

**SELECTION GUIDE
PERSONALIZATION SERVICES
FOR THE DUTCH REGIONAL MEDIA INSTITUTIONS
UNITED IN REGIOGROEI**

IMPORTANT (TENTATIVE) MOMENTS PROCUREMENT PROCES	
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CANDIDATES CAN SUBMIT QUESTIONS	SEPTEMBER 29, 2022
PUBLICATION Q&A SELECTION PHASE	OCTOBER 3, 2022
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START DIALOGUE PROCESS	OCTOBER 25, 2022
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PUBLICATION ITT	DECEMBER 5, 2022
CANDIDATES VAN SUBMIT QUESTIONS	DECEMBER 9, 2022
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1. INTRODUCTION

This document contains the request to submit an expression of interest for the selection of a service provider for V.O.F. GROE&I (hereinafter Regiogroei) through the so-called competitive dialogue procedure. This procurement procedure was chosen because the content and scope of the requested service cannot be properly defined without a thorough dialogue with selected candidates.

Personalization is a capability allied to the Platform capability; and is focused on supporting the digital transformation of the regional public media institutions united in Regiogroei.

Personalization encompasses personalized text, audio and video recommendations based on behavior, context and content similarity, personalized notifications, audience segmentations, the possibility of A/B testing and a dashboard to give insight in the status and performance of the personalization. Regiogroei is seeking to procure a service contract for personalization to further support our provision of personalization services to our audience.

The anticipated duration of the contract is two (2) years and may be extended three (3) times by Regiogroei for a period of one (1) year.

Given the envisioned scope of the services - to be determined during the dialogue, this invitation to submit an expression of interest has been published under the CPV main-codes 72300000-8 and 72420000. This allows all types of assignments to be placed within the 723* and 7242* domain.

Candidates should realize:

- 1) close cooperation with other service providers to Regiogroei (for instance the provider of the Regio Exchange and the web and app applications) is required;
- 2) close cooperation with the staff of Regiogroei (representing their regional public media institutions) is imperative;
- 3) the solution(s) provided shall be able to serve metadata in the Dutch as well as the Frisian language(s).

2. ABOUT REGIOGROEI

Regiogroei is the partnership of ten (10) Dutch regional public media institutions (Article 1.1 sub 1 Media Act 2008). The participating regional public media institutions concerned are listed in the announcement on TenderNed and TED.

It cannot be ruled out that, in the long term, one or more regional public media institutions (which are not currently participating) will join Regiogroei. This might have a relatively small effect in the activities of the service provider (more content). The service agreement shall be concluded with Regiogroei.

Regiogroei also provides services to all 13 regional public media institutions and coordinates technical cooperation with partners such as the NOS and the NPO.

3. THE SELECTION OF CANDIDATES

The cover page of this selection guide contains an indication of the most important moments in this tender procedure. This section provides an explanation of an important part of it, namely the selection of five (5) candidates with whom a dialogue will take place.

The limitation to five (5) candidates stems from the fact that these dialogues require a lot of time and attention from candidates. For example, selected candidates shall be requested to demonstrate the various capabilities of their software based on a subset of content made available during the dialogue.

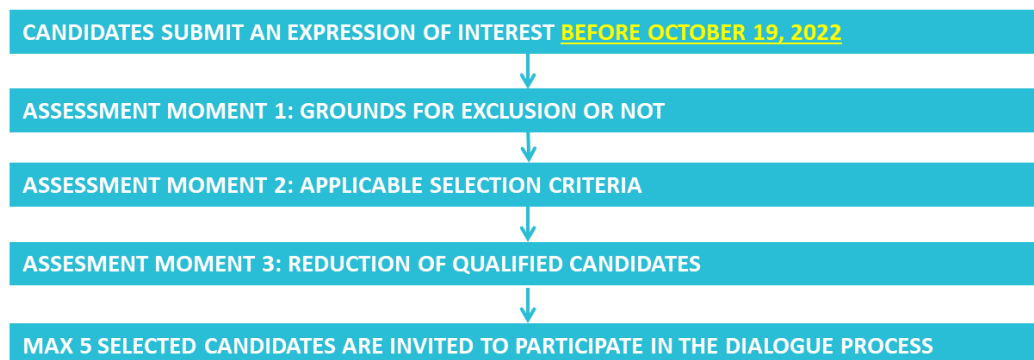
Candidates are expected to participate proactively in the dialogue discussions and provide meaningful input so that Regiogroei is able to identify the following topics sufficiently sharply:

- 1) Scope of service:
 - a. Service features and functionality;
 - b. Delivery and operations;
 - c. Security and data privacy;
 - d. Compliance with industry standards;
 - e. Strategic alignment;
- 2) Risk management;
- 3) Planning and resource management;
- 4) Contractual terms and conditions;
- 5) Cost models, and the costs of upscaling and downscaling;
- 6) MEAT-criteria and assessment methodology.

