

10155

**CONTRACT FOR THE
PROVISION FOR MEDIA MONITORING SERVICES FOR CY 2014**

KNOW ALL MEN BY THESE PRESENTS:

This Agreement made and entered into by and between:

The **DEPARTMENT OF BUDGET AND MANAGEMENT**, a government agency created by virtue of the laws of the Republic of the Philippines, with principal office address at Mabini Hall, Malacañang, Manila, represented herein by its *Administrative Service Director*, **SOFIA C. YANTO**, hereinafter called the "**DBM**";

- and -

The **MEDIA METER INC.**, with office address at #94 Scout Castor Street, Barangay Laging Handa, Quezon City represented by **BRIAN JOHN V. HERRERA**, hereinafter referred to as the "**SUPPLIER**".

WITNESSETH:

WHEREAS, the Department of Budget and Management (DBM), through its Administrative Service (AS) conducted a negotiated procurement (Small Value Procurement) in accordance with Section 53.9 of the Implementing Rules and Regulations of Republic Act No. 9184 for the project "Provision for Media Monitoring Services" with an Approved Budget for the Contract of P480,000.00;

WHEREAS, on February 14, 2014, the Request for Quotation was posted on the PhilGEPS, DBM Website, in all DBM Bulletin Boards and send invitations through fax to (1) Media Meter, Inc.; (2) Great Wall Advertising and (3) Media Banc Manila Monitoring Service, Inc.;

WHEREAS, only Media Meter Inc., responded to the said request and submitted their price quotation on February 21, 2014;

WHEREAS, after evaluation and careful examination of the proposal, the DBM-AS found the offer of Media Meter Inc. as responsive to the requirements and the single lowest quotation in the amount of Twenty Eight Thousand Pesos per month for a total of Three Hundred Thirty Six Thousand Pesos (P336,000.00), covering the period March 1, 2014 to February 28, 2015 ;

WHEREAS, the Notice of Award was issued on February 25, 2014;

WHEREAS, the Notice to Proceed was issued on February 28, 2014;

NOW, THEREFORE, for and in consideration of the foregoing premises, the parties hereby mutually stipulate and agree as follows:

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1. The following documents shall be deemed to form and be read and construed as part of this Contract, namely:

<u>Annex</u>	<u>Description of Document</u>	<u>No of Pages</u>
A.	Request for Quotation	5
B.	Schedule of Requirements (Annex "A")	1
C.	Technical Specifications (Annex "B")	2
D.	Price Quotation (Annex "C")	1
E.	Media Meter Service Proposal	10
F.	Notice of Award	1
G.	Notice to Proceed	1

2. In consideration of the payments to be made by DBM to the SUPPLIER, the SUPPLIER hereby covenants with DBM to the services in conformity in all respects with the provisions of this Agreement.
3. The DBM hereby agrees to pay the SUPPLIER in consideration of the performance of the Services such amounts as may become payable under the provisions of this Agreement at the times and in the manner prescribed herein.

IN WITNESS WHEREOF, the parties hereto have signed this Contract FEB 28 2014 day of _____, 2014 at the DBM, Malacañang, Manila, Philippines.

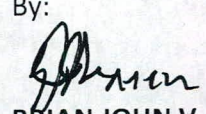
**DEPARTMENT OF BUDGET
AND MANAGEMENT**

MEDIA METER INC.

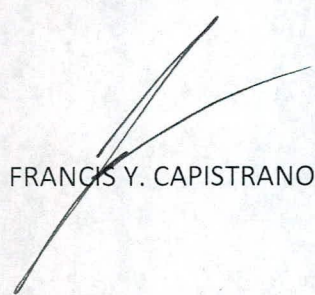
By:

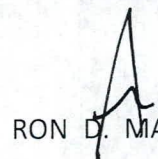
By:

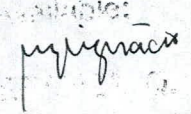

SOFIA C. YANTO
Director, Administrative Service


BRIAN JOHN V. HERRERA
Business Unit Head

SIGNED IN THE PRESENCE OF:


FRANCIS Y. CAPISTRANO


RON D. MASILUNGAN


Q. IGNACIO
2014-2-20
2/25/2014

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
CITY OF **MANILA**) S.S.

BEFORE ME, a Notary Public for and in the City of **MANILA**, Philippines on **FEB 28 2014**
day of _____, 2014 personally appeared the following:

NAME	CTC AND VALID ID NO.	DATE & PLACE ISSUED
SOFIA C. YANTO	DBM ID # 3807 DL # C07-03-241283	Manila Quezon City
BRIAN JOHN V. HERRERA	07783870 DL # C07-93-084209	Jan. 13, 2014 / Quezon City Jan. 2017 / Pasig City

known to me to be the same persons who executed the foregoing Contract and who acknowledged to me that the same is their free and voluntary act and deed and of the entities they respectively represent.

This **CONTRACT** for the Project "**Provision for Media Monitoring Services**" was signed by the parties and their material witnesses on each and every page thereof.

WITNESS MY HAND AND SEAL this **FEB 28 2014** day of _____, 2014.

Doc No 747;
Page No 80;
Book No 211;
Series of 2014.

ATTY. AGUSTIN B. CABREDO
Notary Public for Manila
Notarial Commission No. 2013-109
Until December 31, 2014
Rm. 409, First United Bldg. Co.,
Escolta, Manila
Roll No. 26047
PTR No. 2450249 / 1-2-14 / Manila
IBP Life Member 05097
MCLE No IV 0000822



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF BUDGET AND MANAGEMENT
ADMINISTRATIVE SERVICE
MALACAÑANG, MANILA

REQUEST FOR QUOTATION

The Department of Budget and Management (DBM), through its Administrative Service (AS), will undertake a Small Value Procurement for the project "*Provision for Media Monitoring Services*", in accordance with Section 53.9 of the Implementing Rules and Regulations of Republic Act No. 9184.

