

Information Notice – RFI on “media monitoring, tooling and services”

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|---------------|---|---|---|
| 1 | 1.2, page 2 | By sending out this RFI, DNB wants to explore the possibility of a single market party carrying out all national and international mainstream, online and social coverage analyses on its behalf. | What is DNB's understanding of 'all national and international mainstream, online and social coverage'? Can DNB provide a detailed list of required media titles and can DNB indicate which titles it considers most important? | As a result of dynamics and the wide variety of subjects and interests, DNB strives for the broadest possible coverage of mainstream, online sources and social media. Hence, there is no such thing as 'the most important'. |
| 2 | 1.2, page 2 | Tooling (DNB itself monitors media coverage using a software application) | Who at DNB will be using the tool (research- or communication department)? What would DNB want to be covered with the tool and for whom (board of directors, press officers etc.)? | DNB-wide, i.e. information specialists and non-specialists. |
| 3 | 1.2, page 2 | Tooling (DNB itself monitors media coverage using a software application) | Is DNB interested in outsourcing the media monitoring service? | No, DNB is not interested in outsourcing its media monitoring service, but any suggestions are welcome. |
| 4 | 1.2, page 2 | Media analysis as a service (Contractor monitors and analyses media coverage) | Who will be using the media analysis (communication- or research department, board of directors, etc.)? | DNB-wide. Ranging from Board of Directors down to all employees. |
| 5 | 1.2, page 2 | 24/7 monitoring as a service (Contractor monitors media coverage and notifies DNB) | Who will be using the 24/7 monitoring service (communication or research department, board of directors, etc.)? | Payment Services, Financial Stability, Supervision and Security Services |
| 6 | 1.2, page 2 | 1) Tooling [...] A software tool to monitor national and international, online and social media, and optionally also mainstream media | Does DNB already have a contract for copyright and with whom? | For selected mainstream media, we have a 'DNB-only copyright agreement' with a channel partner. |
| 7 | 3.3.8, page 4 | Please indicate which language areas within Europe are covered by a tool. | Which languages should be covered for DNB? | At least Dutch, English and German |
| 8 | 3.3, page 4 | DNB requires a tool that includes an archive of news items from various online and social media sources. For each of these items, this archive should contain at least the following data: date, time (accurate to the minute), author, source and link (if | Why does DNB only want to have access to article details and not to full articles? | We require access to the full article, including the meta data as described in this RFI. |

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|-----------------------|--|--|---|
| | | available). | | |
| 9 | 3.3.11, page 4 | DNB requires a tool that includes an archive of news items from various online and social media sources. [...] 11. Does this archive store the original items as well as any amended versions? | DNB requires original and amended versions of items. How does DNB want to arrange copyrights for these items? | Any advice, propositions and/or practical insights on copyright issues regarding archiving publications from online sources and social media is highly appreciated. |
| 10 | 3.3, page 4 | DNB requires a tool that includes an archive of news items from various online and social media sources. | In the RFI it seems as if DNB only requires a tool for online and social media. Is monitoring of mainstream media not of essential value for DNB to identify and anticipate possible risks? | Monitoring mainstream media is not part of this RFI, as it is already being done by DNB. |
| 11 | 3.3.23, page 5 | Can the sentiment of items be adjusted manually in order to increase the accuracy of reports? | For a reliable analysis it is necessary that analysts have a close look at the items. Does DNB want to adjust the coded sentiment of items? | Yes, we would like an option to adjust coded sentiment. |
| 12 | 3.4.44.3, page 6 | Does your organisation also offer qualitative analyses, including conclusions and recommendations, in addition to quantitative analyses of online and social media items? | What does DNB mean with conclusions and recommendations? | Conclusions and recommendations as in the meaning of the word. Recommendations on, for example, how to increase media coverage, are appreciated. |
| 13 | 3.5.45.2, page 6 | Within what time span can DNB be notified of media coverage in online and social media, allowing timely action by DNB? | Why no mainstream media? | DNB already has systems in place for that specific task. |
| 14 | Page 4 Question 9 | "Is it possible to provide a Dutch or English version of non-Dutch language items? Yes/No" | Could DNB please elaborate on this question what exactly is meant here? For instance, is the question whether the user interface can be translated in to Dutch/English? Or is the question whether collected data (such as posts) can be translated? | Whether collected data can be translated, or not. |
| 15 | Page 4 Question 10 | "Does your tool offer an archive function that meets these conditions?" | Could DNB please elaborate on what need such an archive is to fulfil? What is the intended use? Is DNB requesting access to a database other than through the interface of the application? | An archive gives DNB the possibility to do research on historic data. |

