



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF BUDGET AND MANAGEMENT
 GENERAL SOLANO STREET, SAN MIGUEL, MANILA

SUPPLEMENTAL/BID BULLETIN (SBB) NO. 1

This SBB No. 1 dated November 10, 2023 for **Project ID No. DBM-2024-16, “Subscription to a Media Monitoring Analysis Service,”** is issued pursuant to Section 22.5 of the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184, to clarify, modify or amend items in the Bidding Documents. Accordingly, this shall form an integral part of the Bidding Documents.

PARTICULARS			AMENDMENTS		
Section VI. Schedule of Requirements			Section VI. Schedule of Requirements (REVISED)		
Item	Schedule of Requirements	Delivery Schedule	Item	Schedule of Requirements	Delivery Schedule
xxx	xxx	xxx	xxx	xxx	xxx
2	Provide an ad hoc media capture, as detailed in item IV.F of Annex “A” (Detailed Technical Specifications of Section VII. Technical Specifications	To submit the ad hoc media capture to the end-user within twenty (20) minutes after each recorded event., (i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.)	2	Provide an ad hoc media capture, as detailed in item IV.F of Annex “A” (Detailed Technical Specifications of Section VII. Technical Specifications	To submit the ad hoc media capture to the end-user within twenty (20) minutes after each recorded event., (i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.) FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY.
3	Daily reporting of updates for DBM officials on news stories and other relevant information on budget and management sourced from the quad-media as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily submission of updates from the quad-media; submission is thrice a day (5:00 A.M., 10:00 A.M., and 3:00 P.M.), including weekend and holidays.	3	Daily reporting of updates for DBM officials on news stories and other relevant information on budget and management sourced from the quad-media as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily submission of updates from the quad-media; submission is thrice a day (5:00 A.M., 10:00 A.M., and 3:00 P.M.), including weekend and holidays . FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY.

4	Submission of breaking and trending content/crisis communications, as detailed in item IV.E of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	To submit social media posts to the end-user within twenty (20) minutes from the occurrence of the said breaking and trending event.	4	Submission of breaking and trending content/crisis communications, as detailed in item IV.E of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	To submit social media posts to the end-user within twenty (20) minutes from the occurrence of the said breaking and trending event. FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY.
5	Archiving of news/articles, as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily archiving of news articles submitted to the end-user on or before 12 PM.	5	Archiving of news/articles, as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily archiving of news articles submitted to the end-user on or before 12 PM. FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY.
6	Monthly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in document, audio, and video formats, as detailed in item IV.H.1 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	The first draft shall be submitted to the end user not later than the 3rd working day of the following month. The final version of the said report shall be submitted within twenty-four (24) hours from receipt of the final corrections from the end user.	6	Monthly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in document, audio, and video formats, as detailed in item IV.H.1 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	The first draft shall be submitted to the end user not later than the 3rd working day of the following month, EXCEPT FOR THE TONALITY ANALYSIS WHICH SHALL BE SUBMITTED NOT LATER THAN THE 10TH WORKING DAY OF THE FOLLOWING MONTH. The final version of the said report shall be submitted within twenty-four (24) THIRTY-SIX (36) hours from receipt of the final corrections from the end user.
7	Quarterly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in	The first draft shall be submitted to the end user not later than the 22nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within twenty-four (24) hours from receipt of the final corrections from the end-user.	7	Quarterly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in	The first draft shall be submitted to the end user not later than the 22nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within twenty-four (24) THIRTY-SIX (36) hours from receipt of the final corrections from the end-user.

