
Clarification Note No. 1
Request for Quotation – RFQ 514585
Provision of “Media Monitoring Services”
for OSCE-COMMC

The Organization for Security and Co-operation in Europe has received request for clarifications. Please find below questions and clarification:

Question 1a: Unlimited number of users (no bearing on subscription price)
How many users should have support/education?

Answer 1a: About 10

Question 1b: Is a user not the same as a recipient? Who should be the content receiver?

Answer 1b: There are a fixed number of users (Head of COMMS, Deputy Head of COMMS, 4 Media team members, Manager of Online team). In addition, there is a variable number of people depending on the number of interns, STAs, etc. We need to be able to add and takeaway users/recipients according to the turnover.
- Users & Recipients are indeed the same.

Question 1c: Where are the users based? Is this a global scope or is it just for the local market in Austria?

Answer 1c: This is a global scope, we are only based in Austria, and Austria is only one of the audiences. For how many users should the interface be tailored for?
Same answer as to Question 1

Question 2a: How should the unlimited number of users digest the content?

Answer 2a: That’s up to us. If the interface is well designed, there is no “digestion” to be done.

Question 2b: Can it be done via newsletters/mobile application?

Answer 2b: We need both, alerts in real time and newsletters. Email is enough, but if a mobile application is provided in addition to that, it’s a plus.

Question 3: Sett-up tailored to match OSCE-COMMS needs exactly (on-line)

Answer 3: Please elaborate. Will 50 searches cover the needs? Our experience shows that content should be digested in a structured way. A topic should be structure per Media channel. E.g. Topic A needs one search for Editorial, one for Social media and a third for TV and radio. No. We don't work that way. We don't want searches by media channel. Give us minimum 50 words/names/etc., we know how to structure for our needs.

Question 4a: Pre-defined set of keywords for searches.
Can you please elaborate? How many keywords/topics?

Answer 4a: As said above, 50.

Question 4b: Do you use a Service for this today? If yes, how many searches do you have?

Answer 4b: Yes we do. 50 keywords/names/sentences, which can be combined in an unlimited number of searches.

Question 5a: Dedicated customer service representative 24/7 Do you have this today?

Answer 5a: Yes we do.

Question 5b: If yes, how often have used support outside regular office hours?

Answer 5b: No rule

Question 6: In general, why do you tender?

Answer: 6: OSCE rules require spending of public funds to be done based on a tender formalism. (Is "formalism" the correct word? I never heard that)

Question 7: Bidder qualifications: The database of the sources analysed should be comprehensive, free-to-access and it should include sources published in six OSCE languages and corresponding scripts.

What exactly do you mean with "free-to-access"? Is this related to the access of the bidders' portal (normally accessible with ID/PW) or related to the content, meaning free on the web accessible sources?

Answer 7: Both. The content needs to be freely accessible, no additional licensing.

Question 8: Mandatory Requirements:

2. Unlimited number of users (no bearing on subscription price)
6. Training for all staff (max. 10) on the media monitoring service at no extra cost (on-line e.g. skype)

How many people (users of the media monitoring portal) should access the media monitoring tool of the bidder and to how many people will the information be shared (readers)?

Answer 8: See question 1! Information should be shareable with an unlimited number of users (throughout the OSCE).

Question 9: 5. No additional time/human resources for effective use

Do you mean after the requested training was given for all staff the system should be usable without further help?

Answer 9: No, we mean that the interface and presentation should be simple enough for any single user, without having to dedicate one or more people to digest, sift through the material.

Question 10: 14. Sources must include mainstream as well as lower-profile media, TV and radio, as well as all social media channels

Can you provide more details on the required media sources and source types? E.g. can you provide a list of TV/Radio channels and social media channels (or the ones who should be included minimum)? Regarding news sources: are free web sources only required or also access to premium news content licensed by the bidder?

Answer 10: No, we cannot provide a list. Any media where our keywords/names appear. Premium news content needs to be included free of license.

Question 11: Does OSCE COMMS focus on News Media or Social Media or both?

Answer 11: Both.

Question 12: Free access to all sources included in alerts and reporting

Can you please explain the meaning of “free access to all sources”?

Answer 12: Free access. No licenses. We need to click on a news item and be able to read the entire post/article/tweet, etc.

Question 13: Automatically created detailed reports measuring time, language, region, reach, virality, influence and sentiment. How important is “virality”?

Answer 13: As important as all others. Very important.

Question 14: Easily accessible database/archive for one year minimum

What is the exact meaning of “archive for one year minimum”? Does it mean the requested media data should include a searchable archive of one year or longer or should the data – once pulled from the system – should be storable for one year and longer?

Answer 14: Data should include a searchable archive. We store the data ourselves once it's pulled out.

Question 15: Notes regarding the OSCE document “General Conditions of Contract (Services)”

7.1 (c) cannot be declared by the bidder because the content is third party content licensed by the bidder

10. Licensed will be granted by Terms & Conditions of the bidder

21. and 22. Can you please explain?

29. We cannot agree to this because the bidder is a worldwide stock noted company and does not accept such requirements. The bidder can assure that all common insurances are in place.

In addition, the OSCE has to agree to the bidders Terms & Conditions and the bidders' terms & conditions should prevail, even in case of conflicting clause.

Are these statements acceptable for OSCE?

Answer 15: Confirming acceptance of General conditions of contract is mandatory. Any specific information about licencing or other issues should be included in the proposal, for consideration and review by OSCE's Legal Section.