

**REQUEST FOR PROPOSAL**

**Subscription to Media Monitoring Services for the Philippine Competition Commission for CY 2023**

P.R. No./Date Received: 2023-EPA-0003 / 04 October 2022

RFQ/P No. / Date: 2022-EPA-0004 / 19 October 2022

The Philippine Competition Commission invites all eligible and PhilGEPS-registered suppliers, contractors and consultants to quote the best offer for the described item in the attached **Terms of Reference** subject to the Terms and Conditions and within the **Approved Budget for the Contract**.

**Required Documents/Information to be submitted as Attachments to the Quotation/Proposal:**

- Mayor's/Business Permit / BIR Certificate of Registration in case of individual.
- PhilGEPS Registration Number
- Signed Terms of Reference
- Latest Income / Business Tax Return
- Notarized Omnibus Sworn Statement (to be submitted prior to issuance of the Notice of Award)

This pro-forma quotation maybe submitted through **registered** or **electronic mail** to the PCC Bids and Awards Committee (PBAC) Secretariat at above address or email to [procurementunit@phcc.gov.ph](mailto:procurementunit@phcc.gov.ph) or [rvillanueva@phcc.gov.ph](mailto:rvillanueva@phcc.gov.ph) on or before **26 October 2022, 12:00NN** subject to the following **Terms and Conditions**:

1. All entries shall be typed or written in a clear legible manner.
2. No alternate quotation/offer is allowed, suppliers who submitted more than one quotation shall be automatically disqualified.
3. All prices offered herein are valid, binding and effective for THIRTY (30) calendar days upon issuance of this document. Alternative bids shall be rejected.
4. Price quotations to be denominated in Philippine Peso shall include all applicable government taxes subject to **(BIR 2306)** 5% R-VAT and **(BIR 2307)** 1% (PO) or 2% (JO) deductions.
5. PCC PBAC Technical Working Group may require you to submit documents that will prove your legal, financial and technical capability to undertake this contract.
6. Salient provisions of the IRR of RA 9184: Section 68 - Liquidated Damages and Section 69 - Imposition of Administrative Penalties shall be observed.
7. PCC reserves the right to reject any and all quotations, declare a failure, or not award the contract pursuant to Sec 41 of the same IRR.
8. In case of tie quotations, suppliers' presence are required during tie breaking through draw lots or toss coin.
9. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed **Terms of Reference**.

Very truly yours,

  
**ATTY. JOSEPH MELVIN B. BASAS**  
PBAC Chairperson 

Item	QTY	ABC	Project Title	Total Amount
				(To be filled-up by the supplier)
1	1	P 700,000.00	Subscription to Media Monitoring Services for the Philippine Competition Commission for CY 2023	
			(Please see attached Terms of Reference)	
<b>Total Lot ABC</b>		<b>P 700,000.00</b>	<b>TOTAL Amount:</b>	
<b>Delivery Instructions:</b>			<b>Please see attached Terms of Reference</b>	

(Please provide **complete** information below)

We undertake, if our Proposal is accepted, to supply/deliver the goods in accordance with the specifications and/or delivery schedule.

We agree to abide by this proposal for the price validity period specified in the terms and conditions and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a Purchase/Job Order or a Contract is prepared and executed, this Quotation/Proposal shall be binding upon us. We understand that you are not bound to accept the lowest or any Proposal you may receive.

Signature over Printed Name : \_\_\_\_\_

Designation/Position : \_\_\_\_\_

Name of Company : \_\_\_\_\_

Address : \_\_\_\_\_

Telephone / Fax : \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Tax Identification Number : \_\_\_\_\_

**TERMS OF REFERENCE**  
**SUBSCRIPTION TO MEDIA MONITORING SERVICES**  
**FOR THE PHILIPPINE COMPETITION COMMISSION (PCC) - CY 2023**

**BACKGROUND**

The Philippine Competition Commission (PCC) is mandated to enforce the Philippine Competition Act (PCA), which provides for the promotion of competition-related policies and best practices by disseminating information that would guide businesses and consumers.