document, audio, and video formats, as detailed in item IV.H.2 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications		document, audio, and video formats, as detailed in item IV.H.2 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	
Section VII. Technical Specifications		Section VII. Technical Specifications	
Annex “A” (Detailed Technical Specifications)		Annex “A” (Detailed Technical Specifications) (REVISED)	
xxx		xxx	
IV. Scope of Work and Deliverables		IV. Scope of Work and Deliverables	
xxx		xxx	
The Service Provider devises and allows access to a web-based media monitoring system covering the following:		The Service Provider devises and allows access to a web-based media monitoring system covering the following:	
xxx		xxx	
2. Uploading of published/broadcast content on the online media monitoring facility not later than 5:00 a.m., 10:00 a.m., and 3:00 p.m.;		2. Uploading of published/broadcast content on the online media monitoring facility not later than 5:00 a.m., 10:00 a.m., and 3:00 p.m.	
xxx		FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY;	
F. The MACRO shall be provided with ad hoc media capture within twenty (20) minutes after each recorded event, i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.		F. The MACRO shall be provided with ad hoc media capture within twenty (20) minutes after each recorded event, i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.	
xxx		FOR HOLIDAYS, THE DAILY REPORTING SHALL BE DONE NOT	

LATER THAN 9:00 A.M. OF THE FOLLOWING WORKING DAY

xxx

H. The MACRO shall be provided with monthly, quarterly and annual insights reports, consisting of comprehensive reviews of DBM’s engagement through news and stories generated in mainstream (television, print, radio) media, websites, and social media platforms.

1. Monthly reports on monitored news, opinion, and/or commentary items including a compilation of monitored news, social media, and commentary items in document, audio, and video formats, within the delivery period. The first draft shall be submitted to the end user not later than the 3rd working day of the following month. The final version of the said report shall be submitted within twenty-four (24) hours from receipt of the final corrections from the end-user.

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2. Quarterly reports on monitored news and commentary items. The first draft shall be submitted to the end user not later than the 22nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within twenty-four (24) hours from receipt of the final corrections from the end-user.

xxx

H. The MACRO shall be provided with monthly, quarterly and annual insights reports, consisting of comprehensive reviews of DBM’s engagement through news and stories generated in mainstream (television, print, radio) media, websites, and social media platforms.

1. Monthly reports on monitored news, opinion, and/or commentary items including a compilation of monitored news, social media, and commentary items in document, audio, and video formats, within the delivery period. The first draft shall be submitted to the end user not later than the 3rd working day of the following month, **EXCEPT FOR THE TONALITY ANALYSIS WHICH SHALL BE SUBMITTED NOT LATER THAN THE 10TH WORKING DAY OF THE FOLLOWING MONTH.** The final version of the said report shall be submitted within ~~twenty-four (24)~~ **THIRTY-SIX (36)** hours from receipt of the final corrections from the end-user.

xxx

2. Quarterly reports on monitored news and commentary items. The first draft shall be submitted to the end user not later than the 22nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within ~~twenty-four (24)~~ **THIRTY-SIX (36)** hours from receipt of the final corrections from the end-user.

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	<p>Note:</p> <p><u>Attached are the following documents which should be used as part of the Bidding Documents to be submitted by the bidders:</u></p> <ol style="list-style-type: none"> 1. Section VI. Schedule of Requirements (Revised); and 2. Annex “A” (Detailed Technical Specifications) (Revised).
Queries	Clarifications
<ol style="list-style-type: none"> 1. Consider adopting the adjusted timelines during holidays for the daily reporting of updates per Section VI. Schedule of Requirements: <ol style="list-style-type: none"> a. If a one-day holiday falls between Tuesday to Thursday, the daily reporting shall be done not later than 6:00 p.m. of the following working day; b. If the holiday falls either on a Monday or a Friday, the daily reporting shall be not later than 12:00 p.m. of the following working day; c. If the holiday falls between two consecutive working days or more, the daily reporting shall be not later than 6:00 p.m. of the following working day. 2. Consider adopting an adjusted monthly standard turnaround time for quality check of the tonality analysis between 20 to 22 working days while maintaining the delivery schedule of the other parts of the monthly report. 	<ol style="list-style-type: none"> 1. In the event of a holiday, the adjusted schedule of items 2 to 5 of Section VI. Schedule of Requirements shall be not later than 9:00 a.m. of the following working day. Please refer to Section VI. Schedule of Requirements (Revised) and Annex “A” (Detailed Technical Specifications) (Revised). 2. For the quality check of the tonality analysis, the first draft shall be submitted not later than the 10th working day of the following month. Please refer to Section VI. Schedule of Requirements (Revised) and Annex “A” (Detailed Technical Specifications) (Revised).

