



**Bids and Awards Committee I**

SUBJECT : **BID BULLETIN No. 1**  
 PROJECT NO. : **2023-PAS2(003)-BI-CB-005**  
 PROJECT : **Procurement of Media Monitoring Services**  
 DATE : **June 7, 2023**

This Bid Bulletin is hereby issued for the information and guidance of all prospective bidders and shall form an integral part of the bidding documents issued earlier for the above project.

- Section I. Invitation to Bid, Item 7, page 8, is hereby supplemented amended to be read as follows:**

“Bids must be duly received by the BAC Secretariat on or before **12:30 P.M. of June 13, 2023** at **Room 508, OUA Conference Room, 5th Floor, Mabini Building, DepEd Complex, Meralco Ave., Pasig City.**

**“For early submission of bids, you may submit at DepEd Procurement Management Service – BAC Secretariat Division, Room M-511, 5th Floor, Mabini Building, DepEd Complex, Meralco Avenue, Pasig City.”**

**Late bids shall not be accepted.”**

- Section III. Bid Data Sheet, ITB Clause 14.1, page 19, is hereby amended to be read as follows:**

Original Provision	Provision as Amended
<p>The bid security shall be in the form of a Bid Securing Declaration, or any of the following forms and amounts:</p> <p>a. The amount of not less than <b>Php 105,000.00</b>, if bid security is in cash, cashier’s/manager’s check, bank draft/guarantee or irrevocable letter of credit; or</p> <p>b. The amount of not less than <b>Php 42,000.00</b>, if bid security is in Surety Bond.</p>	<p>The bid security shall be in the form of a Bid Securing Declaration, or any of the following forms and amounts:</p> <p>a. The amount of not less than <b>Php 42,000.00</b>, if bid security is in cash, cashier’s/manager’s check, bank draft/guarantee or irrevocable letter of credit; or</p> <p>b. The amount of not less than <b>Php 105,000.00</b>, if bid security is in Surety Bond.</p>

3. Section VII. Technical Specifications, pages 34-35, the following are hereby amended to be read as follows:

**Original Provision**

III. SCOPE OF WORK

**A. Media Monitoring Features**

- Unlimited Keywords
- Unlimited Searches (Ad-hoc, and saved searches)
- Advanced Boolean to eliminate irrelevant content
- Unlimited Mentions
- Unlimited Analysis (Sentiment Analysis, Engagement Analysis, Topic Analysis, Visual Analysis, Author Analysis, Audience Analysis, Source Type Analysis, Trend Analysis, Geographical Analysis, PR Analysis, Media Values, Share-of-Voice Analysis, Top Posters and Publishers, Reach Analysis, Localized Language Analysis – English, Tagalog, Cebuano, Other key Filipino dialects, Comprehensive global language database)

**B. Media Monitoring Coverage**

**1. Traditional Media**

- a. Newspapers
- b. Magazines
- c. TV
- d. Radio

**2. Digital media**

- a. Online news (Global and Philippine Online News)
- b. Top social media sites (Facebook, Instagram, TikTok, Twitter, YouTube)
- c. Other online sites (Blogs, Reddit, Pinterest, Forums, Comments, Product Reviews, Request for Proposal, Podcasts, Twitch, Douyin, WeChat, Weibo)

**C. Deliverables and Schedule**

- Real-time and daily monitoring and reporting
- Web-based media monitoring platform
- Ready-to-go and customizable dashboards
- Smart Alerts, Daily Digests, Newsfeeds and Newsletters (pick-up details include source/username, date, reach, engagement, link to post, sentiment)
- Reports are integrated to different platforms, such as Slack, MS Teams, Google Chrome Extension, Generic Webhook (allowing for further integrations with WhatsApp, Google Chat, Discord, etc), Dingtalk, Power BI, Tableau Google Data Studio, Duomo
- Monthly accomplishment report including the media and their respective data volume (e.g., Newspapers-200, Magazine-1, TV-150, Radio-100, Online news-800, Facebook-10,000, Twitter-20,000, Instagram-500, YouTube-500, Tiktok-500), and screenshot/s of the media monitoring platform and dashboards showing the data volume for the month

**D. Customer Support**

- Full Account Management Team
- 24/7 Live Chat Support
- Training of at least 15 PAS-CD personnel in using the media monitoring services, including the media monitoring platform, dashboards, alerts, and reports, and as necessary

**E. Required sample reports for evaluation**

**a. Media Monitoring Features**

- Screenshots of the media monitoring platform, dashboards, alerts, and reports showing the keywords used, searches, mentions, and analysis

**b. Media Monitoring Coverage**

- List of traditional and digital media monitored

**c. Deliverables and Schedule**

- Screenshots of the media monitoring platform, dashboards, alerts, and reports highlighting the date and time of the captured data,
- Comparative report of the original data and the reporting time in the media monitoring platform, dashboards, alerts, and reports (e.g., a public Facebook post mentioning DepEd, and/or other education-related keyword is posted on May 8, 2023, 9:25 AM, the alert for this should be on May 8, 2023, 9:25 AM and the media monitoring platform and dashboards should have this data at the same time)

**d. Customer Support**

- List of personnel belonging to the Account Management Team
- Screenshot of the 24/7 live chat support
- Training program in using the media monitoring services, including the media monitoring platform, dashboards, alerts, and reports

