

18 November 2025

**REQUEST FOR QUOTATIONS FOR
MEDIA MONITORING SERVICES FOR
A PERIOD OF THREE (3) YEARS**

1. Purpose

- 1.1. The Railway Safety Regulator (RSR) requires the services of a suitable service provider for Media Monitoring services for a period of 3 (three) years.

2. Considerations/background

- 2.1. A media monitoring service can assist in monitoring all media coverage about the organisation and streamline this process

3. Scope of work / Specification

Specifications are as follows: -

- Users: Access by up to 5 Authorised Users to the media monitoring tool. Authorised users in this context means specific employees who are given permission to use the media monitoring tool
- Searches: Search option with the choice to save up to 15 searches. A "Search" in this context means a string of keywords used to search online news or social media sources and find relevant results in the form of articles or posts. Results should be displayed in the media monitoring tool and contain a hyperlink to the original source article or post.

- Dashboards: A minimum of 10 Dashboard(s) on the media monitoring tool. Dashboards should be customisable and display analytics and search results from any Searches. Each Dashboard should contain Widgets/ Graphs
- Widgets/Graphs: Access to both Brand Monitoring and Brand Analysis widget groups, including Potential Reach, Sentiment Score, Share of Voice, Advertising Value Equivalency, Top Languages, RSS Feed, Content Streams, Media Exposure, World Heat Map, Trending Themes, Top Publishers, and Top Locations widgets
- Sources: News and social media monitoring. News search should result from sources tracked in different countries. Historic news search results available for up to 12 months.
- Extras: Tagging, translation and distribution of search results
- Sentiment: Natural Language Processing (NLP) analysis of article sentiment (whether positive, negative, or neutral) in selected languages
- Support: Technical and Consultative support during normal local business hours, for the duration of the subscription.
- Email: Daily e-mail reports and ad-hoc dashboard reports showing search results for Authorized Users.
- Mobile: Access to media monitoring tool app (should be available in iOS and Android) to view saved Searches and results
- Newsfeed
HTML newsfeed(s) on website or intranet site that mirror the News Link Search Results on the media monitoring tool

- **Reports**
 - A monthly report providing insight and analysis from the media monitoring tool, the RSR's requirements.
 - Report provided in PPT, Excel, Word.
 - Reports provided as part of a recurring sequence throughout the subscription as per agreement.
- **Domestic Broadcast Monitoring**
 - Domestic broadcast monitoring should consist of South African news/newsreel content published by Radio and TV channels.
 - RSR to provide keywords to be used to search among Radio and TV content as well as social media platforms. Search result links should be delivered in one or more RSS feed(s) into the media monitoring tool.
- **Domestic Print Monitoring**
 - Domestic print monitoring should consist of South African news published by print media i.e., newspapers and magazines.
 - RSR to provide keywords used to search among print content. Search result links should be delivered in one or more RSS feed(s) into the media monitoring tool.
 - Design and send branded e-Newsletters from within the media monitoring tool, containing search results and/or internally generated content
 - Include 1 branded, customised template and 1 pre-saved distribution list.
 - Pre-saved distribution list should save up to 1,000 e-mail addresses. (This amount of email addresses should be increasable upon request)

Newsletter Distribution

- Additional Newsletter distribution lists. A distribution list in this context is a group of saved email addresses (either internal or external) which can be used to send branded Newsletters from within the media monitoring platform. Each distribution list can contain up to 1,000 email addresses. (This amount of email addresses should be increasable upon request)
- Correspondence Tracking. The tool should be able to track the number of people opened the newsletter/ document and measure the amount of time everyone opened it for.

- **Influencer Management System**

- Access for all Authorized Users with current access to the media monitoring platform.
- Ability to upload contacts. RSR should be able to upload own contacts.
- Ability to Email, Track and Archive press releases, media advisories, newsletters and any documents deemed fit by the organisation.
- Proprietary influencer search with relevance rankings.
- Advanced search of influencer database by journalist or publication name, location, beat, role, and channel.
- Online Influencer Management System to search, identify and organize media contacts and sources.

- **Global Content**

Search results should come from online news sources across the globe.

- **Social media engagement tool**

- Ability to connect owned social media profiles(across Facebook, Twiner, LinkedIn) to the platform and manage all pages from the platform.