Regiogroei expects candidates to provide for the right people to participate in these dialogues. It is now expected that participation in the dialogue itself will take 6 whole days per candidate and around 2 to 3 days to prepare a demonstration based on the content made available for this purpose.

Given that no remuneration is made available for participation in the dialogue, it is desirable that (at least theoretically) the chances of winning this call for tenders are sufficient. For this reason, only five (5) candidates are selected.

Selection of candidates that submitted an expression of interest will take place as follows:



Listed below are the requirements and criteria that shall be applied in assessment moments 1, 2 and 3.

ASSESSMENT MOMENT 1: GROUNDS FOR EXCLUSION

All grounds for exclusion set out in Articles 2:86 and 2:87 of the Dutch Procurement Act 2012 apply in this European procurement procedure. Regiogroei shall review all candidates whether or not these grounds for exclusion apply. This is done on the basis of the ESPD-document which must be submitted by the candidate as an addendum to their expression of interest. This ESPD shall be made available on TenderNed by Regiogroei as soon as publication from TenderNed has been realized in the Tender Electronic Daily (as a rule within one week of publication in TenderNed).

For the sake of completeness: if an exclusion ground applies, it is most likely that a candidate will be excluded from further participation in this procurement procedure. Unless Regiogroei decides otherwise in accordance with the applicable regulation in the Dutch Procurement Act 2012.

ASSESSMENT MOMENT 2: APPLICABLE SELECTION CRITERIA

Candidate must ensure that all of the following requirements are met at the time of the submission of an expression of interest:

1. Eligibility requirements relating to the financial and economic capacity of candidates. The following eligibility requirements apply:
 - a) A solvency ratio of at least 50 %;
 - b) A liquidity ratio of at least 1.

Supporting documents: elements of the official financial statements where the calculation of the above ratios has been carried out as follows or can be inferred directly from:

- a) Solvency ratio: equity divided by debt * 100 %;
- b) Liquidity ratio: current assets divided by short debt assets.

By supporting documents (other than the parts of the annual documents requested) as referred to in article 2:91 of the Dutch Procurement Act 2012.

According to Article 2:90 of the Dutch Procurement Act 2012, a contracting authority must justify the imposition of requirements relating to the financial and economic capacity of candidates. The justification being: the requested service is critical for the success of the regional public media

institutions that only candidates with sufficient financial means may be eligible to participate in this tender procedure.

For the sake of completeness: if a candidate cannot meet the requirements with regard to solvency and liquidity, please refrain from submitting an expression of interest.

2. Suitability requirements relating to technical and professional competence. The following suitability requirements apply:

1. With regard to technical competence:

1.1 Submitting two (2) references where the candidate has realized a successful implementation and ongoing support and maintenance in the last three (3) years for personalization services to the satisfaction of the client at a media organization.

1.2. Submitting two (2) references where the candidate has realized innovations in media products and services within personalization services to the satisfaction of the client in a media organization over the past three (3) years.

Media organization in 1.1. and 1.2 means: a public or commercial broadcaster providing professional radio and television services to the public OR a publisher of online news provision with a fixed customer group of at least 100,000 subscribers.

The two (2) references – to be countersigned by the respective client – shall include:

- 1) A small description of the services rendered;
- 2) A statement that the services originally offered have been delivered within time and budget and if not the reasons therefore;
- 3) A statement that the client strongly recommends using the candidate.

Candidate shall submit a maximum of four (4) references to demonstrate the required competencies.

2. With regard to professional competence

At the time of submitting an expression of interest, candidate must be able to demonstrate that he has access to staff (whether employed or self-employed) who have knowledge and experience in implementing personalization services in combination with a platform as used by Regiogroei (AWS based with both web and native iOS/Android client apps).

This knowledge and experience must be evidenced by the submission of at least three (3) resumes demonstrating said knowledge and experience over the past three (3) years. More resumes may be submitted to meet all functionalities, but no more than six (6).

For the sake of completeness: if a candidate is unable to comply with the above-mentioned requirement, please refrain from submitting an expression of interest.