DBM

Name of Project : Provision for Media Monitoring Services

Location : G/F, DBM Building II, General Solano Street, San Miguel, Manila

Specifications : See attached Annex "A" for the Schedule of Requirements and Annex "B" for the Technical Specifications

Approved Budget for the Contract : Four Hundred Eighty Thousand Pesos (P480,000.00)

Contract Duration : March 2014 to February 2015

AS

Delivery Date : Provision of the services shall start upon issuance of the Notice To Proceed and the delivery period indicated in the Schedule of Requirements (Annex "A").

Interested bidders/suppliers shall accomplish, provide correct and accurate information and submit the following attached documents: (i) Schedule of Requirements (Annex "A"); (ii) Technical Specifications (Annex "B"); and Price Quotation Form (Annex "C"), together with their valid and current Mayor's Permit, PhilGeps Registration Certificate, Company Profile and other required documents.

Submission of quotation and eligibility documents is on or before 5:00p.m. of 21 February 2014 at the Administrative Service, Ground Floor, DBM Bldg. III, Gen. Solano St., San Miguel, Manila. Open submission may be submitted, manually or through facsimile at fax nos. 735-4979 / 735-1957.

For inquiry, you may contact us at tel. nos. 735-4979 or 490-1000 locals 3114, 3115 & 3117.

Very truly yours,

[Signature]
ATTY. SOFIA C. YANTO
Director, Administrative Service

[Signature]

[Signature]

[Signature]

Schedule of Requirements

Item Number	Description	Delivery Period	STATEMENT OF COMPLIANCE
1	Daily Reporting shall include the following: (i) Identification of the monitored news and commentary items; (ii) Summary of the reports; and (iii) Basic media analysis.	The upload of the daily reports must comply with the following upload schedule: 1. For print media, not later than 8:00 a.m. of the same day. 2. For online, radio and television news items not later than 12:00 noon for the morning news and not later than 8:00 a.m. of the following day for the evening news.	
2	Monthly Reporting on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats.	Not later than the 7th day of the month.	
3	Quarterly Reporting on monitored news and commentary items.	Not later than the 22nd day of the succeeding month after end of every quarter.	

I hereby certify to comply and deliver all the above requirements.

Name of Company/Bidder

Signature Over Printed Name of Representative

Date

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m

ms

[Signature]

Technical Specifications

Specification	STATEMENT OF COMPLIANCE
I. Scope of Work	
1. Provide access to web-based media monitoring system covering the following: <ul style="list-style-type: none"> i. Selection of relevant news, photographs, features, supplements, advertorials, notices and announcements, and other issues as may be identified by the DBM; ii. Uploading of selected news to the provider's online facility not later than 8:00 a.m.; and iii. Archiving of selected news in its online facility for a period of one year. 	
2. Provide the following features for its online facility: <ul style="list-style-type: none"> i. Allow select DBM employees to access the website containing the uploaded news items; ii. Easy user navigation and interface for easy access to articles in the search parameters and other relevant issues; iii. Provide the necessary details relative to the news items indicated/linked in its online facility such as name of news agency and other related articles; and iv. Archiving of news items for at least one (1) month for easy tracking of previously posted press releases and news items. 	
3. It shall use the following search parameters in monitoring DBM-related news items, photographs, features, supplements, advertorials, announcements, and other relevant issues: <ul style="list-style-type: none"> i. Top news developments; ii. News and commentaries with direct mention of DBM Secretary Florencio B. Abad and other DBM officials; iii. News and commentary items related to public spending and economic developments; iv. News and commentary items on governance, corruption, reform, competitiveness, and other related issues; and v. Such other categories/news items as may be required by the DBM. 	
4. The service provider shall base its search on the following: <ul style="list-style-type: none"> i. National Broad sheets: Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Business World, Business Mirror, Malaya, Manila Times, Manila Standard Today, The Daily Tribune ii. National Tabloids: Bulgar, Abante, Abante Tonight, People's Journal, Tonight, Pilipino Star Ngayon, Tempo, Inquirer Libre iii. Regional Newspapers in Cebu City, Davao City, San Fernando City, Pampanga, and Cagayan de Oro City. iv. All national television news and current affairs programs in the following stations: ABS-CBN 2, GMA 7, TV 5, ANC, Studio 23, GMA News TV, Aksyon News TV, Net 25, DZMM Teleradyo, IBC 13, Solar News. v. All national radio news and current affairs programs in the following national stations or networks of regional station: DZMM Radyo Patrol, DZBB Super Balita, DZRH Manila, DWIZ, Aksyon Radyo Singko, Bombo Radyo, Radio Mindanao Network, Radyo 5 vi. Online news websites, specifically those with breaking news and 	

