
5. PCC PBAC Technical Working Group may require you to submit documents that will prove your legal, financial and technical capability to undertake this contract.
6. Salient provisions of the IRR of RA 9184: Section 68 - Liquidated Damages and Section 69 - Imposition of Administrative Penalties shall be observed.
7. PCC reserves the right to reject any and all quotations, declare a failure, or not award the contract pursuant to Sec 41 of the same IRR.
8. In case of tie quotations, suppliers' presence are required during tie breaking through draw lots of toss coin.
9. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed **Terms of Reference / Technical Specifications Sheet**.

Very truly yours,


ATTY. JOSEPH MELVIN B. BASAS
PBAC Chairperson

Item	QTY	ABC	Technical Specifications	Brand/Model	Unit Price	Total Amount
				(To be filled-up by the supplier)		
1	1	₱ 634,000.00	Procurement for the Subscription of Media Monitoring Services for Philippine Competition Commission			
			(Please see attached Terms of Reference)			
Total Lot ABC		₱ 634,000.00	TOTAL Amount:			
Delivery Instructions:			<i>To be delivered/performed within Thirty (30) Business Days upon receipt of Purchase Order / Contract.</i>			

(Please provide **complete** information below)

We undertake, if our Proposal is accepted, to supply/deliver the goods in accordance with the specifications and/or delivery schedule.

We agree to abide by this proposal for the price validity period specified in the terms and conditions and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a Purchase/Job Order or a Contract is prepared and executed, this Quotation/Proposal shall be binding upon us. We understand that you are not bound to accept the

Signature over Printed Name : _____

Designation/Position : _____

Name of Company : _____

Address : _____

Telephone / Fax : _____

E-mail Address: _____

Company Tax Identification Number : _____



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TERMS OF REFERENCE

Procurement of the Subscription for Media Monitoring Services for the Philippine Competition Commission

I. BACKGROUND

The Philippine Competition Commission (PCC) is mandated to enforce the Philippine Competition Act (PCA), which provides for the promotion of competition-related policies and best practices by disseminating information that would guide businesses and consumers.

Advocacy complements the core operations of the Commission such as investigations, merger reviews and market studies in enforcing the law and contributing towards a culture of competition.

As such, monitoring of corporate and economic news is required to aid case investigations and merger reviews. This will also serve as direct feedback in improving advocacy work, where the perception of the general public on the institution shall be reflected in news reports.

As other advocacy projects are underway, the media monitoring system is also necessary to track the Commission's messaging and other media campaigns.

With limited personnel and internal capacity, PCC has no capability to undertake in-house a comprehensive sweep on a daily basis of all relevant media platforms for the above purposes.

II. OBJECTIVES

In light of the above requirements, the subscription to a third-party media monitoring service is aimed at putting in place a mechanism to capture in a timely fashion any information that would support PCC in the fulfillment of its mandates as the agency with the original and primary jurisdiction over issues related to competition. Specifically, the subscription aims to:

- 1) Collate any relevant corporate and economic news that can inform the agency's investigation of anti-competitive mergers and business practices;
- 2) Provide information on how the media perceives the PCC and the work it does, which feedback will be used in improving the agency's advocacy work; and
- 3) Monitor the publication/broadcast/narrowcast of PCC's multi-media information / education / communication (IEC) materials.

III. SCOPE OF SERVICES, TECHNICAL SPECIFICATIONS, DELIVERABLES AND TIMELINES

The project involves the subscription to quad-media monitoring. Quad-media monitoring of print, radio, television, and online for PCC-related news and issues shall be included. The media monitoring service shall provide comprehensive news updates on a timely manner to the PCC officials and staff members where they could immediately act upon such information regardless of their location and time.



The contract is expected to begin immediately after the receipt of Notice to Proceed of the Service Provider and/or approval of the format of the deliverables required from the service provider to December 31, 2020. The Service Provider shall report to the PCC on a monthly basis for analytics. The PCC has the option to request from the Service Provider a conduct of live presentation of the results every quarter or as the need may arise.

