



## TERMS OF REFERENCE

### SUBSCRIPTION FOR ONE-YEAR MEDIA MONITORING SERVICES FOR THE PHILIPPINE COMPETITION COMMISSION (PCC)

**Project Title:** Media Monitoring Service

**Type of Service or Product:**  Firm       Individual Consultant

**Client:** Philippine Competition Commission (PCC)

**Funding Source:**

GOP

Foreign Funded, pls. specify: \_\_\_\_\_

Others, pls. specify: \_\_\_\_\_

**Proposed rate:** P600,000

### 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 in turn complements the core operations of the Commission that does the investigations, merger reviews and market studies in enforcing the law and contributing towards a culture of competition.

In meeting these mandates, regular and timely monitoring of corporate and economic news is required to aid in case investigation as well as in intel gathering through media for merger reviews. Media monitoring 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 projects in advocacy are underway, the media monitoring system is also necessary monitor the media placements set in the multi-media campaign.

The PCC, as a new organization with limited personnel and still building up its internal capacity, has no capability to undertake in-house a comprehensive sweep on a daily basis of all relevant media platforms for the above purposes.

### 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 will help accomplish the following:

- 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.

## **SCOPE OF SERVICES AND PARTIES' RESPONSIBILITIES**

The project involves the subscription to quad-media monitoring services for one (1) year. The news and IEC monitoring service shall provide comprehensive news updates on a timely manner to the Philippine Competition Commission (PCC) officials and staff members where they could immediately act upon regardless of their location and time.

### **RESPONSIBILITIES OF SERVICE ACQUIRER**

**1. FORMAT:** The procuring entity will have to approve the format of the deliverables prior to the first media monitoring for PCC.

Quad-media monitoring of print, radio, television, and online for PCC-related news and issues.

The information should include 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 9) 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)

**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).

**2. KEYWORDS.** The CKMO will 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.

### **RESPONSIBILITIES OF SERVICE PROVIDER**

**1. 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
  - 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. CNN Philippines
  - e. Bloomberg News Philippines
  - f. DZMM Teleradyo
  - g. DZBB Teleradyo
  - h. TV5
  - i. PTV4/PNA
3. RADIO
- a. DZMM
  - b. DZBB
  - c. DZRH
  - d. DZRB / Radyo Pilipinas
4. ONLINE – Includes local/provincial and national publications/networks that have online versions and stand-alone online news, such as:
- a. ABS-CBN News including ANC
  - b. GMA News Online
  - c. InterAksyon
  - d. Rappler.com
  - e. CNN Philippines
  - f. Philippine News Agency
  - g. SunStar (in the provinces)

**2. DELIVERABLES.** The following obligations and deliverables are expected from the media monitoring service provider:

Particulars of Deliverables	Quantity	Estimated Cost	Approved Budget for the Contract
1) Provide comprehensive list of publications/dailies/broadsheets, websites, and networks/stations that will be monitored.	1		
2) Deliver daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than <b>8:00 AM</b> on weekdays for <b>print</b> and	365		

<p><b>online</b> news/articles, and <b>4:00 PM</b> on weekdays for <b>broadcast (TV, radio)</b>; and not later than <b>12:00 NN</b> of the following day for <b>weekends</b> and <b>holidays</b> to members of the agency.</p> <p>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.</p> <p>The format of the submission should at least include:</p>		<p>PHP50,000.00 / month</p>	<p>PHP600,000.00</p>
<p>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.</p>			
<p>3) 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.</p> <p>The version of this submission shall contain similar information as indicated in deliverable no. 2.</p>	<p>365</p>		
<p>4) 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.</p> <p>The following features must also be available:</p> <p>a. Downloadable clips  b. Printable content</p>	<p>1</p>		

<p>c. Downloadable and printable reports or statistics on news monitored</p>			
<p>5) Monthly report on MEDIA 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>	1/month		
<p>6) Monthly report on 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 is the agency in the media for a certain period.</p>	1/month		
<p>7) Summary and Breakdown of Clippings - The total number of clippings that were scanned, collected, and included in the PCC Media Monitor alerts per month and as accumulated for the year.</p>	1/month		
<p>8) PCC exposure on Front Page and Section Front Page - 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>	1/month		

9) 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.	1/month		
10.) Messaging effectiveness / ROI- The messages or media releases by PCC will be measured against the ROI metrics of the media monitoring agency.	1/month		
11.) 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.	1/month		

## DURATION

This TOR runs from **January 1, 2019** to **December 31, 2019**. The media monitoring provider shall report to the PCC on a monthly basis for analytics.

## CONFIDENTIALITY

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.

## 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) 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) 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.

## **SPECIFICATION**

One media monitoring service provider is required to carry out the task. It is proposed to source the services of:

<NAME OF FIRM>

Through <NAME OF REPRESENTATIVE/S OR ACCOUNT EXECUTIVE/S OR TEAM ASSIGNED TO PCC>

<SHORT DESCRIPTION OF FIRM>

## **MODE OF PROCUREMENT**

The procurement of the services shall be undertaken through a small value procurement pursuant to RA 9184 and its Revised IRR.

## **FUND SOURCE AND APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Approved Budget for the Contract (ABC) for the entire services amounts to SIX HUNDRED THOUSAND PESOS (Php600,000.00), inclusive of all applicable government taxes and service charges. The fund is sourced from the PCC 2018 Continuing Funds. The services shall be a fixed price contract. Any extension of contract time shall not involve any additional cost to the PCC.



**PAYMENT SCHEDULE**

Remuneration payments to the media monitoring firm shall be made once a month, on a date agreed by both parties, for the duration of 12 months.

**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 Communications and Knowledge Management Office (CKMO).

---

---

  
**MELBOURNE D. PANA**  
Head Executive Assistant

*Juan*

<b>CONFORME:</b>
_____ <b>NAME OF MEDIA MONITORING SERVICE PROVIDER</b>
_____ <b>SIGNATURE OF AUTHORIZED REPRESENTATIVE</b>
_____ <b>DESIGNATION</b>
_____ <b>DATE</b>