<p>exclusive online content: ABS-CBNNews.com, GMANews.tv, Interaksyon.tv, Inquirer.net, SunStar.com.ph, Rappler.com, Philstar.com</p>	
<p>5. It shall likewise provide DBM with breaking news alerts and basic media analysis on all relevant news items based on the above-cited search parameters.</p>	
<p>II. Desired Qualifications</p> <p>1. The service provider must have the following minimum expert qualifications:</p> <ul style="list-style-type: none"> (i) At least two (2) years experience in online media monitoring; and (ii) Must have handled at least one (1) similar media monitoring project for a period of at least one (1) year. To allow DBM to ascertain the veracity of their transactions in conducting media monitoring, each service provider shall submit a company profile, as well as other supporting documents. 	
<p>III. Schedule and Terms of Payment</p> <p>1. Provision of the services shall start from the issuance of the Notice to Proceed (NTP).</p> <p>2. The Project duration shall be for a period of one (1) year.</p> <p>3. Payment of the monthly invoice submitted by the firm within thirty (30) calendar days from receipt thereof.</p> <p>Payment shall be subject to any applicable tax obligation/deduction.</p>	
<p>IV. Deliverables</p> <p>1. Daily reports covering the following:</p> <ul style="list-style-type: none"> (i) Identification of the monitored news and commentary items; (ii) Summary of the reports; and (iii) Basic media analysis. <p>The service provider shall likewise ensure the daily upload of said reports pursuant to the Schedule of Requirements (Annex "A").</p> <p>2. Monthly reports on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats, within the delivery period indicated in the Schedule of Requirements (Annex "A").</p> <p>3. Quarterly reports on monitored news and commentary items within the delivery period indicated in the Schedule of Requirements (Annex "A").</p>	

I hereby certify to comply with all the above Technical Specifications.

Name of Company/Bidder

Signature Over Printed Name of Representative

Date

[Handwritten Signature]

[Handwritten Mark]

PRICE QUOTATION FORM

Date

The Administrative Service
Department of Budget and Management
Ground Floor, DBM Bldg. III, Gen. Solano St.,
San Miguel, Manila

Sir/Madam:


After having carefully read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation/s for the project: Provision for Media Monitoring Services.

Total Price Quotation : P _____

(Amount in Words) _____

The above-quoted prices are inclusive of all costs and applicable taxes.

Very truly yours,



Name/Signature of Representative

Name of Company

Contact No.

Schedule of Requirements

Item Number	Description	Delivery Period	STATEMENT OF COMPLIANCE
1	Daily Reporting shall include the following: (i) Identification of the monitored news and commentary items; (ii) Summary of the reports; and (iii) Basic media analysis.	The upload of the daily reports must comply with the following upload schedule: 1. For print media, not later than 8:00 a.m. of the same day. 2. For online, radio and television news items not later than 12:00 noon for the morning news and not later than 8:00 a.m. of the following day for the evening news.	Comply
2	Monthly Reporting on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats.	Not later than the 7th day of the month.	Comply
3	Quarterly Reporting on monitored news and commentary items.	Not later than the 22nd day of the succeeding month after end of every quarter.	Comply

I hereby certify to comply and deliver all the above requirements.

Medias Meter

Name of Company/Bidder

Brian John V. Herrera

Signature Over Printed Name of Representative

2/19/14

Date

Technical Specifications

Specification	STATEMENT OF COMPLIANCE
I. Scope of Work 1. Provide access to web-based media monitoring system covering the following: i. Selection of relevant news, photographs, features, supplements, advertorials, notices and announcements, and other issues as may be identified by the DBM; ii. Uploading of selected news to the provider's online facility not later than 8:00 a.m.; and iii. Archiving of selected news in its online facility for a period of one year.	Comply
2. Provide the following features for its online facility: i. Allow select DBM employees to access the website containing the uploaded news items; ii. Easy user navigation and interface for easy access to articles in the search parameters and other relevant issues; iii. Provide the necessary details relative to the news items indicated/linked in its online facility such as name of news agency and other related articles; and iv. Archiving of news items for at least one (1) month for easy tracking of previously posted press releases and news items.	Comply
3. It shall use the following search parameters in monitoring DBM-related news items, photographs, features, supplements, advertorials, announcements, and other relevant issues: i. Top news developments; ii. News and commentaries with direct mention of DBM Secretary Florencio B. Abad and other DBM officials; iii. News and commentary items related to public spending and economic developments; iv. News and commentary items on governance, corruption, reform, competitiveness, and other related issues; and v. Such other categories/news items as may be required by the DBM.	Comply
4. The service provider shall base its search on the following: i. National Broad sheets: Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Business World, Business Mirror, Malaya, Manila Times, Manila Standard Today, The Daily Tribune ii. National Tabloids: Bulgar, Abante, Abante Tonight, People's Journal, Tonight, Pilipino Star Ngayon, Tempo, Inquirer Libre iii. Regional Newspapers in Cebu City, Davao City, San Fernando City, Pampanga, and Cagayan de Oro City. iv. All national television news and current affairs programs in the following stations: ABS-CBN 2, GMA 7, TV 5, ANC, Studio 23, GMA News TV, Aksyon News TV, Net 25, DZMM Teleradyo, IBC 13, Solar News. v. All national radio news and current affairs programs in the following national stations or networks of regional station: DZMM Radyo Patrol, DZBB Super Balita, DZRH Manila, DWIZ, Aksyon Radyo Singko, Bombo Radyo, Radio Mindanao Network, Radyo 5 vi. Online news websites, specifically those with breaking news and	Comply