<p>3. Consider the following adjustments under Section VI, Schedule of Requirements:</p> <ul style="list-style-type: none"> a. Item 1, Submission of the format of work and deliverables from within 24 hours to 24-48 hours; b. Item 2, Submission of ad hoc media capture to the end user from within 20 minutes to 45 minutes; c. Item 3, Daily submissions of updates from the quad-media, from 5:00 AM to 7:00 AM; d. Item 4, Submission of breaking and trending content/crisis communications from within 20 minutes to 45 minutes from the occurrence of the said breaking and trending event; e. Item 6, Submission of the final version of monthly report from within 24 hours to 24-48 hours from the receipt of the final corrections from the end-user; and f. Item 7, Submission of the final version of the quarterly report from within 24 hours to 24-48 hours from the receipt of the final corrections from the end-user. <p>4. Given that this project involves early procurement and there is a chance that the maximum Bid Validity of 120 calendar days may be exceeded, will the bidder face potential consequences, such as blacklisting, if they decline to extend their bid validity upon the request of the BAC, particularly when the bidder no longer finds it financially viable due to delays in fund disbursement?</p> <p>5. We would like to seek clarification whether aggregate contracts are allowed for the compliance with the Single Largest Completed Contract (SLCC) as this is not expressly stated under paragraph 5.3 of the Bid Data Sheet (BDS). If aggregate contracts are allowed, may we request for the amendment of the said provision for consistency?</p>	<p>3. Retain timeline for item 1.</p> <p>For the rest of the deliverables, please refer to Section VI. Schedule of Requirements (Revised) and Annex “A” (Detailed Technical Specifications) (Revised).</p> <p>4. Item 4 of GPPB Resolution No. 14-2019 dated July 17, 2019 mentioned that the Procuring Entity may request the bidders to extend the validity of their bid securities beyond one hundred twenty (120) calendar days prior to their expiration, if the fund for the Procurement Project has yet to be approved and made effective. Further, if the bidder refuses to extend the bid validity, please be informed that the PE shall reject the bid submitted by said bidder.</p> <p>5. Item 5.3 of Section II. Instructions to Bidders of the Bidding Documents for the Project provided that the Bidder must have completed either a single completed contract or at least two (2) similar contracts. Either option should comply with the required percentage mentioned in said item.</p>
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<p>6. Paragraph 10.1 of BDS, requires the submission of certain documents, to wit:</p> <p>"xxx (ii) the oath of affirmation of one (1) credible witness not privy to the instrument, document or transaction who is personally known to the notary public and who personally knows the individual and shows to the notary public documentary identification."</p> <p>However, we would like to ask for clarification as to why there is a need for the submission of the said document. According to Section 25.5 of the 2016 Revised Implementing Rules and Regulations of the Republic Act 9184 or the Government Procurement Reform Act, request for additional documents in the opening of bids is prohibited. Thus, is it safe to assume that this requirement will be necessary during the post-qualification phase instead?</p>	<p>6. The documents that require notarization in the first envelope, which contains the eligibility and technical documents, shall comply with the 2004 Rules on Notarial Practice. ITB Clause 10.1 of Section III. Bid Data Sheet of the Bidding Documents for the Project states that the competent evidence of identity is limited to the two items that were enumerated. Thus, it is up to the bidder to choose which of the options mentioned will be used as competent evidence of identity for the documents that need notarization.</p>
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Other matters:

- The “No Contact Rule” shall be strictly observed. Bidders are not allowed to communicate with any member of the Bids and Awards Committee, Technical Working Group or Secretariat effective November 17, 2023 right after the opening of bids.
- For guidance and information of all concerned.