Specifically, the following are the services and deliverables required from the Service Provider:

Particulars of Deliverables	Quantity
1) MONITORING: Provide comprehensive list of publications / dailies / broadsheets, websites, and networks / stations that will be monitored.	1
2) NEWS ALERTS DELIVERY: Deliver daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than 8:00 AM on weekdays for print and online news/articles, and 4:00 PM on weekdays for broadcast (TV, radio) ; and not later than 12:00 NN of the following day for weekends and holidays to members of the agency. In the event that emergency-related or case-related news come in, the firm must send it to PCC at any time of the day. <i>(See Deliverable No. 10)</i> The FORMAT of the submission should at least include: a. Title of Article b. Name of publication/media network c. Name of reporter d. Summary of news stories e. News stories grouped according to pre-determined categories f. [For broadcast] Clippings with complete details g. [For broadcast] Timecode of PCC-related or competition-related mentions.	365
3) HOLIDAY SCHEDULE: Deliver daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than 12:00 NN for weekdays and not later than 3:00 PM of the following day for weekends and holidays. The version of this submission shall contain similar information as indicated in <i>Deliverable No. 2.</i>	365
4) BREAKING NEWS / CRISIS COMMUNICATIONS: In case of important, extraordinary, or emergency situations affecting PCC, as determined by end user, the provider shall immediately send alerts of breaking news / articles / clippings from publications / dailies / broadsheets, websites, and networks / stations that will be monitored for action in crisis communications.	As the need arises
5) COMPANY DISCLOSURE AND TRANSACTION TRACKING: Provide list of material information / transactions, related to PCC operations, monitored from the Philippine Stock Exchange (PSE) Edge Portal (https://edge.pse.com.ph/).	Every Monday to Friday



<p>6) DATABASE ACCESS: Access to an online database system for daily monitored news. The database should make available all the information required, as stated in the scope of works of this Terms of Reference. The following features must also be available:</p> <ul style="list-style-type: none"> a. Downloadable clips b. Printable content c. Downloadable and printable reports or statistics on news monitored 	<p>At least 10 slots / accounts</p>
<p>7) NEWS CLIPPINGS ARCHIVING.</p> <ul style="list-style-type: none"> • Delivery: Every Mondays, the Service Provider shall send a link containing all the news clippings from the previous week (Monday to Sunday) to km@phcc.gov.ph. • Format: The file name of each clipping shall be in the following format: <ul style="list-style-type: none"> ○ YYYYMMDD Title ○ For clippings with print and web versions, the following file name extension shall be included: <ul style="list-style-type: none"> ▪ For print (_p): “YYYYMMDD Title_p” ▪ For web articles (_w): “YYYYMMDD Title_w” • If the same articles are clipped from different sources (e.g. MSN, YahooNews, etc.), the Service Provider shall only send the formatted file from the main/major source/s (e.g. Philippine Star, Philippine Daily Inquirer, Manila Bulletin, Business Mirror, Business World, etc.) <ul style="list-style-type: none"> ○ If the same titles are clipped from different media/major sources, the media/major sources shall be included as file name extension: <ul style="list-style-type: none"> ▪ For the same title clipped from DZMM: “YYYYMMDD Title_DZMM” ▪ For the same title clipped from ANC: “YYYYMMDD Title_ANC” ▪ For the same title clipped from CNN: “YYYYMMDD Title_CNN” <p><i>Submission of News Clipping Archive should be within 3 working days after each week-end</i></p>	<p>1 / week</p>
<p>8) MONTHLY REPORT: ROI – this multi-variable approach provides precise insights on how the media perceives the agency. The agencies will apply this metric instead of media values as this identifies how much you were able to efficiently use your media space.</p> <p><i>Submission of Monthly Report: ROI should be within 7 working days after each month-end</i></p>	<p>1/month</p>
<p>9) MONTHLY REPORTS: NET SENTIMENT – The ratio of volume of articles that were analyzed as positive vs. the total volume of articles which were analyzed as negative. This metric allows the end-user to know how favorable the agency is in the media for a certain period.</p>	<p>1 / month</p>