DVA

PM



exclusive online content: ABS-CBNNews.com, GMANews.tv, Interaksyon.tv, Inquirer.net, SunStar.com.ph, Rappler.com, Philstar.com	
5. It shall likewise provide DBM with breaking news alerts and basic media analysis on all relevant news items based on the above-cited search parameters.	Comply
II. Desired Qualifications 1. The service provider must have the following minimum expert qualifications: (i) At least two (2) years experience in online media monitoring; and (ii) Must have handled at least one (1) similar media monitoring project for a period of at least one (1) year. To allow DBM to ascertain the veracity of their transactions in conducting media monitoring, each service provider shall submit a company profile, as well as other supporting documents.	Comply
III. Schedule and Terms of Payment 1. Provision of the services shall start from the issuance of the Notice to Proceed (NTP). 2. The Project duration shall be for a period of one (1) year. 3. Payment of the monthly invoice submitted by the firm within thirty (30) calendar days from receipt thereof. Payment shall be subject to any applicable tax obligation/deduction.	Comply
IV. Deliverables 1. Daily reports covering the following: (i) Identification of the monitored news and commentary items; (ii) Summary of the reports; and (iii) Basic media analysis. The service provider shall likewise ensure the daily upload of said reports pursuant to the Schedule of Requirements (Annex "A"). 2. Monthly reports on monitored news and commentary items including a compilation of monitored news and commentary items in document, audio and video formats, within the delivery period indicated in the Schedule of Requirements (Annex "A"). 3. Quarterly reports on monitored news and commentary items within the delivery period indicated in the Schedule of Requirements (Annex "A").	Comply

I hereby certify to comply with all the above Technical Specifications.

Media Meter
Name of Company/Bidder

Brian John V. Herrero
Signature Over Printed Name of Representative

2/19/14
Date



Annex "C"

PRICE QUOTATION FORM

2/19/14

Date

The Administrative Service
Department of Budget and Management
Ground Floor, DBM Bldg. III, Gen. Solano St.,
San Miguel, Manila

Sir/Madam:

After having carefully read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation/s for the project: Provision for Media Monitoring Services.

Total Price Quotation : P 28,000/month Vat inc

(Amount in Words) Twenty Eight thousand pesos
(Monthly)

The above-quoted prices are inclusive of all costs and applicable taxes.

Very truly yours,

John V. Herrera

Name/Signature of Representative

Media Meter Inc

Name of Company

09175110113

Contact No.

BVA



February 19, 2014

MEDIA MONITORING AND REPORTING FOR DEPARTMENT OF BUDGET AND MANAGEMENT

We are pleased to submit Media Meter's proposal for Department of Budget and Management in consideration of the requirements discussed.

Subscribed Service:	MediaWatch Print, Online , TV & Radio
	Provincial Monitoring Print and Online news websites
Contract Duration:	One Year
Monthly Subscription:	28,000.00 Vat Inclusive

(This Quotation is valid for 40 days)

The following outlines the recommended media monitoring package for Department of Budget and Management and the corresponding monthly rate.

Scanned clippings are uploaded to www.media-meter.com one day after publication and emailed by 2:00 PM on weekdays for all daily publications. Weekend news clippings are made available on or before 8:00 AM every Monday. Articles from weekly and monthly publications are uploaded one day after their publication and distribution.

The Client can access the clips using a username/password combination to be supplied by Media Meter. A free navigation guide is given to the Client.

SEARCH PARAMETERS

- **Company Articles**

All news and opinion pieces about the Department of Budget and Management, whether as main topic and mention, including those relating to its corporate identity, management, and events.

- Top new and developments
- DBM Secretary Florencio Abad and other DBM Officials
- News and Commentary items related to public spending and economic developments
- Governance
- Corruption
- Reforms
- Competitiveness
- Other news relevant to the Department of Budget and Management

94 Scout Castor Street, Barangay Laging Handa, Quezon City, Philippines 1103

Tel: +63-2-3766643/+63-2-7941641 Email: info@media-meter.com Web: www.media-meter.com

MEDIAWATCH PARAMETERS

MediaWatch services for the Department of Budget and Management are inclusive of Print / Online / TV and Radio. Please see Annex for the full list of media monitoring parameters.

REPORT PARAMETERS

A monthly summary is to be submitted every seventh (7th) working day of the following month, together with a CD containing a compilation of the month's news clippings.

The comparative report provides aggregate information such as:

1. Article count
2. Article distribution per publication
3. Share of Voice SOV

DBM Required reports for Submission

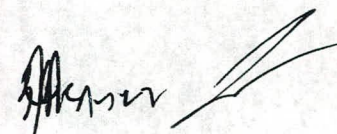
- Monthly reports Covering the following
 1. Identification of the monitored news and commentary items
 2. Summary of the reports
 3. Basic Media analysis
- Quarterly Reports on monitored news and commentary Items
For Submission on the 22nd day of the succeeding month after end of every quarter.

MEDIA ALERT DELIVERY

The monitored, clipped articles are delivered by uploading them online at www.media-meter.com, where Client can access and view them. A login/password combination will be given to Client for security and confidentiality of the information. The schedule is below:

Media	Website Upload Start	Email Alert Delivery Send - outs
Print	6:00 AM	Email alert delivery shall start from 7:00 AM to 8:00AM Daily
Online	9:00 AM	Daily Monday – Friday Email Alert Starts from 11:00AM to 4pm captured from online news websites and provincial online websites
TV	4 hours after airing	12:00nn for the Morning News of the current day and 8:00AM the following day for the evening captured News
Radio	4 hours after airing	12:00nn for the Morning News of the current day and 8:00AM the following day for the evening captured News
Print Provincial	Ongoing Daily	1-2 days after receiving the newspapers coming from provincial

Upload schedule may be affected by Internet connection and speed.