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|--------------------------|---|--|---|
| 16 | Page 4 Question 15 | "Which criteria must a source meet to be included in the tool?" | What is the background to this question? Is DNB interested in adding additional sources of its own choosing, to be monitored by the tool? If so, which sources? | Depending on the various themes and interests, DNB would like the option to include sources. |
| 17 | 3.1, Q1, P4 | Describe the market in which you operate | Does the market include geographical market and verticals i.e. government,, prudential supervisors? | DNB is interested to know about the market (i.e. competitors) to help plan the possible future tendering process and make sure that it fits market conditions. |
| 18 | 3.2, Q4, P4 | Describe your business model | What do you want to know about the businessmodel. The license structure, prices, ...? | Affirmative. DNB is interested to know about the licensing model/structure. Concrete pricing is not relevant yet. |
| 19 | 3.2, Q6, P4 | What is your company's total revenue | If we decide to offer the total requested service and tooling together with a partner. Do you want to know the cumulative turnover or just of the prime contractor? | The question is meant to give an insight in the size of the companies operating in this market. It would be good to know the size of both companies and what part of the service each is able to offer. |
| 20 | 3.3, Q9, P4 | Is it possible to provide a Dutch or English version of non-Dutch language items? | Do you want the tool to i.e. translate French tweet to Dutch of English. Is the question if our solution provides an translating module? | DNB would like the tool to have the ability to translate data. |
| 21 | 3.5, Q45, P6 | Does your organisation offer a non-automated | Does the DNB also want support by handling crisis? We have a specialized team that already handles this for various goverment agency's | Yes, DNB would like the supplier to be able to provide 24/7-support. |
| 22 | 3.5, Q45, P6 | Does your organisation offer a non-automated | Does the DNB want the analyses and support with crisis handling on site? Does the DNB want the cirsis monitoring and support during a longer periode after the crisis? | No, this is not in scope. |
| 23 | 1.2 Page 2 | "DNB itself monitors media coverage" | Which departments will work with this tool. How many people are expected to work with it? | Up to 50 within various departments (Q3), with an option to upscale if needed. |
| 24 | 1.2 Page 2 | "Optionally also including mainstream media" | In the tooling mainstream media is optionally, but in media analysis as a service it's not. Is this correct and why is it optionally in the tooling? | Including mainstream media would be a bonus, but is not obligatory. |

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|------------------|---|--|---|
| 25 | 3.3 Page 4 | Is it possible to provide a Dutch or English version of non-Dutch language items? Yes/No | Should the tool have an automatic translation option or are high quality translations needed by a translation agency? | Automatic translation is sufficient, but alternative suggestions are welcome. |
| 26 | 3.3 Page 4 | Does this archive store the original items as well as any amended versions? | Are you aware of the fact that providing locally full text of articles available on the websites of newspapers or press agencies with no licensing agreement is considered as a copyright infringement in most EU countries? | A future agreement must not violate any copyrights. Any advice, propositions and/or practical insights on international copyright issues is highly appreciated. |
| 27 | 3.3 Page 5 | Does the monitoring tool offer sentiment analysis, and how reliable is this analysis for the various countries/languages? | Provider covers many countries and languages. Besides Dutch, which languages are important for DNB for automatic sentiment? | Apart from Dutch, at least English and German are obligatory. |
| 28 | Archive – page 4 | DNB requires a tool that includes an archive of news items from various online and social media sources. | For which purposes are you going to use the archive? Does DNB need an API connection to retrieve all the data and route it to your own systems? | Historical data/research. No API-connection needed. |
| 29 | page 4 | Please indicate which social media platforms the tool covers. | Is DNB also engaging on social media accounts? Via which social media platforms is DNB actively communicating? | Yes. DNB is engaging via Twitter, Facebook, LinkedIn and YouTube |
| 31 | page 4 | Are the data of all platforms available in real time? | Can you share some insights about the amounts of data DNB is currently monitoring? In other words: what is the output (volume) of your current queries per month? | No, for now, we do not have the exact volume available. |
| 32 | page 6 | Does your organization offer a non-automated monitoring service? | In what way are the activities currently organized? We think we can be more efficient if we have an analyst working at night, who is working on monitoring conversations and on media analyses. What is the opinion of DNB regarding this construction? | We refrain from answering this question as it is not directly related to the purpose of this RFI. |