<p><i>Submission of Monthly Report: Net Sentiment should be within 7 working days after each month-end</i></p>	
<p>10) BREAKDOWN AND STATISTICS: The total number of clippings that were scanned, collected, and included in the PCC Media Monitoring alerts per month and as accumulated for the year.</p> <p><i>Submission of Breakdown and Statistics should be within 7 working days after each month-end</i></p>	1 / month
<p>11) MEDIA EXPOSURE: The total number and individual identification of the news articles / clippings that landed on front page or section front page of newspapers or primetime spots for broadcast clippings.</p> <p><i>Submission of Media Exposure should be within 7 working days after each month-end</i></p>	1 / month
<p>12) SPOKESPERSON EFFECTIVENESS / ROI: The media monitoring agency will analyze the number of articles / clippings attributed to identified spokesperson/s from PCC and compared it to their ROI metrics in a given period</p> <p><i>Submission of Spokesperson Effectiveness/ROI should be within 7 working days after each month-end</i></p>	1 / month
<p>13) MESSAGING EFFECTIVENESS / ROI: The messages or media releases by PCC will be measured against the ROI metrics of the media monitoring agency.</p> <p><i>Submission of Messaging Effectiveness / ROI should be within 7 working days after each month-end</i></p>	1 / month
<p>14) CALENDAR OF POSITIVE/NEGATIVE NEWS PER MONTH: The report must include the most dominant competition related news of the day per day in each month based on metrics of the media monitoring agency.</p> <p><i>Submission of calendar of Positive/Negative News per Month should be within 7 working days after each month-end</i></p>	1 / month

PLATFORMS. At the minimum, the service provider should include in its monitoring the following:

1. **BROADSHEETS**
 - a. Philippine Daily Inquirer
 - b. Philippine Star
 - c. Manila Bulletin
 - d. BusinessWorld
 - e. Business Mirror



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- f. Manila Times
 - g. Manila Standard Today
 - h. Malaya Business Insight
 - i. Daily Tribune
2. TELEVISION
- a. ABS-CBN
 - b. ABS-CBN News Channel (ANC)
 - c. GMA Network
 - d. TV5
 - e. CNN Philippines
 - f. News One (Formerly Bloomberg Philippines)
 - g. DZMM Teleradyo
 - h. DZBB Teleradyo
 - i. DZRH TV
 - j. PTV4/PNA
 - k. UNTV
3. RADIO
- a. DZMM
 - b. DZBB
 - c. DZRH
 - d. DZRB / Radyo Pilipinas
 - e. DWIZ
 - f. DZXL (RMN)
4. ONLINE – Includes local/provincial and national publications/networks that have online versions and stand-alone online news, such as:
- a. ABS-CBN Online News including ANC
 - b. GMA News Online
 - c. Inquirer.net
 - d. Philstar.com
 - e. InterAksyon
 - f. Rappler.com
 - g. CNN Philippines
 - h. Philippine News Agency
 - i. SunStar (in the provinces)

The Service Provider may suggest other regional and provincial media to include in the issues analysis.

IV. MODE OF PAYMENT

Remuneration payments to the media monitoring firm shall be made once a month.

All payments shall be endorsed by the Office Head of the Project Manager, supported by an original signed statement of account or billing statement, the issuance of a Certificate of Satisfactory Service Rendered for the deliverables required for each month, and payment to the Service Provider shall be released upon PCC's review and acceptance of the deliverables and requirements identified in this Terms of Reference.



