



TECHNICAL SPECIFICATIONS

Title: Media Monitoring Services
Approved Budget for Contract: P1,100,000.00
Source of Fund: DOSTv Fund 2022
Project Duration: January – December 2022

The service provider shall submit/provide DOST-STII with the following:

1. DOSTv Viewership

- a. DOSTv monthly viewership, audience profile, top episodes and broadcast;
- b. Quarterly report on DOSTv viewing by region;
- c. Comprehensive analysis report on DOSTv viewership at the end of the project
- d. Comprehensive weekly analysis with recommendations on Reach, Engagement and viewership of DOSTv Episodes in Facebook and Youtube;
- e. Weekly report of monitored items by email at 9:00 AM every Mondays;
- f. Recommendation on advertising trends or practices in other related agencies/institution as they occur;
- g. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms report to be submitted every 1st week of the month

DOSTv Viewership	<i>An Extensive Media Monitoring Service that tracks media presence and exposure in print, online, and broadcast networks</i>	
Covered Mediums	1. Online Websites, Blogs	Facebook, Youtube, Twitter, Instagram etc.
	2. TVs	Major and cable networks
	3. Print Publications	Major Print Publications
	4. Radio	Local Radio Networks
Inclusions	1. Reports (daily, weekly, monthly, quarterly)	
	2. Report Access (Website/Dashboard)	
Reports	1. DOSTv monthly viewership, audience profile, top episodes and broadcast	6:00pm, at the end of every month
	2. Quarterly report on DOSTv viewing by region	6:00pm, at the end of every quarter



	3. Comprehensive weekly analysis with recommendations on Reach, Engagement and viewership of DOSTv Episodes in Facebook and Youtube	6:00pm, at the end of every week
	4. Weekly report of monitored items by email	9:00am every Monday
	5. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms	1 st week of the month
	6. Recommendation on advertising trends or practices in other related agencies/institution	Immediately as they occur
	7. Comprehensive analysis report on DOSTv viewership	At the end of the project
Report Support	1. Printable Report in PDF	
	2. Email forwarding	
	3. Downloadable files/clips	

2. DOST S&T News Monitoring

a. Report of monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms:

- Print includes broadsheets, tabloids, and major regional newspapers;
- Online platforms include major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube;
- Television includes national television networks and cable channels;



- AM/FM radio stations in Metro Manila;
- b. Comprehensive analysis of news coverage and media mileage monthly;
- c. Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions). Monitored items should be printable and audio/video materials should be downloadable; and
- d. Accomplishment report at the end of the project.

DOST S&T News Monitoring		
Covered Mediums	1. Online Websites, Blogs (i.e. FB, Twitter, etc.)	Major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube
	2. TVs	National television networks and cable channels
	3. Print Publications	Broadsheets, tabloids, and major regional newspapers;
	4. Radio	AM/FM radio stations in Metro Manila
Inclusions	1. Reports (daily, weekly, monthly, quarterly)	
	2. Report access (website/dashboard)	
Reports	1. Monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms.	Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions).
	2. Comprehensive analysis of news coverage and media mileage monthly	09:00 AM of the first day of the succeeding month
	3. Accomplishment report	At the end of the project

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	on DOST S&T News Monitoring	
Report Support	1. Printable report in PDF	
	2. Email forwarding	
	3. Printable and downloadable files	Monitored items should be printable and audio/video materials should be downloadable

3. Insights

- a. Gauge mood in social media engagements and opinion makers on DOST stories;
- b. Tracking report of trending/top stories and their respective duration;
- c. Media insights on potential crisis/issues and recommended management/messaging;
- d. Immediate alerts for significant DOST-related news development and metrics for monitored items;
- e. Use eco-friendly materials and must employ eco-friendly measures during production period;
- f. Recommendations on advertising trends or practices in other government agencies as they occur;
- g. Daily email report and monthly compilation with analysis; must include identified recipients in the mailing list; and
- h. Must observe the use of non-sexist/gender-sensitive language in all official documents and communications under this project.

Insights	
a. Gauge mood in social media engagements and opinion makers on DOST stories;	Immediate as they occur
b. Tracking report of trending/top stories and their respective duration;	06:00 PM, at the end of every week
c. Media insights on potential crisis/issues and recommended management/messaging;	Immediate as they occur
d. Immediate alerts for significant DOST-related news development and metrics for monitored items;	Immediate as they occur

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e. Recommendations on advertising trends or practices in other government agencies;	Include in the monthly monitoring report, 09:00 AM of the first day of the succeeding month
f. Daily email report and monthly compilation with analysis; must include identified recipients in the mailing list;	

TECHNICAL WORKING GROUP


JACHIN JANE O. ABERILLA
Member


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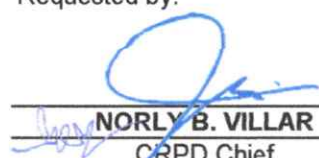
PURCHASE REQUEST

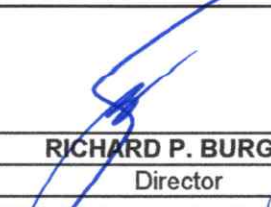
Entity Name: STII-CRPD Fund Cluster: GAA 2022 - DOSTv Fund

Office/Section: CRPD PR No.: _____
 Responsibility _____
 Center Code: _____ Date: 21-Sep-21

Stock/Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
	lot	Media Monitoring Services for the period of January-December 2022	1	1,100,000.00	1,100,000.00
		23 SEP 2021 			1,100,000.00

Purpose: For the Media Monitoring Services for the period of January to December 2022
(please see attached specs)

Requested by: 
 Signature: _____
 Printed Name: NORLY B. VILLAR
 Designation: CRPD Chief

Approved by: 
 Signature: _____
 Printed Name: RICHARD P. BURGOS
 Designation: Director