

FAQ 1

Question 1

In order to determine the flat fee which should cover all potential ECA wishes, we require an estimated monthly volume for print and social media coverage, next to the volume for web (150/month). If ECA cannot provide us with an estimated volume, can our company include in the quotation a monthly cap on the found coverage basing on our own estimates and experience?

Answer 1

As the ECA cannot provide for a reliable estimate of the volume for print and social media coverage in addition to the estimated web volume (150/month), it is up to the tenderers to estimate the monthly volume for print and social media coverage basing on their own experience.

Question 2

With regard to ANNEX 2, 9.1 c) Press reviews and media evaluation on three ECA special reports: due to copyright restrictions in various countries, we are not allowed to archive articles. The only possibility for us to accomplish a press review and a media analysis as a test is by using external data bases. This entails extra costs and – more important – not all media of all countries will be included. Moreover, data bases do not include Social Media and only an excerpt of online media. Additionally, mentions of ECA's report would surely be found in specialist sources and journals, which are published on a monthly basis. As a result, the reports required for the tender will not be complete and will not mirror the quality you would usually get from us. Is there a possibility to change this request into a live monitoring on ECA for a few days late August instead?

Answer 2

See corrigendum 1

Question 3

With regard to ANNEX 2, PART A, 9.1 a): ECA requires a list of all print, online and social media proposed to be covered in each country. However, considering the fact that the list would have to be sent in an envelope, we expect it to cover even 50 or more pages. Does ECA expect from the tenderers a certain number of proposed publications per country? Or would it be also sufficient to provide an overview with the number of media in every country?

Answer 3

In order to be able to gauge the scope of media coverage in each country and to allow for evaluation of the sources against the criteria stated under 9.2 (No 1), as well as to satisfy itself that the most relevant media are or indeed will be covered, the ECA requires a comprehensive list, rather than an overview of all print, online and social media. By listing which media are or will be covered, rather than giving the number of media covered in a country, the tenderer will demonstrate its knowledge of media landscape across the EU as well as of the ECA's business.

Question 4

With regard to ANNEX 2, PART B, 2.1.1: Sources for print and online media: Providing a fixed fee for all sources “that ECA considers necessary” is impossible without knowing if among the sources there will be login-protected, fee-required web media or special print trade media which would need an extra subscription.

Answer 4

The tenderers are requested to provide an annual flat rate for media monitoring services. This annual flat rate shall be based on the list of sources the tenderer proposes to monitor as part of its technical offer and cover all the services required in the tender specifications (except for consultancy services) including any fees, copyright costs, etc. It is assumed that the tenderer knows the sources it proposes and any costs incurred in this respect and therefore is able to price the services. In case it happens that the ECA required to add a new source (not included in the initial offer) and the source requires an additional fee, the contractor will have to inform the ECA accordingly and decision will be taken whether to include the new source or not.

It is reminded, that the initial list of sources shall at least cover the main and sector-specific sources per country allowing for providing complete daily press reviews.

Question 5

With regard to ANNEX 2, page 25: List of all media / news agencies subscriptions
Is this media list to be understood as a minimum requirement or are these sources that can be made available to the monitoring company by ECA?

Answer 5

This is a list of all media and news agencies subscriptions that the ECA possesses, including their scope. These can be made available by the ECA to the service provider.

Question 6

With regard to ANNEX 2, PART B, 2.4: What measures do you have in mind for “customising the platform to ECAs needs”. Would this involve visual changes or insertion of ECA’s logo into the online platform or go beyond?

Answer 6

Visual customisation is of lesser importance. Essentially the ECA would like to satisfy itself that if the tenderer already possesses a platform for media monitoring, this platform can be adapted both in terms of coverage of the ECA's products (various types of reports, different languages) and interoperability with the ECA's Intranet & Internet, which will soon be based on Microsoft SharePoint. This could be merely creating new categories or renaming old ones etc.

Question 7

With regard to ANNEX 2, PART B, section 5 (Copyright concerning clippings from print media) Are the “rights and authorisations to upload (clippings from print media) into the ECA’s media monitoring platform (archive)” to be understood in a way that the print articles will have to be exported from our system via XML into ECA’s own platform?

Answer 7

The tenderer does not need to export all print articles via XML to the ECA's platform. The ECA would like to have uninterrupted access to all its articles covered and archived.

Question 8

With regards to ANNEX 2, Part B, 2.2.1 ECA reserves the right to request reporting results to be provided more frequently without extra costs: the reporting might be provided more frequently but only within the working hours of our team for editorial services (7 a.m – 4 p.m CET). Is this sufficient?

Answer 8

YES, this would be sufficient.

Question 9

With regards to ANNEX 1, I.12.1 (Penalties)

- 1) “Above 10 instances daily press reviews delayed less than 1 hour” – what is the timeframe for this (per year)?
- 2) Do penalties in I.12.3 refer to failures of providing single articles per given country? What is your definition of “press reporting service in a language”?

Answer 9

- 1) The timeframe applied for calculation of penalties would be the period of 12 months as the initial contract is concluded for a period of 12 months with 3 possible renewals.
- 2) Yes, penalties in I.12.3 refer to failures of providing single articles per given country the ECA **may** apply penalties in case the contractor will keep failing (more than 5 failures) to provide articles although there will be an evidence that the keyword was present in one of the list of sources proposed by the contractor.

Question 10

With regard to ANNEX 2, PART B, 2.2.3 Increase the numbers of recipients at no extra costs: an increased number of recipients will not have an effect on the pricing for the services, but can lead to increased costs for copyrights.

With regard to ANNEX 2, PART B, page 23 The press review may not be handed out to an unlimited number of distributors due to copyright reasons.

Answer 10

As stated in point 2.2.3, the daily press reviews in form of email notifications will be provided to approximately 100 ECA staff. Furthermore, a link to the daily press review will be uploaded on the ECA Intranet and will be accessible by remaining ECA staff. The press reviews will be used solely internally, and will thus remain limited to approximately 900 people at most.

Question 11

With regard to ANNEX 2, PART A, 8.1 (Legal capacity) Document of incorporation and the company's status: According to our knowledge, in Germany all this information is provided within the excerpt from the trade register. Do you still require another document in this case or is the trade register proof sufficient?

Answer 11

As stated in the tender specifications, the tenderers are requested to provide a document of incorporation along with the company's statutes (with last updates) as well as the excerpt from the trade register. Both documents are considered as complementary and required as proof of legal capacity of tenderers.