Advocacy complements PCC's core operations like investigations, merger reviews and market studies towards a culture of competition. In meeting these mandates, regular and timely monitoring of corporate and economic news is required to aid in case investigation as well as in intel gathering through media for merger reviews. Media monitoring will also serve as direct feedback in multimedia campaigns and in improving advocacy work.

The PCC, with limited personnel and technical expertise, has no capability to undertake in-house a comprehensive sweep on a daily basis of all relevant media platforms for the above purposes.

**OBJECTIVES**

In light of the above requirements, the subscription to a third-party media monitoring service is aimed at putting in place a mechanism to capture in a timely fashion any information that would support PCC in the fulfillment of its mandates as the agency with the original and primary jurisdiction over issues related to competition. Specifically, the subscription will help accomplish the following:

- 1) Collate any relevant corporate and economic news that can inform the agency's investigation of anti-competitive mergers and business practices;
- 2) Provide information on how the media perceives the PCC and the work it does, which feedback will be used in improving the agency's advocacy work; and
- 3) Monitor the publication/broadcast/narrowcast of PCC's multimedia information / education / communication (IEC) materials.

**SCOPE OF SERVICES AND PARTIES' RESPONSIBILITIES**

The project involves the subscription to quad-media monitoring services for **2023**. The news and digital media monitoring service shall provide comprehensive news updates in a timely manner to the Philippine Competition Commission (PCC) officials and staff members in order for them to immediately act upon such information regardless of their location and time. The service provider will be supervised by the PCC's Communications and Knowledge Management Office-**Public Affairs and Research Division (CKMO-PARD)** for the duration of the contract.

**REQUIREMENTS**

**1. FORMAT:** The procuring entity will have to approve the format of the deliverables prior to the first media monitoring for PCC. The information should include the following:

**PRINT**—1) title of article, 2) body of article, 3) name of news agency, 4) section in the newspaper, 5) name of reporter or columnist (if applicable), 6) date of publication, 7) page number, 8) media value, and 8) tonal assignment (positive/negative for news under the PCC category only).

**ONLINE**—1) title of article, 2) body of article, 3) name of news agency, 4) name of reporter, 5) date of publication, 6) section in the website, 7) media value, 8) tonal assignment (positive/negative)

**RADIO**—1) name of radio station, 2) name of host/interviewer, 3) name of show/program (if applicable) 4) time and date of the show, 5) name of interviewee, 6) subject of the interview or talk show or segment, 7) media value, 8) tonal assignment (positive/negative)

**TELEVISION**—1) name of network/station, 2) name of program or show, 3) date of show, 4) name of host/interviewer, 5) name of interviewee, 6) subject of interview or conversation, 7) media value, 8) tonal assignment (positive/negative).

**KEYWORDS**—CKMO-PARD will provide a list of keywords relevant to the needs, tasks and operations of the various units of the Commission. Other keywords may occasionally be changed, added, or updated at least once a month.

<b>NEWS MONITORING QUALIFICATIONS AND DELIVERABLES</b>		
<b>Particulars of Deliverables</b>	<b>Quantity</b>	<b>Supplier's State of Compliance</b>
<b>1) MONITORING.</b> Provide comprehensive list of publications / dailies / broadsheets, websites, and networks / stations that will bemonitored.	365 days	
<b>2) NEWS ALERTS DELIVERY.</b> Deliver daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than <b>8:00 AM</b> on weekdays for <b>print</b> and <b>online</b> news/articles, and <b>4:00 PM</b> on weekdays for <b>broadcast (TV, radio)</b> ; and not later than <b>12:00 NN</b> of the following day for <b>weekends</b> and <b>holidays</b> to members of the agency.  In the event that any emergency-related or case-related news comes in, the service provider must send it to PCC at any time of the day. (See Deliverable No. 5)	365 days	