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|---------------------|---|---|--|
| 33 | Page 1 | "DNB wants to monitor all media coverage"...identify and participate any possible risks." | Can you explain a bit more about the expected amount of users accessing the tool and describe your ideal situation in term of information distribution (eg. reports, email updates) | Up to 50. We have no preferred mean (reports, e-mail, etc.) of data distribution. |
| 34 | Page 1 | Background project | What is the intended contract term? 1 year or multiple years? | Based on the RFI responses, DNB will formulate a procurement strategy, including contract term. In principle, multiple years are always preferred. |
| 35 | Page 4 | Network coverage | Is it of interest for DNB to get insight in the agenda & decision making process of the Dutch Parliament? | No, not within this RFI. |
| 36 | Page 4 | "DNB requires a tool that includes an archive" | Does DNB require an archive for offline content as well? If so, how far back does this preferable go? | No, DNB has covered this, but any suggestions are welcome. |
| 37 | Page 6 | "media analysis as a service" | Do you have any reputation drivers or specific KPI's which you use to analyse the DNB brand reputation? | Yes, but this information is not relevant for the purpose of this RFI. |
| 38 | | | In the RFI there is stated that DNB itself monitors their media coverage, which tooling is DNB currently using? As we from XXX's point of view are open to all tooling methods | At this stage of the orientation/RFI process, DNB chooses not to disclose information on the current tools that are being used, as the intention of the RFI is to get the best possible advice independent of the current situation. |
| 39 | | | Could you please state which tooling methods DNB prefers? | No, not during this orientation fase. |
| 40 | | | We are also interested in knowing which languages we need to cover in the process of monitoring and the services that needs to be provided? | Dutch, English and German |
| 41 | Page1, Section 1.2 | | Who would be the key users / stakeholders of this project | Up to 50 within various departments (see the answers to Question 4 and 5). |
| 42 | Page 4, Section 3.3 | Online and social media platform coverage | Will DNB provide the list of sources (sites , Social media platforms etc.) to be tracked for Monitoring & Analysis | No, as a result of dynamics and the wide variety of subjects and interests, DNB cannot provide a fixed list of sources. |

| Question | Page | Original text RFI | Question interested party | Answer DNB |
|----------|------------------------|-------------------------------|--|--|
| 43 | Page 6, Section 3.4 | Media Analysis as a service | Will DNB provide parameter / area of interest / key topics on which media analysis and monitoring services will be performed | Yes, but this information is not relevant within this RFI. |
| 44 | Page 6, Section 3.5 | 24/7 monitoring as a services | Will DNB provide parameter / area of interest / key topics on which media analysis and monitoring services will be performed | Yes, but this information is not relevant within this RFI. |
| 45 | | | What should your new social monitoring solution be able to do for you (i.e. what would you like to measure, and what analytics are import to you)? | This RFI is part of our orientation phase. |
| 46 | | | What is your timeline for implementing a new solution? | This RFI is part of our orientation phase, hence any implementation requirements can be dealt with on a later stage. |
| 47 | | | What is the budget for your new platform? | This RFI is part of our orientation phase and potential budget constraints are not in scope. |
| 48 | | | Are you looking at any other social media monitoring solutions? | This RFI is part of our orientation phase. |