SUBSCRIPTION PERIOD AND FEES

The contract is to be invoiced on a monthly basis. The invoice will be submitted on the first day of every month, with fees expected within 30 days from the submission of invoice. For its services, Media Meter will be charging the following fees:

Local Broadcast Monitoring	Cost inclusive of VAT
Mediawatch Print / Online / TV / Radio + Provincial Print and Online	25,000.00
12% Vat	3,000.00
Total Cost w/ VAT	28,000.00

MEDIA METER RESPONSE TEAM FOR DEPARTMENT OF BUDGET AND MANAGEMENT

A specific team shall be assigned for your media monitoring convenience and they shall be the contact personnel for any customer related problems

Print Media/Ad watch

Name	Time	Contact / email
Racquel Ybanez	3AM – 11AM	racquel.ybanez@media-meter.com
Athan Puray (online)	8AM – 4PM	Jonathan.puray@media-meter.com

TV / Radio Media/Ad watch

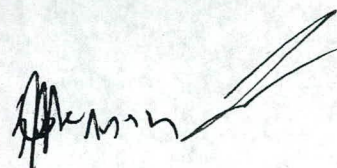
Name	Time	Contact /email
Ronald Fong	8AM – 4PM	ronald.fong@media-meter.com

Night shift

Name	Time	Contact / email
Emz Donding	6PM – 3AM	emz.donding@media-meter.com
Melvin Clarion	6PM – 3AM	melvin.clarion@media-meter.com

Media Meter Hotline number (02) 332 1031 Local 118 / 119 / 120

For reports and other concerns, you may contact Production and Operation Head Ron Masilungan ron.masilungan@media-meter.com Cell no +63918 - 9457553



ADDED VALUE SERVICE:

WEB-BASED CONTENT MANAGEMENT AND REPORT GENERATION*

In addition to serving as an archive for news clippings, www.media-meter.com is equipped with various features and tools that allow OSBA to manage content, see real-time statistics, and conveniently download updated reports. For data protection, individual login access is given to a select number of users specified by OSBA.

Online Tools

A Tool Box on the right-hand side of news articles allows select users to manipulate data for that article.

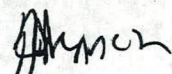

- Bookmark and Comments – saves important articles for easy navigation, and allows users to add remarks and create a discussion thread onsite
- Press Activity Links – links press-generated pickups to existing press activities for tracking media mileage
- Tags – allows the addition of custom tags and tag categories for issue tracking and content management
- Favorability – gives the option for OSBA-defined “positive versus negative” tonality ratings for tagged brands
- Article/Clip Activity – tracks user activity and encourages accountability

Website Features

Logging in to www.media-meter.com gives access to additional features.

- Overview – the updated seven-day chart shows the total number of OSBA pickups for the given period, and can be manipulated to generate data based on article size and value over varying time frames
- My Publications – identifies amount of coverage per publication, radio station and TV station
- My Journos – identifies the journalists and columnists who write about the company, and provides publicly listed details for easy contact
- My Spokespeople – tracks quotes by company representatives
- My Tags – manages tagging system
- Press Activities Tracker – tracks return of investment for press activities and compiles media pickups for easy report generation
- My Charts – features a variety of reports with manipulatable variables based on real-time data
- Ad and Article Archive Search – keyword-based search allows access to online versions all monitored clips for up to two years (older clips are archived off-site and can be sent to OSBA upon request)

**These features and tools come free of charge. Media Meter will provide training and support for OSBA-specified users to ensure optimized usage.*

TERMS AND CONDITIONS

1. Either party may terminate this agreement provided a 60-day prior notice is given. In the event of termination, all amounts due to Media Meter, Inc. under this agreement at such date shall be immediately settled by Client.
2. Client acknowledges that the costs detailed above are limited to the period and scope of work stipulated. In the event that Client should, for any reason whatsoever, decide to:
 - (a) extend the subscription, or
 - (b) expand the scope of work,Client agrees to pay Media Meter, Inc. an additional amount to be agreed upon by the parties, for work done in connection with the engagement or that may be required to complete the same. The VAT due on the additional amounts to be paid to Media Meter, Inc. shall be on the account of Client.
3. Media Meter, Inc. shall invoice Client on a monthly basis, and Client agrees to pay Media Meter, Inc. within 30 days from receipt of said invoice.
4. Media Meter, Inc. reserves the right to cease all monitoring services rendered if Client is unable to pay the invoice price thirty (30) days after its due date. Media Meter, Inc. binds itself to send a written notice to Client at least three (3) days before the exercise of such right.
5. In case of cessation of service pursuant to the immediately preceding paragraph, Media Meter, Inc. agrees to immediately continue monitoring services upon receipt of the full payment of the invoice price.
6. If despite negotiations done in good faith by both parties the contract is terminated due to Client's failure to pay the invoice price, Client agrees to pay liquidated damages equivalent to two (2) months of the subscription amount stated in this contract.
7. Media Meter, Inc. will not be responsible for data privacy breaches that are caused by the loss or mishandling of Client, his agents or his employees of their respective usernames and passwords.
8. In case of any unauthorized use of Client's usernames and passwords, Client agrees to notify Media Meter, Inc. immediately.



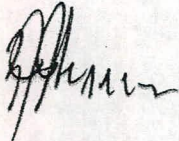
PRIVACY POLICY

1. All information shared by Client to Media Meter, Inc., including but not limited to personally identifiable data, comments and annotations made on Media Meter, Inc.'s website, email addresses in Media Meter, Inc. alerts or notification recipients, IP addresses, standard web login information and data charts, and insights or analyses gathered from Client's collected print, broadcast and online clippings will remain confidential even after the termination of this contract.
2. Media Meter, Inc. will not share Client's personal information with other companies or individuals outside of Media Meter, Inc. unless:
 - a) The sharing is done with Client's consent.
 - b) The sharing is needed for processing personal information on behalf of Media Meter, Inc. In this event, Media Meter, Inc. shall require the third party to process such information in compliance with this privacy policy and any other appropriate confidentiality and security measures.