<p><b>3) FORMAT.</b> Submission of daily news alerts should at least include:</p> <ol style="list-style-type: none"> <li>Title of Article</li> <li>Name of publication/media network</li> <li>Name of reporter</li> <li>Summary of news stories</li> <li>News stories grouped according to pre-determined categories</li> <li>[For online] Clipping with original sources/links</li> <li>[For print] Clippings with complete details</li> <li>[For broadcast] Timecode of PCC-related or competition-related mentions.</li> </ol>	365 days	
<p><b>4) HOLIDAY SCHEDULE.</b> Deliver daily news alerts, including weekends and holidays, submitted electronically in a customized format <b>not later than 12:00 NN for weekdays and not later than 3:00 PM of the following day for weekends and holidays.</b></p> <p>The version of this submission shall contain similar information as indicated in <i>Deliverable No. 3</i>.</p>	Holidays; Weekends	
<p><b>5) BREAKING NEWS / CRISIS COMMUNICATIONS.</b> In case of important, extraordinary, or emergency situations affecting <i>PCC</i> or its <i>officials</i>, as determined by CKMO-PARD, the service provider shall immediately send alerts of breaking news / articles / clippings from publications / dailies / broadsheets, websites, and networks / stations that will bemonitored for action in crisis communications.</p>	As the need arises	
<p><b>6) COMPANY DISCLOSURES AND PSE EDGE TRACKING.</b> Provide list of material information / transactions, related to PCC operations, monitored from the Philippine Stock Exchange (PSE) Edge Portal (<a href="https://edge.pse.com.ph/">https://edge.pse.com.ph/</a>).</p>	Every Monday to Friday	
<p><b>7) DATABASE ACCESS.</b> Access to an online database system for daily monitored news. The database should make available all the information required, as stated in the scope of works of this Terms of Reference.</p> <p>The following features must also be available:</p> <ol style="list-style-type: none"> <li>Downloadable clips</li> <li>Printable content</li> <li>Downloadable and printable results and statistics on news monitored</li> </ol>	At least 10 slots / accounts	
<p><b>8) NEWS CLIPPINGS ARCHIVING.</b></p> <ul style="list-style-type: none"> <li>Delivery: Every Monday, the Service Provider shall send a link containing all the news clippings from the previous week (Monday to Sunday) to <a href="mailto:km@phcc.gov.ph">km@phcc.gov.ph</a> or the assigned archivist by the PCC's CKMO-Knowledge Management Division.</li> </ul>	1 / week	

<ul style="list-style-type: none"> <li>• Format: The file name of each clipping shall be in the following format: <ul style="list-style-type: none"> <li>○ YYYYMMDD Title</li> <li>○ For clippings with print and web versions, the following file name extension shall be included: <ul style="list-style-type: none"> <li>▪ For print (_p): “YYYYMMDD Title_p”</li> <li>▪ For web articles (_w): “YYYYMMDD Title w”</li> </ul> </li> </ul> </li> <li>• If the same articles are clipped from different sources (e.g. MSN, YahooNews, etc.), the Service Provider shall only send the formatted file from the main/major source/s (e.g. Philippine Star, Philippine Daily Inquirer, Manila Bulletin, Business Mirror, Business World, etc.) <ul style="list-style-type: none"> <li>○ If the same titles are clipped from different media/major sources, the media/major sources shall be included as filename extension: <ul style="list-style-type: none"> <li>▪ For the same title clipped from DZMM: “YYYYMMDD Title_DZMM”</li> <li>▪ For the same title clipped from ANC: “YYYYMMDD Title_ANC”</li> <li>▪ For the same title clipped from CNN: “YYYYMMDD Title_CNN”</li> </ul> </li> </ul> </li> </ul> <p><i>Submission of News Clipping Archive should be within 3 working days after each weekend.</i></p>		
<p><b>9) MONTHLY REPORT ROI.</b> This multi-variable approach provides precise insights on how the media perceives PCC. The PCC will apply this metric, along with media/PR values, to check the efficiency of media space or mentions.</p> <p><i>Submission of Monthly Report: ROI should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>10) MONTHLY REPORT NET SENTIMENT.</b> The ratio of volume of articles that were analyzed as <i>positive</i> vs. the total volume of articles which were analyzed as <i>negative</i>. This metric allows PCC to know how favorable the agency is in the media for a prescribed period.</p> <p><i>Submission of Monthly Report: Net Sentiment should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>11) BREAKDOWN AND STATISTICS.</b> The total number of clippings that were scanned, collected, and included in the PCC Media Monitoring alerts per month and as accumulated for the year.</p> <p><i>Submission of Breakdown and Statistics should be within 10 working days after each month-end.</i></p>	1 / month	

