



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

REQUEST FOR QUOTATION (RFQ) - NATIONAL AND INTERNATIONAL MEDIA MONITORING PLATFORM FOR 12 MONTHS

1. Background

Statistics South Africa (Stats SA) utilises traditional and social media platforms to disseminate information and promote its work. Due to the immediacy and reach of these platforms, continuous monitoring is required to manage organisational reputation, analyse media coverage, and generate insights.

Stats SA invites quotations from suitably qualified service providers for the provision of a national and international media monitoring and engagement platform.

2. Scope of Services

The service provider must provide a platform that enables Stats SA to:

- Monitor and analyse print, digital, and broadcast coverage;
- Analyse tone, sentiment and reach;
- Identify negative or high-risk coverage timeously;
- Generate regular media reports;
- Archive and retrieve media mentions efficiently
- Distribute media releases and track engagement.

Coverage must include national and international media, including English and non-English language content.

3. User and Licensing Requirements

Minimum 5 licences for traditional media monitoring;

4. Technical and Functional Specifications

- Unlimited digital access to national and international media content, including subscription-only sources; must include access to community media (print, radio and TV);
- AI features (sentiment analysis, theme detection), "Google-like" ad-hoc search, and real-time dashboarding;
- Digitised access to print, digital and broadcast content for monitoring and analysis;
- Web-based access from any location;
- Full compliance with copyright legislation (Copyright Act 1978 and amendments);
- Archiving and retrieval of all Stats SA mentions for the contract period;
- Access to at least 180 days of historical content;
- In-platform tools to email and internally share content;
- Ability to translate non-English media content into English.
- The platform must enable the organisation to distribute media releases to targeted recipient groups and provide comprehensive tracking and reporting functionality, including confirmation of

delivery, monitoring of media release openings, and generation of engagement reports for performance measurement and audit purposes;

- Ability to compute and report on the estimated advertising value equivalence on a real time, monthly and annual basis;
- Usable and exportable information (Excel or CSV).

4.1 Reporting Requirements

The reports must include:

- Monthly and quarterly media analysis reports, including tone, sentiment, reach and key outlets.

4.2 Platform Capabilities

The solution must include:

- Unlimited keyword searches;
- Ability for Stats SA users to add and amend keywords independently;
- Real-time monitoring and alerts;
- Customisable email alerts (immediate, daily, etc.);
- In-platform assignment and content sharing functionality;
- Single integrated platform with customisable and user-friendly interface;

Bidders are required to comply fully with all the requirements outlined in the Technical and Functional Specifications. Failure to comply with any of the above-mentioned requirements shall render the bid non-responsive.

5. Demonstration (If Required)

Stats SA reserves the right to request shortlisted suppliers to demonstrate the functionality of the platform for evaluation purposes.

6. Pricing Information

Quotations must clearly indicate:

- Cost per licence for traditional media monitoring;
- Any once-off setup or training fees (if applicable);

7. Evaluation criteria

This RQF will be evaluated in three stages as follows:

1. Technical specification
2. Live demonstration (if required)
3. Price and preferential points

Stage 1: Technical specification

The service provider must:

- Have at least five (5) years' proven experience providing media monitoring platforms;
- Provide the core monitoring platforms directly (no outsourcing);
- Appoint a dedicated account manager based in South Africa;
- Provide initial user training and ongoing support;
- Provide training plan

- Provide at least three (3) client references, preferably including a public sector organisation. References must be submitted in a client letter head indicating the scope of work delivered. Reference letters must be signed.

The platform must be able to deliver all the required technical and functional specifications as outlined above.

Stage 2: Demonstration (if required)

Stats SA reserves the right to request shortlisted suppliers to demonstrate the functionality of the platform for evaluation purposes.

Stage 3: Price and Preference

Price and Preference will be evaluated as follows:

Price = 80

Preferential points = 20 as follows:

The specific goals allocated points in terms of this bid	Number of points allocated (80/20 system)
1.Race (Black)	10
2. Women	5
3. Disabled	2
4. Youth (below 35 years)	3

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