If all terms and conditions and scope of work is acceptable, kindly affix your signature below.

Sincerely yours,

Conforme:



BRIAN V. HERRERA
Business Unit Head
Media Meter, Inc.

Department of Budget and Management / Date



ANNEX: MEDIA MONITORING PARAMETERS

I. PRINT PUBLICATIONS (30 publications)

National Newspapers

1. Business World	8. The Philippine Star
2. Business Mirror	9. Philippine Daily Inquirer
3. Malaya	
4. Manila Bulletin	International Newspapers
5. Manila Standard Today	10. International Herald Tribune
6. Manila Times	11. Financial Times
7. The Daily Tribune	12. Asian Wall street journal

Tabloids

1. Abante	11. Libre
2. Abante Tonite	12. Commuter express
3. Balita	13. Dyaryo Trabaho
4. People's Journal	14. Saksi
5. Pilipino Star Ngayon	15. X files
6. Peoples Journal Tonite	16. Bulgar
7. Taliba	17. Pang Masa
8. Tempo	18. Remate
9. Hataw	
10. Tiktik	

II. PRINT PUBLICATION MAGAZINES (87 Publications)

Magazines

Automotive / Motoring	Entertainment	Men's Magazine
1. C!	26. OK!	56. FHM
2. Top gear	27. Pulp	57. Garage
3. Powerwheels	28. Inside Showbiz	
4. Motorcycle Magazine	29. Star Studio	
5. Automobile	30. The Buzz	
Business	31. Yes	58. Mens Health
6. Biz News Asia	32. Celebrity Living	59. Total Fitness
7. Entrepreneur		60. Esquire Magazine
8. Philippine Graphic	Lifestyle and Society	Parenting
9. China Business	33. Asian Dragon	61. Good housekeeping
10. Money Sense	34. BC Phils	62. Metro Working MOM
Design Architecture	35. Lifestyle Asia	63. Mom's Today
11. Blu print	36. Metro Society	64. Smart Parenting
12. Condo Living	37. People Asia	General Interest
13. Homestyle	38. Phil Tatler	65. Adobo
14. Metro home	39. Town & Country	66. Agriculture
15. My home	40. Vault	67. Panorama
16. Real Living	41. Rogue	68. Sunday inquirer
17. Cocoon Magazine		69. Expat Newspaper
Travel	Hobby	Tech
18. Cruising	42. Appetite	70. Digital Camera
19. Smile	43. Flavors	71. Gadgets
20. Travel Lifestyle Asia	44. Cook	72. HWM

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21.Travel life	45.F & B world	73.Speed
Health	46.Food	74.Tech Innovation
22.Health news	47.I mag photography	75.PC Guide
23.Health Today	48.Yummy	76.PCShopper
24.Health care	49.Runner	Women's Magazine
25.Zen Health	50.Manila Bulletin Sports	77.Cosmopolitan
26.Health & Lifestyle	Youth Oriented	78.Kris
	51.Candy	79.Mega
	52.Chalk	80.MOD
	53.Meg	81.Metro
	54.K zone	82.Preview
	55. Spark	83.Sense & Style
		84.Woman Today
		85.Woman's Health
		86.Woman's Journal
		87.Total Girl

LIST OF PROVINCIAL NEWSPAPER

LOCATION	PUBLICATION
Pampanga	Punto Central
Pampanga	Central Luzon Daily
Pampanga	Sunstar Pampanga
Baguio	SunStar Baguio
Baguio	The Baguio Reporter
Baguio	Baguio Chronicles
Baguio	ZigZag Weekly
Baguio	Cordillera Today
Baguio	Baguio Midland Courier
Baguio	Amianan Balita Ngayon
Baguio	Nordis
Davao	Mindanao Times
Davao	Sunstar Davao
Davao	Bandera
Davao	Mindanao Daily Mirror
Cebu	Sun Star Cebu
Cebu	Cebu Daily News
Cebu	The Freeman
Cebu	Sun Star Super Balita
Cebu	Bandera
Cebu	Banat News
Zamboanga	Daily Zamboanga Times
Cagayan De Oro	Mindanao Gold Star Daily
Cagayan De Oro	Sun.Star Cagayan
Cagayan De Oro	Mindanao Businessweek
Cagayan De Oro	Mindano Current
Cagayan De Oro	Mindanao Daily
Cagayan De Oro	Business Daily
Bacolod	Visayan Daily Star
Bacolod	Sunstar Bacolod

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Bacolod	Negros Daily Bulletin
Bacolod	Watchmen Daily Journal
Iloilo	Panay News
Iloilo	The Guardian

Note : Print publications are subject to change due to circulation availability

Broadcast TV and Radio

Local Channels	RADIO AM
ABSCBN 2	DWIZ
PTV 4	DZXL
TV 5	DZRH
GMA 7	DZRB
ETC	DZBB
GMA NEWS TV	DZRJ
IBC 13	DZMM
SOLAR NEWS	Radyo 5 FM
NET 25	
AKSYON TV	
TELERADYO	
UNTV	
ANC	
ABS CBN Sports + Action	
Studio 23	

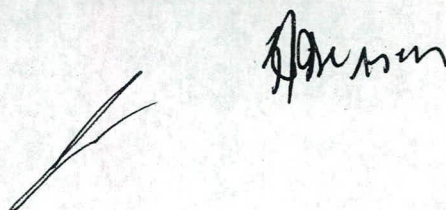
Online National and Provincial News Websites