RAMON VICENTE B. ASUNCION

Director IV

Vice Chairperson, DBM-BAC

Section VI. Schedule of Requirements (Revised)

The delivery schedule stipulates hereafter the date of delivery to the project site.

Item	Schedule of Requirements	Delivery Schedule
1	Submission of the format of work and deliverables , as detailed in item IV of Annex “A” (Detailed Technical Specifications of Section VII. Technical Specifications	Within twenty-four (24) hours from receipt of the Notice to Proceed.
2	Provide an ad hoc media capture , as detailed in item IV.F of Annex “A” (Detailed Technical Specifications of Section VII. Technical Specifications	To submit the ad hoc media capture to the end-user within twenty (20) minutes after each recorded event., (i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.) For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day.
3	Daily reporting of updates for DBM officials on news stories and other relevant information on budget and management sourced from the quad-media as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily submission of updates from the quad-media; submission is thrice a day (5:00 A.M., 10:00 A.M., and 3:00 P.M.), including weekend. For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day.
4	Submission of breaking and trending content/crisis communications , as detailed in item IV.E of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	To submit social media posts to the end-user within twenty (20) minutes from the occurrence of the said breaking and trending event. For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day.
5	Archiving of news/articles , as detailed in item IV of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	Daily archiving of news articles submitted to the end-user on or before 12 PM. For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day.
6	Monthly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in document ,	The first draft shall be submitted to the end user not later than the 3 rd working day of the following month, except for the tonality analysis which shall be

	audio, and video formats , as detailed in item IV.H.1 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	submitted not later than the 10 th working day of the following month. The final version of the said report shall be submitted within thirty-six (36) hours from receipt of the final corrections from the end-user.
7	Quarterly reporting of monitored news and commentary items including a compilation of monitored news and commentary items in document, audio, and video formats , as detailed in item IV.H.2 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	The first draft shall be submitted to the end user not later than the 22 nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within thirty-six (36) hours from receipt of the final corrections from the end-user.
8	Annual report of monitored news and commentary items including a compilation of monitored news and commentary items in document, audio, and video formats , as detailed in item IV.H.3 of Annex “A” (Detailed Technical Specifications) of Section VII. Technical Specifications	The first draft shall be submitted to the end user not later than the 15 th day after the end of the 12 th month of the subscription project. The final version of the said report must be submitted to the end user not later than the 30 th day after the end of the 12 th month of the subscription project.

* The period for the performance of the obligations under the Contract shall not be beyond the validity of the appropriation for the Project.

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

Name of Company/Bidder

Signature Over Printed Name of Representative

Date

**DETAILED TECHNICAL SPECIFICATIONS
(Revised)**

I. PROJECT TITLE

Subscription to a Media Monitoring Analysis Service

II. BACKGROUND

The Department of Budget and Management (DBM) is mandated to promote the sound, efficient, and effective administration and utilization of government resources (i.e., technology, manpower, physical facilities, finance) as an instrument to help achieve national socioeconomic and political development goals.

To pursue this mandate, the Department is internally tracking budget and management-related news and other information through traditional media, i.e., newspapers, magazines, television programs, radio, and their respective websites and other platforms, as well as social media, regarding the performance of the Department, its policies, programs, activities, and projects (PPAPs), and the government's economic team. These serve as feedback mechanisms that may assist DBM Officials in proactive, relevant, and timely decision-making, and in pursuing endeavors in response to crisis situations.

However, with the enormous number of media sources that need to be monitored and relevant information required to be collated, the DBM needs a systematic way of handling everything, and having a better understanding of the overall media perception of the Department and its attached agencies.

Thus, the DBM, through the Media Affairs and Community Relations Office (MACRO), intends to procure the services of a provider for the Media Monitoring and Analysis Service Project for a period of twelve (12) months.