3. With regard to the equipment

At the time of submitting a request for participation, the candidate must be able to demonstrate that he has at its disposal:

- a) A fault service that is open and accessible 24 hours a day and 7 days a week with English or Dutch speakers and with knowledge and experience in accordance with the requirements of professional competence. This must be demonstrated by the submission of two (2) resumes of staff currently employed in the service provided;
- b) Quality systems to ensure the security of supply of the requested services. Think, for example, of a quality system such as ITIL and a description of how this will be applied. The description of the quality systems and their application should be part of the expression of interest.

For the sake of completeness: if a candidate is unable to meet the above-mentioned eligibility requirements in relation to the equipment, please refrain from submitting an expression of interest.

ASSESSMENT MOMENT 3: REDUCTION OF QUALIFIED CANDIDATES

Candidates that passed assessment moments 1 and 2 shall be ranked - for the purpose of reducing the number of candidates to five (5) by applying the selection criterion below. Candidates are expected to submit, as part of their expression of interest, one (1) written view describing three (3) existing functionalities of their current applications that have (1) a proven and (2) a substantial impact on (a) attracting new audience and (b) retaining existing audience of content to a media organization.

This view may not exceed ten (10) pages. The following figures, for each of the three (3) functionalities described, shall be assigned by the assessment team on actual proof (being based on performance over the past 24 months prior to submitting an expression of interest) included in this view:

Increase the average visit length (maximum 40 points):

we want to motivate visitors to consume more of our content

50% increase:	40 points
25% increase:	20 points
Less than 25% increase:	0 points

Increase in returning visitors (maximum 40 points):

we want consumers to go back to our app/web more often

30% increase:	40 points
15% increase:	20 points
Less than 15% increase:	0 points

Show an increase of consumed content that otherwise would not have been discovered (maximum 40 points):

as public broadcasters we do not want to promote just the most popular content, but also want to let people discover new content that they otherwise would not have consumed

30% increase:	40 points
15% increase:	20 points
Less than 15% increase:	0 points

Being able to offer a cost-effective solution (maximum 40 points):

For example segmenting heavy and incidental users and offer them a different level of personalization and by doing so saving costs

Cost effective	40 points
Somewhat cost effective:	20 points
No cost saving options:	0 points

Proven experience with personalization solutions for text, audio and video (maximum 40 points):

Experience with all types of content	40 points
Experience with two of the three content types:	20 points
Experience with one of the content types:	0 points

Maximum number of points to be allocated to a candidate is 200. Regiogroei is allowed to audit the proof submitted.

4. ASSESSMENT PROCESS VIEW

The view shall be assessed by the procurement team on the basis of assessment criteria above. The views are always assessed individually by the members of the procurement team. The results are compiled and then analyzed — where there are substantial differences between the assessments, the possible cause is examined. This might lead to an adjustment.

The results of the individual assessments are added and divided by the number of evaluators followed by the allocation of a final grade (with as many decimal places that appear to be necessary). This final grade determines the ranking of candidates.

If there are several candidates with the same final score, a ranking shall be determined by raffle (candidates may be present). Raffle may be waived if all candidates eligible for the raffle agree to a final presentation round in which they can demonstrate their unique selling point(s) to Regiogroei.

5. DIALOGUE PROCESS

The dialogue process itself is expected to have a lead time of about 6 weeks (it may turn out that more time is necessary). Due diligence of the dialogue process is paramount; the outcome is crucial for Regiogroei.

The five (5) selected candidates are expected during the dialogue process:

1. That they use their knowledge and experience to be well prepared at all meetings, to provide constructive comments and to bring in their own ideas, concepts, experiences and learning experiences;
2. That they will not claim intellectual property in respect of submitted comments, own ideas or concepts. After all, some parts of it may come back to the final request to submit a tender;
3. To commit to strict confidentiality of what is being discussed.

6. FOR CONVENIENCE

Four (4) issues candidates should observe:

1. In TenderNed, a document containing the filename: “Expression of Interest.doc” is made available. This document shall be used in accordance with the instructions contained in said document in order to submit a valid expression of interest.
2. The ESPD in TenderNed shall be used and signed. Signing this document proves to be somewhat difficult (in practice) but is mandatory. A practical solution for this is printing, signing, scanning and charging.
3. The maximum number of pages for the view is ten (10). There are no requirements with regard to line spacing or fonts, but candidates must realize that, as a rule, easily readable texts are received more pleasantly than texts that require a review. Proof towards attracting new audience and retaining audience shall be included in the view.
4. The closing date for submitting questions regarding this document is **September 29, 2022**. Questions received after this time will not be dealt with. If there are discrepancies between dates and times in this selection guide and TenderNed, both the dates and the times in TenderNed are leading.

End of selection guide personalization services Regiogroei