



## Telkom Tenders

### RFP 0337/2011 TO PROVIDE MEDIA MONITORING SERVICES TO TELKOM

Publish Date : 01 February 2012  
 Closing Date : 20 February 2012, Monday  
 Time : 11:00 am  
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 Document Cost : R50

#### **Description:**

### **RFP 0337/2011 TO PROVIDE MEDIA MONITORING SERVICES TO TELKOM**

#### **1. Critical Criteria**

Potential Bidders have to comply with the following critical criteria: Non-compliance to any one of these criteria or no supporting documentation supplied, with the RFP response for any one of the criteria will invalidate a bid.

No	Requested	Information supplied	
		YES	NO
1.1	Bidder must be able to render the following services: <ul style="list-style-type: none"> <li>• Media monitoring of South African print media (Daily, weekly, fortnightly and monthly National, Regional and Community newspapers and periodicals).</li> <li>• Media monitoring of prime International print publications.</li> <li>• Monitoring of a wide range of South African National and Regional television and radio channels/stations.</li> <li>• Real-time monitoring of Local and International online publications.</li> <li>• Real-time monitoring of Local and International Newswire services.</li> <li>• Monitoring of popular social media channels. Social media monitoring must include Facebook and twitter.</li> <li>• Digitise and archive all print, online, television, radio and social media clippings to a webpage that Telkom will have dedicated, password-protected</li> </ul>		



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	<p>access to.</p> <ul style="list-style-type: none"> <li>• Develop customised structured and adhoc analysis and reporting based on media content gathered.</li> </ul> <p>The bidder must provide the following as proof that the above-mentioned services are already within the organisations service offering and that the capacity to deliver these services are already developed in-house:</p> <ul style="list-style-type: none"> <li>• Documented evidence that the bidding Company or the individuals within the company has been providing services of the required nature for 3 years or longer.</li> <li>• List of company/ies that they have rendered the service to within the last three (3) years in terms of the full spectrum of service delivery as required by Telkom.</li> <li>• Number of years that the Bidder has serviced the said companies (as above).</li> <li>• Contact name(s) with contact details (telephone number and email address for each of the companies mentioned above)</li> <li>• Complete list of sources (media publications/channels) monitored.</li> <li>• A presentation on CD or flashdisk that demonstrates the Bidder's digitising and archiving capability and the already established web interface for client access to organisation-specific monitoring and analysis.</li> </ul>		
<b>1.1.2</b>	<p>The bidder must be a minimum level (four) 4 BBEE contributor or better contributor verification agency</p>		
	<p>Bidder to provide a valid verification certificate issued by a SANAS approved agency. the Verification certificate must be valid at the closing of the bid.</p>		



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### 2. Bid Document Collection

The bid document can be collected from the Telkom Tender Office at the following address:

**179 Proes Street, Telkom Tower South,  
Lower Ground Floor**

Contact Person: Benji Ramatlakana  
Contact details: **(012) 311 3364**

### 3. Bidder's conference

Date: 14 February 2012

Venue: Strelitzia Conference Room, 1<sup>st</sup> Floor, Telkom Towers North, 152 Proes Street, Pretoria.

Time: 10h00 – 12h00

**Please note:** Bidders are requested to arrive 30 minutes prior to the scheduled time to be signed in