

Q&A FOR

REAL-TIME DATA & ANALYTICS SOLUTIONS

FOR 13 DUTCH REGIONAL MEDIA INSTITUTIONS

Date: March 23, 2023

TenderNed-ID: TN-400718

Question 1

Page 3. "in charge of its own roadmap"

The tooling we can offer is a white label product from our social media partner. We take full responsibility for this product, but our social media partner (who will participate with us in this procedure) oversees the roadmap. Can you agree with that?

Answer Question 1

Candidates are allowed to offer a solution with partners as long as such a partner participates in the contract itself with RPO.

Question 2

Page 3. Tailor-made implementations

What tailor made implementations are required across regional media institutions?
Can further details and examples be shared?

Answer Question 2

The tailor-made implementations are not defined as of yet.

The type of tailor-made implementations depends on what software is deemed necessary to provide the services. These requested services shall create a complete working solution in combination with the IT-systems already in place at each of the regional public media institutions.

Question 3

Page 3. Chartbeat and Smartocto

We offer Software as a Service: social listening and media monitoring services. We don't offer webanalytics, like Google Analytics, Parsly, Smartocto or Chartbeat. Does it make sense for us to participate or is it mandatory to offer a similar webanalytics tool as mentioned?

Answer Question 3

It is mandatory to offer a similar real-time web analytics tool as smartocto or Chartbeat, since the solutions should be able to replace the current solutions.

The RPO will remain using Piano Analytics for collecting online data. The data from Piano Analytics can be used as source for the real-time data & analytics solutions.

Question 4

Page 3. Advisory services

- a) Will advisory be requested by RPO or by the individual organisations?
- b) What kind of advisory are you expecting? Can you give examples?

Answer Question 4

- a) Advisory services will be used by both the RPO and the individual media institutions.
- b) Advisory services will include support, training and advice when implementing the real-time data & analytics within each and every regional public media institution.

Question 5

Page 3. Advisory services

- a) With the advisory services, are you able to share your expectations?
- b) For example, what format would this be in - monthly or quarterly reports?

Answer Question 5

- a) Advisory services will be used to master working with and implementing the real-time data & analytics solutions;
- b) The creation of reports can be part of the advisory services if the reports cannot be created by the users of the real-time data & analytics solution themselves.

Question 6

Page 3. Advisory services

Can you give an estimate of the number of advisory hours per year by the current providers?

Answer Question 6

The number of advisory hours per year is not centrally administrated.

It is safe to assume that a total of 120 days has been used with the current providers for these services in 2022.

Question 7

Page 3. Decision making about when to publish which content

Do you want advice on the content strategy? For example, when should you be posting and guidance on what each post should consist of.

Answer Question 7

Content strategy advice will be part of the services. However, keep in mind that decision making is supposed to be part of the software solution.

Question 8

Page 3. Use of sites, apps, and social media

Is there a need for monitoring also other media types, like for example (regional) newspapers or RTV?

Answer Question 8

The focus of the solution should be on online media. Public media institutions do not have newspapers within their portfolio. For radio and television other data solutions are already in place.

Question 9

Page 3. Impact of specific articles, videos and audios

- a. How should specific articles, videos and audios be selected?
- b. Is this limited to content published on your own channels (websites, socials and apps)?
- c. Or also broader, like content from other media companies?
- d. Can specific content be selected by using keywords, if so can you provide further information on the keywords you would be listening for?

Answer Question 9

- a. Data about all articles shall be processed and analyzed. It shall be possible to also have insight in the reach and impact of each individual article.
- b. Yes, only data of the channels of the regional public media institutions themselves should be processed.
- c. No.
- d. All articles shall be presented. It shall be possible to drill down within articles.

Question 10

Page 3. Impact of specific articles, videos and audios

“To obtain insight in the reach and impact of specific articles, audio, and videos” Would this be in relation to your own content or additionally, would there be a comparison with competitors?

Answer Question 10

Since the data of competitors are not publicly available, the focus will be on reach and impact in relation to the own content of all regional public media institutions.

Question 11

Page 3. Impact of specific videos and audios

What kind of video and audio should we think about, also broadcasted RTV content? If yes, which channels and on which keywords?

Answer Question 11

All videos and audios published on online channels of regional public media institutions are part of the dataset.

Question 12

Page 3. Piano Analytics

Are there specific technical requirements (API connection, output formats etc.) related to integration with Piano Analytics?

Answer Question 12

Yes, but these will be shared in a later stage in this European tender procedure.

