

SELECTION GUIDE

REAL-TIME DATA & ANALYTICS SOLUTIONS

FOR 13 DUTCH REGIONAL MEDIA INSTITUTIONS

IMPORTANT (TENTATIVE) MOMENTS IN THIS TENDER PROCEDURE	
PUBLICATION IN TENDERED	MARCH 1, 2023
CANDIDATES CAN SUBMIT QUESTIONS	MARCH 19, 2023
PUBLICATION Q&A SELECTION PHASE	MARCH 23, 2023
CLOSING DATE TO SUBMIT A REQUEST TO PARTICIPATE	APRIL 3, 2023
SELECTION OF MAXIMUM FIVE (5) CANDIDATES	APRIL 6, 2023
START DIALOGUE PROCESS	APRIL 11, 2023
END DIALOGUE PROCESS	MAY 2, 2023
PUBLICATION ITT	MAY 10, 2023
CANDIDATES CAN SUBMIT QUESTIONS	MAY 23, 2023
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INTENTION TO AWARD A CONTRACT	JUNE 12, 2023
CONTRACT AWARD	JULY 4, 2023

Date: March 1, 2023
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1. INTRODUCTION

This document contains the request to submit an expression of interest for the selection of a service provider by Stichting RPO (hereinafter: RPO) on behalf of thirteen (13) regional public media institutions through the so-called competitive dialogue procedure. This procurement procedure was selected because the scope of the requested services cannot be properly defined without a prior and thorough dialogue with selected candidates.

The business case being the selection of a service provider to deliver:

- 1) real-time data tooling controlled by the service provider (in charge of its own roadmap);
- 2) tailor-made implementations at regional public media institutions, and;
- 3) ongoing advisory services.

The real-time data and analytics solutions:

- a) will be used by these regional media organizations;
- b) to support their editorial staff in decision making about when to publish which content in what form;
- c) data shall be collected based on the actual and historical use of sites, apps and social media;
- d) shall be presented in dashboards, newsroom systems and other instruments;
- e) to obtain insight in the reach and impact of specific articles, videos and audios.

The solutions currently used by these regional media organizations are:

- 1) Chartbeat;
- 2) CrowdTangle;
- 3) smartocto;
- 4) Piano Analytics.

RPO will keep on using Piano Analytics for daily, weekly and monthly statistics.

Depending on the outcome of this tender procedure (selection of a service provider), for real-time data and analytics solutions, current contracts will be phased out.

All thirteen (13) regional media institutions will be using only one (1) service provider for the requested software and services in the years to come.

The anticipated duration of the contract is:

- 1) initially – two-and-a-half (2,5) years, and;
- 2) extended several times (discretionary extension periods to be decided by RPO);
- 3) to a maximum of seven-and-a-half (7,5) years (initial term and extensions).

The maximum budget being: Euro 7.5 million (excluding VAT) for 7.5 years.

Based on the envisioned scope of the services - to be determined during the dialogue - this selection guide has been published under the CPV codes and 48220000-6, 72316000-3 and 72200000-7.

Interested service providers should realize:

- 1) close cooperation with other service providers to RPO (for instance the provider of the Regio Exchange and the providers of web and app applications) shall be required;
- 2) close cooperation with the staff of RPO (representing the 13 regional public media institutions) is imperative;
- 3) staff shall be able to communicate in fluent English or Dutch.

2. ABOUT THE RPO

The RPO is, on the basis of the Dutch Media Act, the cooperation and coordination body for the implementation of the public media mission at the regional level in the Netherlands.

The thirteen (13) regional public media institutions bring distinctive regional journalism. These regional public media institutions know what happens in the regional societies, they bring news, they control power and they contribute to a stronger connection of all people within a region. These regional public media institutions are committed to reach a large and wide audience with their public media offerings.

The concession granted to the RPO - on the basis of Region Concession Policy Plan called “Love for the Region” - and the regional public media institutions are the basis for the alleged “cooperative policy cycle”. The Media Act stipulates that the budgets of all regional public media institutions are aligned with the budget of the RPO. The ambitions and objectives included in “Love for the Region” are annually enhanced, updated and made more specific.

RPO coordinates the relevant policy and accountability cycles and promotes cooperation between the regional public media institutions. The implementation of the Love for the Region concession policy plan, the underlying performance agreements and the joint budget are leading.

It cannot be ruled out that, in the long term, one or more local public media institutions might also want to use the products and services procured in this tender. This might have a relatively small effect in the activities of the service provider (more business).