1	News	General	Abante	abante.com.ph
2	News	General	ABS CBN	Abs-cbnnews.com
3	News	General	AbanteTonight	abante-tonite.com
4	News	General	Breaking News PH	breakingnewsph.com
5	News	General	Bulatlat.com	bulatlat.com
6	News	General	Business Mirror	businessmirror.com.ph
7	News	General	Business World	bworldonline.com
8	News	General	Businessweek	Businessweek.com
9	News	General	DZMM	dzmm.com.ph
10	News	General	GMA News	gmanetwork.com/news / gmanewstv
11	News	General	Inews Philippines	inewsphilippines.com
12	News	General	Philippine Daily Inquirer	inquirer.net
13	News	General	Interaksyon	interaksyon.com
14	News	General	Juan Manila Express	juanmanilaexpress.com
15	News	General	Libre	libre.com.ph
16	News	General	Malaya	malaya.com.ph
17	News	General	Manila News	manilanews.net
18	News	General	Manila Standard Today	manilastandardtoday.com

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19	News	General	Manila Times	manilatimes.net
20	News	General	Manila Bulletin	mb.com.ph
21	News	General	Newsbreak Online	newsbreak.com.ph
22	News	General	Newsbytes Philippines	newsbytes.ph
23	News	General	Yahoo News PH	ph.news.yahoo.com/
24	News	General	Philippine News	philippinenews.com
25	News	General	Philippine Star	philstar.com
26	News	General	Rappler	rappler.com
27	News	General	Reuters	reuters.com
28	News	General	The Daily Tribune	tribune.net.ph
29	News	General	UNTV Web	untvweb.com
30	Others	General Interest	Click The City	clickthecity.com
31	News	Provincial	Baguio Midland Courier	baguio.midlandcourier.com.ph
32	News	Provincial	Baguio News	baguionews.net
33	News	Provincial	Baguio Trader	baguiotrader.com
34	News	Provincial	Bicol Mail	bicolmail.com
35	News	Provincial	Bohol Chronicle	boholchronicle.com
36	News	Provincial	Bohol Standard	boholstandard.com
37	News	Provincial	Business Week Mindanao	businessweekmindanao.com
38	News	Provincial	Cebu Daily News	cdn.ph
39	News	Provincial	Central Luzon Daily	centralluzondaily.com
40	News	Provincial	Mindanao Daily	dailymirror.ph
41	News	Provincial	Davao Today	davaotoday.com
42	News	Provincial	Gold Star Daily News	goldstardailynews.com
43	News	Provincial	Cagayan De Oro News	kagay-an.com
44	News	Provincial	The Mindanao Examiner	mindanaoexaminer.com
45	News	Provincial	Mindanao Times	mindanaotimes.com.ph
46	News	Provincial	Minda News	mindanews.com
47	News	Provincial	Negros Daily Bulletin	ndb-online.com/
48	News	Provincial	Panay News	panaynewsphilippines.com
49	News	Provincial	Samar News	samarnews.com
50	News	Provincial	Sun Star Network	sunstar.com.ph
51	News	Provincial	The Daily Guardian	thedailyguardian.net
52	News	Provincial	Iloilo News Today	thenewstoday.info
53	News	Provincial	Visayan Daily Star	visayandailystar.com
54	News	Provincial	VoxBikol	voxbikol.com
55	News	Provincial	Zamboanga Today	zamboangatoday.ph
56	News	Provincial	Daily Zamboanga Times	zambotimes.com
57	News	Provincial	Sothorn Leyte Times	southernleytetimes.com
58	News	Provincial	Sun Star Cagayan	sunstar.com.ph/cagayan-de-oro
59	News	Provincial	Sun Star Pampanga	sunstar.com.ph/pampanga
60	News	Provincial	Nueva Ecija Journal	nuevaecijajournal.com





Company Profile

Company Name: Media Meter Inc.
Company Location: # 94 Scout Castor Barangay Laging Handa Quezon City Philippines
Years in Business: 10 years

Media Meter is the 1st fully-customized online media information service, by providing timely and accurate media monitoring services, as well as high value media analysis and public relations tools.

Media Meter allows you to focus on your core business activities and make strategic decisions that move your company forward.

What is Media Meter?

- Media Meter is a media research firm that provides flexible, versatile and portable web-based solutions for the communication and business intelligence needs of the public and private sector
- Media Meter caters to the unfilled need of the research and communications sectors for organized, timely and relevant information pertaining to the business environment, with the key channel being the media
- Media Meter is a partnership of entrepreneurs with the insight to work together towards a vision of providing clients with effective media monitoring-based intelligence tools that transcend what is currently available in the market today

Our Mission is to help our clients make well-informed decisions by providing them with two key tools:

- ✓ A comprehensive media monitoring tool that provides well-organized and timely reports of the relevant developments in each organization's immediate environment.
- ✓ Timely, in-depth, well-informed and targeted advice pertinent to specific strategic communication needs.

Sister Companies:

1. M2 Communications – PR and Events Agency
2. Outboxd – Fabrication and Booth / Stage fabrication

MM Leadership Team

Brian Herrera – Business Unit Head

Ron Masilungan – Operations and Production Manager

BvH

Workforce: 32 employees

Media meter operates on a 24/7 clockwork to capture all news and current events even on holiday. The Media meter team consists of both IT and Media experts that assures you the service quality we deliver.

Media Meter's key differentiation is its website at www.media-meter.com. This website is our main service delivery channel. A portal Clients can log on to for up-to-date media intelligence filtered to their particular needs.