III. OBJECTIVES

The Subscription to a Media Monitoring Analysis Service is only limited to the media monitoring and analysis of traditional media outlets in both their coverage online (limited only to public pages/accounts on Facebook, Twitter, Instagram, and websites of news companies) and traditional medium (print, radio, and television.) and aims to:

1. Provide daily, real-time updates of news reports and other relevant information on the DBM and its officials' activities and pronouncements in relation to budget and management, sourced from the quad-media (radio, television/cable, print, and social media);
2. Interpret media perception on the Department's plans, programs, activities, and projects (PPAPs) across channels/platforms;

3. Immediately identify budget and management-related issues/concerns and assist in their immediate resolution; and
4. Provide ad hoc media capture, i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes

The media monitoring and analysis service will serve three (3) purposes:

- A. Efficient, real-time news alerts: Track and capture news/media mentions, photos, videos, etc. about the DBM and its Officials, as well as its attached agencies daily, across platforms, i.e., print, radio, television networks, cable, online, and social media. Monitoring is on a 24/7 basis; news alerts are to be disseminated by MACRO to DBM Officials at 8:00 a.m., 1:00 p.m., and 6:00 p.m. daily, including weekends and holidays.
- B. Real-time acquisition of copies of just-released or breaking news articles, voice recordings, and video clips of interviews, etc.

The MACRO shall be provided with just-released audio, articles, and video clips immediately upon the order of the Secretary and at the request of officials; and

- C. For media intelligence/analysis:

The Service Provider shall submit monthly, quarterly and annual insights reports, which provide comprehensive reviews of DBM's engagement through news and stories generated in mainstream media (television, print, radio), websites, and social media platforms. Overall, the reports will present the media treatment of the DBM and all its attached agencies by identifying and correlating trends and patterns of issues monitored, giving a clearer perspective on its performance for the given month. The reports will synthesize the daily Share of Voice (SOV) or the public relations (PR) value of generated news to identify their tone or level of exposure. The reports will also identify the topics and issues which the Department has been associated with.

The reports shall include analytics on the DBM's media exposure in traditional and social media platforms, especially pertaining to the DBM's press releases, departmental statements, special messages to the public, and other material.

IV. SCOPE OF WORK AND DELIVERABLES

The contract is expected to begin from the receipt of NTP of the Service Provider and approval of the format of the deliverables required from the service provider for a period of twelve (12) months (period of submission of the last quarterly report and annual report shall follow Item H timelines), but in no case shall go beyond the validity of the FY 2024 GAA. The Service Provider shall report to the DBM, through the MACRO monthly, for analytics. The Department has the option to request from the Service Provider to conduct a live presentation of the results as the need arises.

The Service Provider devises and allows access to a web-based media monitoring system covering the following:

1. Selection of relevant news, photographs, features, supplements, advertorials, notices and announcements, and other issues as may be identified by the DBM;
2. Uploading of published/broadcast content on the online media monitoring facility not later than 5:00 a.m., 10:00 a.m., and 3:00 p.m.
For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day;
3. Creation of custom reports that are automatically updated and emailed at any frequency the DBM desires;
4. Customization of dashboard analytics for a clear overview of what's happening across all media platforms;
5. Archiving of content on its online facility for twelve (12) months.

A. Provide the following features on its online facility:

1. Allow select DBM employees to access the website containing the uploaded content;
2. Easy user navigation and interface for quick access to content in the search parameters and other relevant issues;
3. Provide necessary details relative to the content indicated/linked on its online facilities, such as the name of the news agency/social media account, and other related articles;
4. Archiving of news/articles for at least twelve (12) months for easy tracking of previously posted content.

B. Use the following search parameters in monitoring DBM-related news items, photographs, features, supplements, advertorials, announcements, and other relevant issues:

1. Top news stories on budget and management;
2. News and commentary with direct mention of the DBM Secretary and other DBM Officials;
3. News and commentary items on budget and management, governance, corruption, economy, reform, competitiveness, and other related issues; and
4. Other categories/keywords the DBM will provide, as needed.