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, being 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 substantial investment from candidates. For example, selected candidates shall be requested to demonstrate the various capabilities of their software and insight in their roadmaps, during physical meetings in Hilversum.

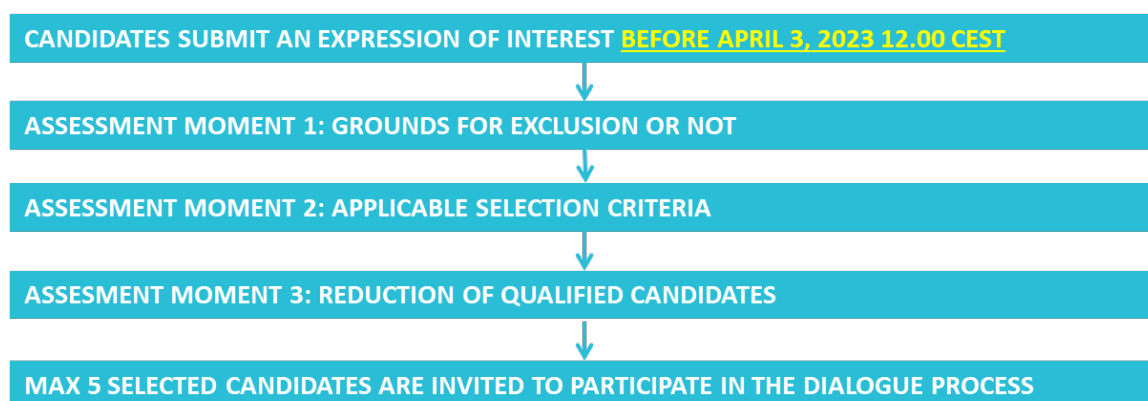
Candidates are expected to participate proactively in the dialogue discussions and provide meaningful input so that RPO is able to define the following topics:

- 1) Accurate scope of service in terms of requirements and preferences:
 - 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;
- 6) MEAT-criteria and assessment methodology.

The RPO expects candidates to provide for the right people to participate in these dialogues. It is anticipated that participation during the dialogue itself will take six (6) whole days for each candidate and around 2 to 3 days to prepare demonstrations based on datasets 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. RPO shall review all candidates whether or not these grounds for exclusion apply. This is done on the basis of the ESPD-document which shall be submitted by the candidate as an addendum to their expression of interest. This ESPD shall be made available on TenderNed by RPO 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 RPO 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 % in 2022;
 - b) A liquidity ratio of at least 1 in 2022 .

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/or 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 the products and services described in section 1 to the satisfaction of the client at a media organization.

1.2. Submitting evidence that the candidate has full control (title, ownership) of the real-time data and analytics solutions it intends to offer;

1.3. Submitting evidence that the candidate shall be able to communicate in English and Dutch by submitting two (2) resumes of staff currently employed by candidate with at least two (2) years of experience in implementing the anticipated products.

Media organization in 1.1.: 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 detailed description of the products and services delivered;
- 2) a statement that the services originally offered have been delivered within time and budget and if not the reason(s) therefore;
- 3) a statement that the client strongly recommends using the candidate.

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.

2. 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;
- 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 required to submit, as part of their expression of interest one (1) written view describing three (3) of the foremost functionalities in their current product(s) that have: (1) a proven and (2) a substantial impact on supporting editorial staff in their decision making about when to publish which content in what form.

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 past performance of candidate over the past 24 months prior to submitting an expression of interest) included in this view:

Past performance with implementing a solution that:

a) Increases the average visit length (maximum 40 points):

For example by offering real-time advice that directly leads to an extension of visit length for published articles.

40% increase:	40 points;
20% increase:	20 points;
Less than 20% increase:	0 points.

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

For example by offering real-time advice on how to bring articles to the attention of the public on social media.

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

c) Is cost-effective solution (maximum 40 points):

For example offering a different (lower) price for organizations with fewer visitors than others (for example a discount for local public broadcasters).

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

d) Providing real-time data and analytics solutions for text, audio and video (maximum 40 points):

as public broadcasters we do not want to promote only articles, but also want to analyze the use of audio and video.

Experience with all three content types:	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 160. RPO is allowed to audit the proof submitted.

4. ASSESSMENT PROCESS VIEW

The views 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 RPO.

5. DIALOGUE PROCESS

The dialogue process itself is expected to have a lead time of about 4 weeks (it may turn out that more time is necessary). Due diligence of the dialogue process is paramount; the outcome is crucial for RPO.

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

1. that they are available and use their best 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, 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 **March 19, 2023 before 23:59 local time in the Netherlands**. 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 real-time data & analytics solutions RPO