V. SERVICES TO BE PROVIDED BY THE PCC

The following are the services to be provided by the PCC to the Service Provider:

- Approve the format of the deliverables to be proposed by the Service Provider immediately after the Service Provider's receipt of Notice to Proceed and/or first media monitoring for the PCC. The format, should include, but are not limited to the following:
 - **PRINT:** 1) title of article, 2) body of article, 3) name of news agency, 4) section in the newspaper, 5) name of reporter or columnist (if applicable), 6) date of publication, 7) page number, 8) media value, and 8) tonal assignment (positive/negative for news under the PCC category only);
 - **ONLINE:** 1) title of article, 2) body of article, 3) name of news agency, 4) name of reporter, 5) date of publication, 6) section in the website, 7) media value, 8) tonal assignment (positive/negative)
 - **RADIO:** 1) name of show, 2) name of host/interviewer, 3) name of program (if applicable) 4) time and date of the show, 5) name of interviewee, 6) subject of the interview or talk show or segment, 7) media value, 8) tonal assignment (positive/negative); and
 - **TELEVISION:** 1) name of network, 2) name of program or show, 3) date of show, 4) name of host/interviewer, 5) name of interviewee, 6) subject of interview or conversation, 7) media value, 8) tonal assignment (positive/negative);
- Provide a list of keywords relevant to the needs, tasks and operations of the various units of the Commission. Other keywords may occasionally be changed, added, or updated at least once a month;
- Constantly coordinate with the Service Provider on any concerns and/or results of the monitoring; and
- Pay the Service Provider based on the deliverables, requirements and agreements presented in this Terms of Reference, following the guidelines and policies on government budgeting, accounting and auditing.

A designated project manager within the PCC will be assigned for review, coordination and/or endorsement of the outputs of media monitoring and in processing the request for payment.

VI. APPROVED BUDGET FOR THE CONTRACT AND MODE OF PROCUREMENT

The Approved Budget for the Contract (ABC) is Six Hundred Thirty-Four Thousand Pesos (PhP 634,000.00), inclusive of all applicable government taxes and service charges. The final contract cost shall be calculated proportionally from receipt of Notice to Proceed up to 31 December 2020.

An estimated cost of PhP 63,400.00 per month is allocated for all the deliverables and services required from the Service Provider.



**PHILIPPINE
COMPETITION
COMMISSION**

Ensuring businesses compete and consumers benefit

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The mode of procurement shall be through Small Value Procurement provided under the Revised Implementing Rules and Regulations (RIRR)) of Republic Act No. 9184.

VII. CONFIDENTIALITY OF DATA AND INFORMATION

The members of the media monitoring firm assigned to the Philippine Competition Commission and staff members handling the keywords shall be subjected to strict rules on confidentiality and must sign a Non-Disclosure Agreement (NDA) with provisions signifying *perpetual* confidentiality, confidential disclosure, proprietary information, or secrecy. Fines and penalties shall be applied to the company and representatives involved for violations thereof.


VIII PENALTY FOR MISSED NEWS

MISSED ARTICLE/CLIPPING. In the event the firm fails to include an article or broadcast clipping which has been raised by the agency, this contract limits the missed news stories to *three (3) items* per month before being subjected to a fine. The firm shall pay PCC with an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of daily price equivalent of the monthly rate as the cost of the unperformed portion of the work each day. Moreover, the missed article/clipping is expected to be included in the next round of alerts.

LATE NEWS ALERTS. In the event the firm sends the alerts later than the stipulated time, this contract limits the missed news stories to *three (3) items* per month before being subjected to a fine. The firm shall pay PCC with an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of daily price equivalent of the monthly rate as the cost of the unperformed portion of the work each day. Moreover, the missed article/clipping is expected to be included in the next round of alerts.

XIII. PLACE OF ASSIGNMENT

The representative/s or account executive/s assigned to PCC shall be based in Manila, Philippines, while service outputs such as the monthly reports may be submitted in a manner as agreed by the firm and the Project Manager.


ATTY. MELBOURNE D. PANA
Head Executive Assistant
Office of the Chairperson




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CONFORME:

Name and Signature of Authorized Representative

Designation

Name of Company

Date