

Clarification Note to RFQ SER 16 2021 “Provision of Content Analysis Software Tool and Training Services”

Q1: I see in the proposal this is set up for a vendor to provide analytics to 4 media outlets in Serbia. Can you please provide the monthly average pageviews for each one of those media outlets, or a range of traffic for these media outlets? For example, is it safe to assume they would all have under 5 million monthly average page views? (Any kind of range would be helpful because this the most important driver for us to estimate cost.)

R1: Yes, it is safe to say that these media outlets have under 5 million monthly average page views;

Q2: Is this a tool that the OSCE Mission to Serbia team has budgeted for 2021?

R2: Yes, it is;

Q3: Are you able to provide insight into what the winning bid was last year?

R3: Kindly note that we are not able to provide this information.

Q4: Could you provide more insight into why the OSCE Mission to Serbia is putting up this RFP again this year? Is this a normal annual process, or is the team not happy with the provider that won last year?

R4: It is a regular process in accordance with OSCE’s rules and regulations in regards to procurement of services;

Q5: Can you share whether the service fees are being paid by OSCE on behalf of the media outlets or is OSCE leading this search process but the media outlets themselves will budget and pay for the service?

R5: The service fees are being paid by the OSCE;

Q6: Do you have an expected budget range for a content analytics software?

R6: Yes, the service is budgeted, nevertheless this is internal information and cannot be shared in the bidding process;

Q7: By what date do you expect to have a vendor selected through this process?

R7: By end of September;

Q8: Are there additional steps expected in this evaluation process before you make a final selection?

R8: The Evaluation process consists of technical and financial evaluation, as set out in RFQ documentation Terms of Reference - point 7. Only bidders that have successfully passed the Technical Evaluation shall be further evaluated through the Financial Evaluation. From among all technically acceptable bids, the award will be made to the lowest cost bidder.

Q9: Our analytics software requires our customers to integrate our JS tracker and metadata format on their website(s). Will all four media outlets be able to complete this integration?

R9: Yes;

Q10: Do you have a preferred format for our response? (PPT slides, video demo of software, etc.)

R10: Both PPT slides and video demo of software are more than welcomed formats; if the video format is not available, PPT slides would do just fine.

Q11: Can you please clarify, if we understand well, your need is analytical software, which would be used for 4 media? Are these four media fixed or they would be variable? What terms (COVID or similar) and how many of them would be encompassed?

R11: OSCE response: 4 local media outlets in Serbia; fixed; there are no pre-defined items to be followed;

Q12: Are social networks also monitored and in what way (in the context of monitoring 4 listed items)?

R12: Yes, official Facebook page of the training users (media outlets) as well as the quality of visits to those pages from 30 leading social networks;

Q13: Referring to the following: "The software should take into consideration dozens of different content performance metrics, examine their relations and weigh them according to three behavioral models: exposure, engagement, and loyalty. In the end, a software should come up with a single indicator revealing how good a piece of content worked" what do you mean by "Exposure" and „Loyalty“ (if engagement is visible No. of likes and shares) and how is it foreseen for the software to collect those data?

R13: There are available software on the market, which recognize models such as exposure, engagement, and loyalty; we do not define processes for programming gathering data software.

Q14: Referring to the following: „The company should also provide training on the use of data in creating editorial strategies focused on sustainability in the digital environment and the related new models of generating revenue“. Training would encompass – correct me if being wrong – use of software data for creation of editorial strategies – focused on sustainability in digital environment and new models of generating revenue. Can you further clarify this?

R14: Yes, a focus is well understood as well as training results.

Q15: “Provide a training for media professionals on the use of data in creating editorial strategies”- can you please further clarify what is expected from training;

R15: Data is one of the basic elements for developing editorial strategies in digital media. It is expected that the service provider has knowledge on the use of data in developing editorial strategies and apply it during the training for media professionals working in selected media outlets that are to receive requested media content performance analysis software tool.