C. The Service Provider shall base its search on the following sources:

1. National broadsheets: Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Business World, Business Mirror, Malaya, Manila Times, Manila Standard Today, and Daily Tribune, among others.
2. National tabloids: Bulgar, Abante, Abante Tonight, People's Journal, People's Tonight, Pilipino Star Ngayon, Tempo, and Bandera, among others.
3. Regional newspapers in key cities/municipalities, i.e., Cebu; Davao; San Fernando, Pampanga; and Cagayan de Oro; among others.

4. National television news and current affairs programs on the following stations: GMA 7, TV 5, ANC, Studio 23, GMA News TV, Aksyon News TV, NET 25, DZMM Teleradyo, DZBB Super Radyo, Solar News, IBC 13, among others.
 5. National radio news and current affairs programs on the following stations or networks of regional stations: Aksyon Radyo Patrol, DZBB Super Balita, DZRH Manila, DWIZ, DZAR, Aksyon Singko, Bombo radio, Radio Mindanao Network, Radyo 5, among others.
 6. News websites with breaking news and online content: ABS-CBN News, GMA News Online, News 5, Inquirer.net, Sunstar.com.ph, rappler.com, Philstar.com, Manila Bulletin, Daily Tribune, Business World, Business Mirror, Manila Standard, OneNews.ph, among others.
- D. The MACRO shall be provided with daily real-time updates for DBM officials on news stories and other relevant information on budget and management sourced from the quad-media (radio, television/cable, print, and social media).
1. News Alerts: Daily news reports covering the following:
 - a. Real-time identification and daily upload of the monitored news and commentary items, including copies of the audio/video;
 - b. Format of submission should include the following:
 - i. Title of the Article;
 - ii. Name of publication/media network;
 - iii. Name of Reporter;
 - iv. Summary of News Story;
 - v. News stories group according to pre-determined categories;
 - vi. Clippings with complete details (for broadcast);
 - vii. Timecode of the DBM-related mentions; and
 - viii. Sentiment analysis
 - c. Real-time copies of just-released or breaking news articles, voice recordings, video clips of interviews, etc.
- E. The MACRO shall be provided with breaking news alerts and basic media analysis on all relevant news based on the above-cited search parameters.
- F. The MACRO shall be provided with ad hoc media capture within twenty (20) minutes after each recorded event, i.e., print, audio, video recordings, and other collaterals for further analysis and documentation purposes.
- For holidays, the daily reporting shall be done not later than 9:00 a.m. of the following working day.
- G. The MACRO shall be provided with just-released audio, articles, and video clips immediately upon the order of the Secretary and at the request of officials.
- H. The MACRO shall be provided with monthly, quarterly and annual insights reports, consisting of comprehensive reviews of DBM's engagement through news and stories generated in mainstream (television, print, radio) media, websites, and social media platforms.

1. Monthly reports on monitored news, opinion, and/or commentary items including a compilation of monitored news, social media, and commentary items in document, audio, and video formats, within the delivery period. The first draft shall be submitted to the end user not later than the 3rd working day of the following month, except for the tonality analysis which shall be submitted not later than the 10th working day of the following month. The final version of the said report shall be submitted within thirty-six (36) hours from receipt of the final corrections from the end-user.

The report for traditional media shall adhere to the agreed-upon template, and shall include statistics on the following:

- a. Performance overview: Number of materials published/broadcast about DBM across all media platforms;
 - b. Coverage overview (breakdown of the number of materials about DBM among broadsheet, tabloid, TV, radio, and online news versions);
 - c. Narrative timeline: Number of relevant news about the DBM daily, with identification of the top five most prominent topics about the DBM;
 - d. Tonality analysis;
 - e. Top five print media organization carriers;
 - f. Top five print media journalist contributors;
 - g. Top five TV and radio media organizations carriers;
 - h. Top five TV and radio journalist contributors;
 - i. Top five online media organization carriers;
 - j. Top five online media contributors;
 - k. Top DBM columnists; and
 - l. Top message sources about the DBM (DBM Officials).
2. Quarterly reports on monitored news and commentary items. The first draft shall be submitted to the end user not later than the 22nd day of the succeeding month after the end of every quarter. The final version of the said report must be submitted within thirty-six (36) hours from receipt of the final corrections from the end-user.