<b>Provision as Amended</b>		
<b>Terms of Reference</b>	<b>Bidder's Statement of Compliance</b>	<b>Bidder's Actual Offer</b>
<p>III. SCOPE OF WORK</p> <p><b>A. Media Monitoring Features</b></p> <ul style="list-style-type: none"><li>• Unlimited Keywords</li><li>• Unlimited Searches (Ad-hoc, and saved searches)</li><li>• Advanced Boolean to eliminate irrelevant content</li><li>• Unlimited Mentions</li><li>• Unlimited Analysis (Sentiment Analysis, Engagement Analysis, Topic Analysis, Visual Analysis, Author Analysis, Audience Analysis, Source Type Analysis, Trend Analysis, Geographical Analysis, PR Analysis, Media Values, Share-of-Voice Analysis, Top Posters and Publishers, Reach Analysis, Localized Language Analysis – English, Tagalog, Cebuano, Other key Filipino dialects, Comprehensive global language database)</li></ul> <p><b>B. Media Monitoring Coverage</b></p> <p><b>1. Traditional Media</b></p> <p>e. Newspapers</p>		

- f. Magazines
- g. TV
- h. Radio

**2. Digital media**

- d. Online news (Global and Philippine Online News)
- e. Top social media sites (Facebook, Instagram, TikTok, Twitter, YouTube)
- f. Other online sites (Blogs, Reddit, Pinterest, Forums, Comments, Product Reviews, Request for Proposal, Podcasts, Twitch, Douyin, WeChat, Weibo)

**C. Deliverables and Schedule**

- Real-time and daily monitoring and reporting
- Web-based media monitoring platform
- Ready-to-go and customizable dashboards
- Smart Alerts, Daily Digests, Newsfeeds and Newsletters (pick-up details include source/username, date, reach, engagement, link to post, sentiment)
- Reports are integrated to different platforms, such as Slack, MS Teams, Google Chrome Extension, Generic Webhook (allowing for further integrations with WhatsApp, Google Chat, Discord, etc), Dingtalk, Power BI, Tableau Google Data Studio, Duomo
- Monthly accomplishment report including the media and their respective data volume (e.g., Newspapers-200, Magazine-1, TV-150, Radio-100, Online news-800, Facebook-10,000, Twitter-20,000, Instagram-500, YouTube-500, Tiktok-500), and screenshot/s of the media monitoring platform and dashboards showing the data volume for the month

**D. Customer Support**

- Full Account Management Team
- 24/7 Live Chat Support
- Training of at least 15 PAS-CD personnel in using the media monitoring services, including the media monitoring platform, dashboards, alerts, and reports, and as necessary

**E. Required sample reports for evaluation**

**a. Media Monitoring Features**

- Screenshots of the media monitoring platform, dashboards, alerts, and reports showing the keywords used, searches, mentions, and analysis

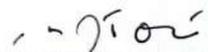
**b. Media Monitoring Coverage**

<ul style="list-style-type: none"> <li>List of traditional and digital media monitored</li> </ul> <p><b>c. Deliverables and Schedule</b></p> <ul style="list-style-type: none"> <li>Screenshots of the media monitoring platform, dashboards, alerts, and reports highlighting the date and time of the captured data,</li> <li>Comparative report of the original data and the reporting time in the media monitoring platform, dashboards, alerts, and reports (e.g., a public Facebook post mentioning DepEd, and/or other education-related keyword is posted on May 8, 2023, 9:25 AM, the alert for this should be on May 8, 2023, 9:25 AM and the media monitoring platform and dashboards should have this data at the same time)</li> </ul> <p><b>d. Customer Support</b></p> <ul style="list-style-type: none"> <li>List of personnel belonging to the Account Management Team</li> <li>Screenshot of the 24/7 live chat support Training program in using the media monitoring services, including the media monitoring platform, dashboards, alerts, and reports</li> </ul>		
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**4. Please see attached amended Annex “B” for the Price Schedule Form.**

All other provisions not herein modified shall remain in full force and effect.

For your information and guidance.

  
**ALMA RUBY C. TORIO**  
 Assistant Secretary and Chairperson

**Price Schedule Form**

Name of Bidder:	
ITB No.:	<b>2023-PAS2(003)-BI-CE-005</b>
Project Title:	<b>Procurement of Media Monitoring Services</b>

**Line item no. 1 | ABC: Php 2,100,000.00**

1	2	3	4	5	6	7	8	9	10	
Item No.	Description	Country of Origin	Quantity/ Service	Direct Cost	Indirect Costs			Unit price EXW (cols. 5+ 6+7+8)	Total Price delivered Final Destination (Bid Price) (cols. 4*9)	
				Estimated price per unit	Sales and other taxes payable	Cost of other incidental Services	Cost of Freight and Transportation up to Delivery Site			
1	Procurement of Media Monitoring Services		1							
								0.00	0.00	
<b>Total Price:</b>	<b>P</b>	<b>-</b>	<b>Total Price in words</b>							

Name and Signature of Authorized Representative

Date:

Notes:

- Unit Price per item (col. 9) is computed as Column 5 + Column 6 + Column 7 + Column 8.
- Total Price delivered to Final Destination (Bid Price) (Col. 10) is computed as Column 4 \* Column 9.

\*In case of discrepancies between or among the Schedule of Requirements of the bidding document and the Price Schedule Form insofar as the lists of items and quantities are concerned, those appearing in the **PRICE SCHEDULE FORM SHALL PREVAIL.**

Accomplish this form in accordance with ITB Clause 12 and, specifically 12.1(a) thereof. Rates and prices for all the lots described in the Technical Specifications and Schedule of Requirements shall be indicated, therefore, all columns shall be filled-out. Where a required item is provided, but no price is indicated, the same shall be considered as non-responsive and, thus, automatically disqualified. Specify that items are being offered for free to the government by indicating dash (-) or zero ("0") or not applicable (N/A)