<p><b>12) MEDIA FRONT PAGE EXPOSURE.</b> The total number and individual identification of the news articles / clippings that landed on front page of newspapers or primetime spots for broadcast clippings.</p> <p><i>Submission of Media Exposure should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>13) SPOKESPERSON EFFECTIVENESS / ROI.</b> The service provider will analyze the number of articles / clippings attributed to identified spokesperson/s from PCC and compare it to their ROI metrics in a given period</p> <p><i>Submission of Spokesperson Effectiveness / ROI should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>14) MESSAGING EFFECTIVENESS / ROI.</b> The messages or media releases by PCC will be measured against the ROI metrics of the service provider.</p> <p><i>Submission of Messaging Effectiveness / ROI should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>15) CALENDAR OF POSITIVE / NEGATIVE NEWS PER MONTH:</b> The report must include the most dominant competition related news of the day per day in each month based on metrics of the service provider.</p> <p><i>Submission of calendar of Positive/Negative News per Month should be within 10 working days after each month-end.</i></p>	1 / month	
<p><b>16) SOCIAL MEDIA TRACKING / LISTENING TOOL WITH ACCESS AND DATABASE:</b> Track social media platforms for information and general feedback that are related to PCC.</p> <p><i>Access, search functions, and information generated in using the social media tracking/listening tool shall be determined by CKMO-PARD and shall be provided by the Service Provider accordingly based on existing and allowed privacy regulations.</i></p>	1 / month	
<p><b>17) SOCIAL MEDIA TRACKING / LISTENING TOOL MONTHLY REPORT.</b></p> <p>The Service Provider shall also submit a monthly report on trends, volume, exposure, net sentiment, and their corresponding sources.</p> <p><i>Submission of the Social Media Report per Month should be within 10 working days after each month-end</i></p>	1/month	
<p><b>PLATFORMS.</b> At the minimum, the service provider should include in its monitoring the following:</p> <p><b>1. BROADSHEETS AND COMPACT NEWS</b></p> <ol style="list-style-type: none"> <li>a. Philippine Daily Inquirer</li> <li>b. Philippine Star</li> <li>c. Manila Bulletin</li> <li>d. Business World</li> <li>e. Business Mirror</li> </ol>		