The report for traditional media shall adhere to the agreed-upon template, and shall include statistics on the following:

- a. Performance overview: Number of materials published/broadcast about DBM across all media platforms;
- b. Coverage overview (breakdown of the number of materials about DBM among broadsheet, tabloid, TV, radio, and online news versions);
- c. Narrative timeline: Number of relevant news about the DBM daily, with identification of the top five most prominent topics about the DBM;
- d. Tonality analysis;
- e. Top five print media carriers;

- f. Top five print journalist contributors;
 - g. Top five TV and radio carriers;
 - h. Top five TV and radio journalist contributors;
 - i. Top five online media carriers;
 - j. Top five online media journalist contributors;
 - k. Top DBM columnists; and
 - l. Top message sources about the DBM (DBM officials).
3. Annual report on monitored news and commentary items. The first draft shall be submitted to the end user not later than the 15th day after the end of the 12th month of the subscription project. The final version of the said report must be submitted to the end user not later than the 30th day after the end of the 12th month of the subscription project. The report for traditional media shall adhere to the agreed-upon template, and shall include statistics on the following:
- a. Performance overview: Number of materials published/broadcast about DBM across all media platforms;
 - b. Coverage overview (breakdown of the number of materials about DBM among broadsheet, tabloid, TV, radio, and online news versions);
 - c. Narrative timeline: Number of relevant news about the DBM daily, with identification of the top five most prominent topics about the DBM;
 - d. Tonality analysis;
 - e. Top five print media carriers;
 - f. Top five print journalist contributors;
 - g. Top five TV and radio carriers;
 - h. Top five TV and radio journalist contributors;
 - i. Top five online media carriers;
 - j. Top five online media journalist contributors;
 - k. Top DBM columnists; and
 - l. Top message sources about the DBM (DBM officials)

V. SERVICE PROVIDER QUALIFICATIONS

The Service Provider has at least five (5) years of experience with Media Monitoring Analysis Service.

VI. TERMS OF PAYMENT

The payments to the Service Provider shall be made monthly, subject to the submission of the following documentary requirements, and in accordance with the budgeting, accounting, and auditing laws, rules, and regulations:

- 6.1 Proof of subscription to the online facility;
- 6.2 Monthly Media Monitoring and Analysis Report;
- 6.3 Quarterly Media Monitoring and Analysis Report, when applicable;
- 6.4 Annual Media Monitoring and Analysis Report, when applicable;
- 6.5 Sales Invoice/Statement of Account/Billing Statement;

- 6.6 Certificate of Acceptance by the Director of Media Affairs and Community Relations Office; and
- 6.7 Non-Disclosure Agreement (NDA)

VII. CONFIDENTIALITY OF DATA AND INFORMATION

The members of the Service Provider shall be subjected to strict rules on confidentiality. Fines and penalties shall be applied to the company and representatives involved for violations thereof.

- 7.1 The Service Provider shall be required to sign a Non-Disclosure Agreement (NDA).
- 7.2 The DBM media monitoring and analysis service, its components, parts, and all products, products samples and specifications, data, ideas, technology, and technical/nontechnical materials, all or any which may be derived from any of the foregoing are strictly confidential.
- 7.3 The Service Provider agrees to hold all the foregoing information in strict confidence. The Service Provider further agrees not to reproduce or disclose any confidential information to third parties without the prior written approval of the DBM.

VIII. SERVICE LEVEL AGREEMENT

The DBM shall maintain a Service Level Agreement with the Service Provider, with provisions for liquidated damages as indicated below for their non-compliance. Liquidated damages shall be charged against any money due or which may become due to the Service Provider, or collected from any securities or warranties posted by the Service Provider.

Component	Description	Liquidated Damages
Subscription to a Media Monitoring Analysis Service	The Service Provider devises and allows access to a web-based media monitoring system to MACRO.	1/10th of 1% of the contract price shall be imposed per day of delay.