Question 13

Page 3. Piano Analytics

Is there one Piano application (only RPO) or has each individual organisation its own application?

Answer Question 13

Piano Analytics is implemented by each regional public media institution within their applications. Data are collected within one instance.

Question 14

Page 3. Budget

Due to implementation, most costs will be made in the first 2.5 years, what is the maximum budget for these first 2.5 years?

Answer Question 14

The dialogue sessions will be used to understand what an appropriate budget is.

Question 15

Page 3. Budget

Will the contract include indexation of the costs?

Answer Question 15

The draft contract will be shared during the dialogue sessions.
It is not decided yet whether indexation will take place.

Question 16

Page 4. Close corporation with RPO staff

Requested are tailor-made implementations at local institutions. Does this mean close corporation with staff at local institutions, besides close cooperation with RPO staff?

Answer Question 16

There will be close co-operation with both RPO Staff, the staff of each regional public media institution and their suppliers for apps, sites and editorial (newsroom) systems.

Question 17

Page 4. Public media institutions might also want to use the products

Requested are tailor-made implementations at local institutions, but from this paragraph our impression is that only RPO is the user of the solutions. Can you explain?

Answer Question 17

The regional public media institutions work closely together within the RPO but also with local regional media institutions (for example local broadcaster AT5 in the Amsterdam area). In a later stage, the local regional media institutions may be interested in using the same data & analytics software. RPO will be the sole contracting partner for the real-time data & analytics solutions provider.

Question 18

Page 5. Dialogue

If each dialogue is one on one with RPO, RPO is planning 30 days of discussions with potential providers.

Correct, or will there be group discussions, were multiple providers join the meeting?

Joining with other candidates in one meeting will impact how open and transparent we can be.

Answer Question 18

The discussions themselves will not take 30 days, the dialogue itself will.

The discussions will be held on the basis of preparation by both the RPO and each candidate for 2 sessions during a period of 30 days.

The discussions will be held with each candidate separately. There will be no group discussions and no information sharing amongst competitors.

Question 19

Page 5. Datasets

- a) How many datasets will be provided?
- b) In which format and with what kind of data?
- c) What kind of output is expected?
- d) What datasets of your own are you looking to integrate?

Answer Question 19

- a) This is not decided yet.
- b) Data can – for instance - be made available via XML/JSON. This has not been determined yet.
- c) As output a demonstration is expected of the solution on offer by the candidate.
- d) Data sets contain articles and usage data, so that you can set up examples.

Question 20

Page 8. b) Offering real-time advices

- a) Please expand upon your requirements around “real time advice”?
- b) What are the expectations?

Answer Question 20

- a) Real-time advices are suggestions within a solution that drive up the number of users or impact (for example "Your title is too complex. Use another title for this article to attract more visitors").
- b) The expectation is that the real-time data & analytics solution has an effect on the visit lengths of all articles published.

Question 21

Oplossing

Staat de RPO open voor een volledig maatwerk product dat naar de wensen van de RPO ontworpen en gebouwd wordt?

Of wil de RPO een doorontwikkeling op een reeds bestaand product?

Solution

Is the RPO open to a fully customized product that is designed and built according to the wishes of the RPO?

Or does the RPO want further development of an existing product?

Answer Question 21

No, RPO expects a solution that can meet the requirements of the RPO and only needs configuration.

Possibly some further development will be necessary to meet future demands.

Question 22

Huidig gebruik oplossingen

In uw selectie document worden een aantal huidige oplossingen genoemd die worden gebruikt (Chartbeat, CrowdTangle, smartocto, Piano Analytics).

a) Is het de intentie van de RPO om de data uit deze systemen te implementeren in de nieuwe data & analytics oplossing, of dient de nieuwe oplossing deze systemen te vervangen?

b) In het geval van het laatste, waar komt de data vandaan en wie levert deze aan?

Current use of solutions

Your selection guide mentions a number of current solutions that are used (Chartbeat, CrowdTangle, smartocto, Piano Analytics).

a) Is it the intention of the RPO to implement the data from these systems in the new data & analytics solution, or should the new solution replace these systems?

b) In the case of the latter, where does the data come from and who supplies it?

Answer Question 22

a) The current solutions Chartbeat, CrowdTangle and smartocto will be replaced by one (1) new solution for all 13 regional public media institutions. Public regional media institutions will keep on using Piano Analytics for collecting data.

b) The real-time data & analytics solution can either use the data from Piano Analytics as source or collect their own data via an SDK or API.

End of Q&A for real-time data & analytics solutions