

- 201812-0412 / December 4, 2018

P.R. No/Date

25/F Vertis North Corporate Center 1
North Avenue, Quezon City 1105
procurement@phcc.gov.ph

RFP No./Date: 201812-0266 / December 10, 2018

(+632) 771-9722

REQUEST FOR PROPOSAL

Please quote your lowest price/s for the item's listed below including the total amount in legible style (preferably typewritten) and return this duly signed by the company's authoritized signatory/les in a signed and sealed envelope to the PCC Birds and Awards Committee clo Atty. Joseph Melvin B. Basas, 25/F. Floor of the above address or emails to procurement@fighec.gov.pu/h on or before December 17, 2018, 12:00NN. Your participation to this bidding shall be subject to the requirements as identified below. PRISCEPS Registration Number. Mayor's/Business Permit / Bird Cetificate of Registration in case of individual. Litest income/Business Tax Return Omnibus Sworn Statement. Signed Terms of Reference. Proposal must be inclusive of all applicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable publicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable publicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable publicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable publicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable publicable government taxes and subject to 5% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable government taxes and subject to 1% R-VAT and 1% (PO) or 2% (JO) deductions bid is a publicable government publicable government publicable government publicable government publicable government publicable government go
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Signature :
Name/Designation :
osted on Name of Company :
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etrieved on Telephone/Fax :

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, pla specific
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	Quantit y	Estimated Cost	Approved Budget for the Contract
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 8:00 AM on weekdays for print and	365		

	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.		PHP50,000.00 / month	PHP600,000.0 0	
	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-				
H	related mentions. 3) Deliver daily news alerts,	365			
	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 deliverable no. 2. 4) Access to an online database	1			
	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:				
	a. Downloadable clipsb. Printable content				

	c. Downloadable and printable				
	reports or statistics on news				
	monitored				
	5) Monthly report on MEDIA ROI	1/month			
	 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.				
1	space.				
-	0 16 (11	11 .1	-		
	6) Monthly report on NET	1/month			
	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.				
f	7) Summary and Breakdown of	1/month			
	Clippings - The total number of		υ		
	clippings that were				
	scanned, collected, and		12		
	included in the PCC Media				
	Monitor alerts per month and as				
	accumulated for the year.				
-	8) PCC exposure on Front Page	1/month			
	and Section Front Page - The	1/111011111			
	total number and				
	individual identification of the				
	news articles / clippings that				
	landed on front page or section			ε	
	front page of newspapers				
	or primetime spots for				
	broadcast clippings.				

Spokesperson effectiveness /	1/month		
ROI - The media monitoring			
gency will analyze the number			
f articles / clippings attributed			
o identified spokesperson/s			
rom PCC and compared it to			
neir ROI metrics in a given			
eriod.			
Messaging effectiveness / ROI-	1/month		
The messages or media			
eleases by PCC will be			
neasured against the ROI	-		
netrics of the media			
nonitoring agency.			
Calendar of positive/negative	1/month		
news per month - The report			
nust include the most			
lominant competition			
elated news of the day per			
lay in each month based on			
netrics of the media		63	
nonitoring agency.			
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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

CONFORME:
NAME OF MEDIA MONITORING SERVICE PROVIDER
SIGNATURE OF AUTHORIZED REPRESENTATIVE
DESIGNATION
DATE