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| <ul style="list-style-type: none"> <li>f. Manila Times</li> <li>g. Manila Standard Today</li> <li>h. Malaya Business Insight</li> <li>i. Daily Tribune</li> <li>j. Sunstar</li> <li>k. Journal Group</li> <li>l. Abante</li> <li>m. Major provincial newspapers</li> </ul> <p><b>2. TELEVISION (both free TV and cable TV)</b></p> <ul style="list-style-type: none"> <li>a. ABS-CBN News Channel (ANC)</li> <li>b. GMA Network</li> <li>c. TV5</li> <li>d. CNN Philippines</li> <li>e. News One (Formerly Bloomberg Philippines)</li> <li>f. DZMM Teleradyo</li> <li>g. DZBB Teleradyo</li> <li>h. DZRH TV</li> <li>i. PTV4/PNA</li> <li>j. UNTV</li> <li>k. Net25</li> <li>l. SMNI</li> </ul> <p><b>3. RADIO</b></p> <ul style="list-style-type: none"> <li>a. DZBB</li> <li>b. DZRH</li> <li>c. DZRB / Radyo Pilipinas</li> <li>d. DWIZ</li> <li>e. DZXL (RMN)</li> <li>f. DZIQ (Radyo Inquirer)</li> <li>g. DZEC (Radyo Agila)</li> <li>h. DZRJ</li> </ul> <p><b>4. ONLINE</b> – Includes local/provincial and national publications/networks that have online versions and stand-alone online news. The Service Provider may suggest other regional and provincial media to include in the issues analysis. The list includes:</p> <ul style="list-style-type: none"> <li>a. ABS-CBN News Online</li> <li>b. DZMM Teleradyo</li> <li>c. GMA News Online</li> <li>d. Inquirer.net</li> <li>e. Philstar.com</li> <li>f. MB.com.ph (Manila Bulletin)</li> <li>g. InterAksyon</li> <li>h. Rappler.com</li> <li>i. BusinessWorld Online</li> <li>j. Business Mirror.com</li> <li>k. CNN Philippines</li> <li>l. Philippine News Agency</li> <li>m. SunStar.com.ph (in the provinces)</li> <li>n. Summit Media (Entrepreneur, Reportr, etc.)</li> <li>o. Journal Group</li> <li>p. Abante</li> <li>q. Bilyonaryo.com (Business blog)</li> </ul> |  |  |
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<p>5. <b>PSE EDGE (<a href="https://edge.pse.com.ph/">https://edge.pse.com.ph/</a>)</b> – Includes material information disclosed by publicly-listed companies relating to mergers, acquisitions, joint ventures, and other relevant information determined by PCC.</p> <p>6. <b>SOCIAL MEDIA</b> – Includes mentions, tags, links, hashtags, comments, word clouds / trees and other expressions related to PCC.</p>		
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<b>MODE OF PAYMENT</b>	
<b>Particulars of Deliverables</b>	<b>Supplier's State of Compliance</b>
<p>Payments to the service provider shall be made <i>once a month</i>. All payments shall be endorsed by the CKMO, supported by an original signed statement of account or billing statement, the issuance of a Certificate of Satisfactory Service Rendered for the deliverables required for each month, and payment to the Service Provider shall be released upon PCC's review and acceptance of the deliverables and requirements identified in this Terms of Reference.</p>	

<b>CONFIDENTIALITY OF DATA AND INFORMATION</b>	
<b>Particulars of Deliverables</b>	<b>Supplier's state of Compliance</b>
<p>The members of the service provider assigned to the PCC and staff members handling the keywords shall be subjected to strict rules on confidentiality and must sign a Non-Disclosure Agreement (NDA) with provisions signifying <i>perpetual</i> confidentiality, confidential disclosure, proprietary information, or secrecy. Fines and penalties shall be applied to the service provider and representatives involved for violations thereof.</p>	

<b>PENALTY FOR MISSED NEWS</b>	
<b>Particulars of Deliverables</b>	<b>Supplier's State of Compliance</b>
<p><b>MISSED ARTICLE / CLIPPING.</b> In the event the service provider fails to include an article or broadcast clipping which has been flagged by PCC, this contract limits the missed news stories to <i>three (3) items</i> per month before being subjected to a fine. The service provider shall pay PCC with an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of daily price equivalent of the monthly rate as the cost of the unperformed portion of the work each day. Moreover, the missed article/clipping is expected to be included in the next round of alerts.</p>	
<p><b>LATE NEWS ALERTS.</b> In the event the service provider sends the alerts later than the stipulated time, this contract limits the missed news stories to <i>three (3) items</i> per month before being subjected to a fine. The service provider shall pay PCC with an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of daily price equivalent of the monthly rate as the cost of the unperformed portion of the work each day. Moreover, the missed article/clipping is expected to</p>	



