

CLARIFICATION TO TENDER: N° 02

“Provision of Media Outreach and Monitoring Services”

ENISA P/22/11/PAU

Questions & Answers

Q1:	Is it understood correctly that within the media monitoring system you require two products, one of them media monitoring and the other is media reports? The media monitoring information will be presented on a web portal and the media reports sent by PDF?
A1:	We require media reports to be sent in PDF format. In addition, we require a web portal, where the Agency may look for data at any time.
Q2:	How often does the Agency want to receive the data from media monitoring? The Tender Specifications do not specify whether a daily monitoring is requested or in a longer period of time. The same question applies for the monitoring reports.
A2:	The reports should be related to press releases. We produced 24 press releases last year. The PDF reports should be produced around 2-3 weeks after the press releases have been launched. Daily media monitoring is only requested for social media. In addition, a web portal must be provided where the Agency can access data at any time.
Q3:	Do the articles that will be sent as media monitoring have to be translated? And if yes from what languages will translations be requested into which languages?

A3:	No, they do not need to be translated. If you are able to offer a brief summary, or e.g. a ranking such as +/-0 that would be considered as beneficial.
Q4:	<p>Could you please specify your requests regarding the monitoring of “other social media outlets”? Will this be included in the web portal too, or should this be sent separately and what volume of data is expected?</p> <p>Would it be possible to specify which other social media outlets is ENISA interested in?</p>
A4:	<p>This could be any popular blog or social media outlet. As a minimum, we would expect Twitter, Facebook and LinkedIn to be covered. Monitoring of additional outlets would be considered as advantageous. We also require monitoring of NIS discussion forums, and for purposes of providing costs, would ask you to base your prices on monitoring a minimum of five forums.</p> <p>We would expect daily reports on social media, sent to ENISA as PDF files and uploaded to the portal. Volume of data will be variable as this will depend on how much discussion ENISA generates at any particular time.</p>