Scope of Service and Coverage of Media Monitoring

We do comprehensive coverage and monitoring of all relevant media platforms, including provincial newspapers and online websites and other selected broadcast regional and international broadcast networks.

Media Meter has made media and advertisement information reach our customers much faster and accurate.

Our capability helped these industries become more strategic in their public relation communication and marketing communication strategies.

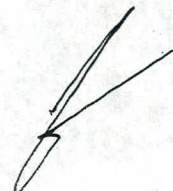
OUR SERVICES

- 
1. **AD watch** - Measures the ad exposure & expenditure of your company, and those of your competitors in real time
 2. **MEDIA watch** - Extensive print monitoring tracks your company's presence in print media, and includes a copy of the article, value, author & publication
 3. **MEDIA watch** - Broadcast Monitoring tracks your company's presence on TV and Radio, compiles amount of exposure and media value, and includes clip archiving and analysis of data.
 4. **Provincial & Regional coverage** - Monitoring of Philippine Provinces (Print & Online)
 5. **Social Media / online / Blog watch** - Tracking of on-line presence of your company and your competition in pre-identified websites, blogs and webzines.
 6. **Issue watch** - Strategic filtering for articles relevant to client-specified issues.
 7. **Crisis watch** - hourly updates on media activity to better inform crisis mgt and response

Our Info-at-a-Glance Interface – Media Metrics

1. **My publications** tells you where you receive the most least coverage
2. **My Journos** - Identify journalists and bloggers
3. **My Spokespeople** - keeps track of quotes and soundbytes by company representatives
4. **Press activities Tracker** - tracks your ROI for press activities with compiles media pick ups
5. **AD & Article archive search** - gives you access to our immense archive of ads and articles

BVH



INDUSTRY THAT WE SERVICE

TRAVEL AND LEISURE	FASHION APPARELS
HOTEL AND RESTAURANT	CONSTRUCTION
FMCG	TELECOMMUNICATIONS
PHARMACEUTICALS	REAL ESTATE
ENERGY / MINING / OIL	HOME LIVING
GOVERNMENT DEPT. & AGENCIES	CONSUMER ELECTRONICS
AUTOMOTIVE	FRAGRANCES
BANKING & FINANCE	FOREIGN EMBASSIES

FMCG

Being fast on information is important to your organization keep up to date with the latest flavors and fragrances in the fast paced consumer market.

Technology / Gadgets/Electronics

Keep up with the latest news on gadgets and gizmos the market has to offer

Banking & Finance

Keeping your organization well informed in the world of financial news and money matter updates.

Travel / Transportation

Shift your information into full throttle and get your news and media updates wherever you are.

Education

Continue to learn and be curious always. Education is about discovering, progressing and will always be an endless learning process.

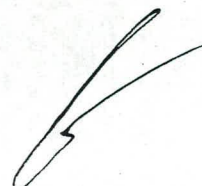
Telecommunication

Modern ways of Communicating keeps our world much closer, it is vital for your organization to be much closer to the information super - hi way.

Pharmaceutical / Healthcare

A healthy way of getting the information your organization needs and what matters most to your customers.

DrH



Fashion / Apparel

Be up to date with events, news and trendsetters in the runway arena of the fashion and apparel industry.

Oil / Energy / Mining

Keep up with the current news and public opinion that matters most to your organization and be on track of your press release and industry activities.

BPO

Find the latest news and advertisement in the BPO industry. Be on track and measure your success and all relevant information on your press exposure.

Real Estate & Property

Monitor and be well informed of your press activities and property investment updates for your strategic goals and marketing communication agendas.

Hotel and Restaurant

Be well informed of relevant topics and opinions in the hotel and restaurant industry by keeping track of the media information trending for food lovers and lifestyle living.

SME's

Your business is valuable to you and we make it bigger by providing you with more information right in your fingertips.

Key Strengths / Added Value Service

Metrics & Analytics – Customized media analyses of your media information

Article and AD exposure

- Month / Quarterly / Year end Reports
- Messaging Metrics
- Issue Tracking

Real – time Comparative statistics

Media & Publication statistics – Coverage comparison for media types and media titles.

Share of voice – allows you to keep close watch on your competition

Favorability Ratings – for clips about the organization can be aggregated to reflect overall media perception

Bookmark & comments – Save important clips

Press activity links – Relevant press activity clips

Tags – Organize your clips and generate reports from my charts

Favorability – Rate Media Exposure either + or – for mentioned companies and generate reports from my charts.

Clip Activity – Better content management

BH



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF BUDGET AND MANAGEMENT
ADMINISTRATIVE SERVICE
MALACANANG, MANILA

NOTICE OF AWARD

February 25, 2014

MR. BRIAN JOHN V. HERRERA

Business Unit Head
Media Meter, Inc.
94 Scout Castor St., Brgy. Laging Handa
Quezon City

ORIGINAL RECEIVED
By: *Brian John V. Herrera*
Designation: *Unit Head*
Office: *94 Scout Castor St. Media Meter*
Date: *Feb 25, 2014*

Dear **Mr. Herrera:**

We are pleased to inform you that the project "*Provision for Media Monitoring*," is hereby awarded to your company in the amount of Twenty Eight Thousand Pesos (P28,000.00) per month or Three Hundred Thirty Six Thousand Pesos (P 336,000.00) per year.

Based on the evaluation of your submitted documents, the Administrative Service finds your submission as the single lowest calculated and responsive quotation for the said project.

Thank you very much.

Very truly yours,

ATTY. SOFIA C. YANTO
Director, Administrative Service