be included in the next round of alerts.	
PLACE OF ASSIGNMENT	
Particulars of Deliverables	Supplier's State of Compliance
<p>The representative/s or account executive/s assigned to PCC shall be based in <i>Manila, Philippines</i>, while service outputs such as the monthly reports may be submitted in a manner as agreed by the service provider and CKMO-PARD.</p> <p>In the event of remote work by the service provider's representatives assigned to PCC, all operations by the service provider related to the monitoring services and submissions must be complete and accessible by PCC at all times.</p>	



SERVICES TO BE PROVIDED BY THE PCC
<p>The following are the services to be provided by the PCC to the Service Provider:</p> <ul style="list-style-type: none"> <li> <p><b>FORMAT.</b> Approve the format of the deliverables to be proposed by the Service Provider immediately after the Service Provider's receipt of Notice to Proceed and/or first media monitoring for the PCC. The format, should include, but are not limited to the following:</p> <p><b>PRINT:</b> 1) title of article, 2) body of article, 3) name of news agency, 4) section in the newspaper, 5) name of reporter or columnist (if applicable), 6) date of publication, 7) page number, 8) media value, and 8) tonal assignment (positive/negative for news under the PCC category only);</p> <p><b>ONLINE:</b> 1) title of article, 2) body of article, 3) name of news agency, 4) name of reporter, 5) date of publication, 6) section in the website, 7) media value, 8) tonal assignment positive/negative);</p> <p><b>RADIO:</b> 1) name of station, 2) name of host/interviewer, 3) name of program/show (if applicable) 4) time and date of the show, 5) name of interviewee, 6) subject of the interview or talk show or segment, 7) media value, 8) tonal assignment (positive/negative); and</p> <p><b>TELEVISION:</b> 1) name of network/station, 2) name of program or show, 3) date of show, 4) name of host/interviewer, 5) name of interviewee, 6) subject of interview or conversation, 7) media value, 8) tonal assignment (positive/negative);</p> <p><b>SOCIAL MEDIA TRACKING / LISTENING TOOL:</b> 1) Name of social media platform, 2) Name of Source, if applicable/available, 3) PCC and competition-related mentions, 4) PCC and competition-related tags, 5) PCC and competition-related hashtags, 6) PCC and competition-related comments.</p> </li> <li> <p><b>KEYWORDS.</b> Provide a list of keywords relevant to the needs, tasks and operations of the various units of the PCC. Other keywords may occasionally be changed, added, or updated at least once a month;</p> </li> <li> <p><b>COORDINATION.</b> Constantly coordinate with the Service Provider on any concerns and/or results of the monitoring and reports; and</p> </li> <li> <p><b>PAYMENT.</b> Pay the Service Provider based on the deliverables, requirements and agreements presented in this Terms of Reference, following the guidelines and policies on government budgeting, accounting, and auditing.</p> </li> </ul>

A designated project manager within the PCC's CKMO-PARD will be assigned for review, coordination and/or endorsement of the outputs of media monitoring and in processing the request for payment.

**APPROVED BUDGET FOR THE CONTRACT AND MODE OF PROCUREMENT**

The Approved Budget for the Contract (ABC) is Seven Hundred Thousand Pesos (PhP 700,000.00), inclusive of all applicable government taxes and service charges. The final contract cost shall be calculated proportionally from receipt of Notice to Proceed up to 31 December 2023.

The mode of procurement shall be through Small Value Procurement provided under the Revised Implementing Rules and Regulations (RIRR) of Republic Act No. 9184.

  
**ARNOLD ROY D. TENORIO**  
Director III, CKMO 

**CONFORME:**

\_\_\_\_\_  
Name and Signature of Authorized Representative

\_\_\_\_\_  
Designation

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Date