



Republic of the Philippines
SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE
 STII Building, DOST Complex, Bicutan, Taguig City

PURCHASE REQUEST

Entity Name: STII-CRPD

Fund Cluster: GAA 2023 - DOSTv Fund

Office/Section:

CRPD

PR No.:

Responsibility

Center Code:

2023-03-6093

Date:

March/2/2023

| Stock/Property No. | Unit | Item Description | Quantity | Unit Cost | Total Cost |
|--------------------|------|---|----------|--------------|--------------|
| | lot | Media Monitoring Services for the period of April-December 2023 | 1 | 1,100,000.00 | 1,100,000.00 |
| | | | | | 1,100,000.00 |

03 MAR 2023

Purpose:

For the Media Monitoring Services for the period of April to December 2023
(please see attached specs)

Requested by:

Approved by:

Signature:

Printed Name:

Designation:

RODOLFO P. DE GUZMAN

OIC, CRPD

RICHARD P. BURGOS

Director



MARKET RESEARCH

The Technical Working Group for the Media Monitoring sent a request on 9 February 2023 to six suppliers with specialized services on media and social media monitoring to submit a cost estimate for the procurement project on Media Monitoring services for April-December 2023.


Among the service providers were the following:

- ISENTIA PHILIPPINES
- M2.0 COMMUNICATIONS
- EON GROUP
- GREENBULB COMMUNICATIONS
- UR MEDIA NOW PHILIPPINES
- MEDIABANC MANILA MONITORING SERVICE INC.

Among the six service providers, only iSentia, a reputable service provider, sent its proposal for a 12-month contract of PHP1,095,360.00, which includes the iSentia Platform Business package, 1-Social Professional Package, and Integrated Insights Reports.

In this connection, the End User is submitting this market research to the BAC-TWG for Media Monitoring as attachment for the subsequent report for the purpose of reposting of the said procurement project.


JOY M. LAZCANO
Information Officer III


RODOLFO P. DE GUZMAN
OIC, Office of the Chief, CRPD



TECHNICAL SPECIFICATIONS

Title: Media Monitoring Services

Approved Budget for Contract: P1,100,000.00

Source of Fund: CRPD – GAA (P500,000.00)

DOSTv-GAA (P600,000.00)

Project Duration: April – December 2023

The service provider shall submit/provide DOST-STII with the following:

1. DOSTv Facebook and Youtube Viewership

- a. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms report to be submitted every 1st week of the month

| | | |
|-------------------------|---|--|
| DOSTv Viewership | <i>An Extensive Media Monitoring Service that tracks media presence and exposure in print, online, and broadcast networks</i> | |
| Covered Mediums | 1. Online Websites, Blogs | Facebook ,Youtube, Twitter, Instagram etc. |
| | 2. TVs | Major and cable networks |
| | 3. Print Publications | Major Print Publications |
| | 4. Radio | Local Radio Networks |
| | 5. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms | 1 st week of the month |
| | 6. Recommendation on advertising trends or practices in other related agencies/institution | Immediately as they occur |
| | 7. Comprehensive analysis report on DOSTv viewership | At the end of the project |
| Report Support | 1. Printable Report in PDF 2. Email forwarding 3. Downloadable files/clips | |



2. DOST S&T News Monitoring

- a. Report of monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms:
 - Print includes broadsheets, tabloids, and major regional newspapers;
 - Online platforms include major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube;
 - Television includes national television networks and cable channels;
 - AM/FM radio stations in Metro Manila;
- b. Comprehensive analysis of news coverage and media mileage monthly (*Number of DOST stories as main topic, media/ advertising value of the stories, number of published DOST stories and news (main and mentioned), media publisher, impact on the DOST brand (positive, negative, neutral), public sentiments (good, bad, neutral), nature of the story (policy, technology, and innovation, research and development, food security and agriculture, education, industry development, SME, health and nutrition, Disaster Risks Reduction and Management)*);
- c. Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions). Monitored items should be printable and audio/video materials should be downloadable; and
- d. Accomplishment report at the end of the project.

| DOST S&T News Monitoring | | |
|-------------------------------------|--|--|
| Covered Mediums | 1. Online Websites, Blogs (i.e. FB, Twitter, etc.) | Major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube |
| | 2. TVs | National television networks and cable channels |



| | | |
|-----------------------|--|---|
| | 3. Print Publications | Broadsheets, tabloids, and major regional Newspapers (<i>English only</i>); |
| | 4. Radio | AM/FM radio stations in Metro Manila |
| Inclusions | 1. Reports (daily, monthly, quarterly) | |
| | 2. Report access (website/dashboard) | |
| Reports | 1. Monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms. | Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions). |
| | 2. Comprehensive analysis of news coverage and media mileage monthly | 09:00 AM of the first day of the succeeding month |
| | 3. Accomplishment report on DOST S&T News Monitoring | At the end of the project |
| Report Support | 1. Printable report in PDF | |
| | 2. Email forwarding | |
| | 3. Printable and downloadable files | Monitored items should be printable and audio/video materials should be downloadable |

3. Insights

| Insights | Action |
|---|---|
| a. Gauge mood in social media engagements and opinion makers on DOST stories; | Provide comprehensive report on mood gauge |
| b. Tracking report of trending/top stories and their respective duration; | Submit report at 06:00 PM, at the end of every week |




| | |
|--|---|
| c. Media insights on potential crisis/issues and recommended management/messaging; | Provide immediate recommendation as potential or actual critical issues occur |
| d. Immediate alerts for significant DOST-related news development and metrics for monitored items; | Provide immediate notification as important DOST-related news occur |
| e. Recommendations on advertising trends or practices in other government agencies; | Provide recommendation on advertising trends; Include in the monthly monitoring report, 09:00 AM of the first day of the succeeding month |
| f. Daily email report and monthly compilation with analysis; must include identified recipients in the mailing list; | Submit daily and monthly email reports |


Other Requirements:

- Use eco-friendly materials and must employ eco-friendly measures during production period;
- Must observe the use of non-sexist/gender-sensitive language in all official documents and communications under this project.


Technical Working Group

MARIEVIC V. NARQUITA
 Chairperson, TWG


JEAN MARIE C. ERRASQUIN
 Member, TWG


ALLYSTER A. ENDOZO
 Member, TWG