- Ability to reply to all incoming messages across all social media profiles on a consolidated inbox.
- Schedule content across all social media profiles in one holistic content calendar.
- Measure & Report back on the impact of social media efforts across the various channels (Social Reports can be pulled manually or automated -ad-hoc/weekly/monthly).
- Ability to tag incoming or outgoing messages, allowing you to pull reports on campaigns, sentiment etc.
- Ability to assign incoming messages to team members for them to respond through the social media management inbox

A briefing session will be scheduled as follows-

Date: 20 November 2025

Time: 11h00

Via Microsoft Teams, **please send email to lesegod@rsr.org.za on or before the 20 November 2025 at 10h00 for the link to join.**

4. Administrative / Compliance Requirements

- 4.1. Registration on National Treasury CSD report
- 4.2. Comprehensive quotation (prices must be VAT Inclusive)
- 4.3. Tax Pin & Tax clearance certificate
- 4.4. Fully Completed and signed Standard Bidding Documents (SBD) forms documents
- 4.5. A valid BBBEE certificate or sworn affidavit (on sworn affidavit indicate the day, month and year of the financial year period ie, 31 March 2022)

- 4.6. Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
- 4.7. A Copy of the identity document of the company owner(s)
- 4.8. Valid Medical Certificate
- 4.9. Valid South African Social Security Agency (SASSA) registration (**Where applicable**)
- 4.10. Valid National Council for Persons with Physical Disability in South Africa registration (NCPDPSA)

Failure to submit valid documents listed above (No - 4.5, 4.6, 4.7, 4.8, 4.9, 4.10) for proof of claim specific goals as stipulated in Section 6 below will lead to the service provider not being awarded points for specific goal.

5. Evaluation 80/20 Preference Point System

- 5.1. The price quotations will be evaluated in accordance with the pre-scripts of the Preferential Procurement Policy Framework Act (PPPFA) and its regulations, in particular Preference Procurement Regulation 2022 which stipulate **80/20 preference point system for acquisition of goods or services with Rand value equal to or below R50 million (inclusive of all applicable tax).**
- 5.2. **A maximum of 80 points for price and 20 points for the specific goal specified on the request for quotation may be awarded to a Service Provider.**
- 5.3. **Points for the specific goal will be awarded as specified on the table below:**

NO	SPECIFIC GOALS	PREFERENCE POINT (OUT OF 20)	PROOF OF CLAIM
1	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by black people	10	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
2	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by black women	5	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)

3	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by youth	3	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
4	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by person(s) with disabilities	2	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC) • Valid Medical Certificate

		<ul style="list-style-type: none"> • Valid South African Social Security Agency (SASSA) registration (Where applicable) • Valid National Council for Persons with Physical Disability in South Africa registration (NCPDPSA)
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5.4. For Points to be awarded for the specific goals the proof for the claim for such goal must be submitted.

6. Functionality Evaluation Criteria

6.1. The suitable service provider must demonstrate capacity and capability to execute this project by complying with the functionality criteria on the table below:

ITEM	FUNCTIONALITY CRITERIA	POINTS
The company should be in existence for 5 or more years. Attached the CSD or CIPC documents	0 points- less than 5 years' existence 10 points- 5 years' experience to less than 6 years' existence 15 points- 6 to less than 8 years of existence 20 points- 8 to 10 years' and above existence	20

<p>The Account Manager to provide their CV detailing the management of similar projects for Media Monitoring, which entails the process of tracking, collecting, and analysing mentions of specific content or keywords across various platforms. This includes traditional media like newspapers, TV broadcasts and digital media like social networks and online news sites.</p>	<p>10 points- 1 to less than 3 years' experience 20 points – 3 to 5 years' experience- 20 points 30 points- more than 5 years' experience-30 points</p>	<p>30</p>
<p>Must be able to provide three reputable references of media monitoring services completed within the last 5 years. This should be on the letterhead of the referee and be signed and dated.</p>	<p>0 points= less than 5 years experience 10 points = from 5 to below 6 years experience 20 points= from 6 to below 8 years' experience 30 points = from 8 to 10 and above years' experience</p>	<p>30</p>
<p>The proposed media monitoring tool must comply with the specifications, including but not limited to:</p> <ul style="list-style-type: none"> •Social media integration Dashboards & widgets •Sentiment analysis •Reporting & mobile access •Newsletter distributions •Influencer Management system 	<p>0 points- Does not comply with the specification 10 points - partially complies with the specification 20 points - Fully complies with the specifications</p>	<p>20</p>

Service Providers must attain a minimum threshold of 70 points or more to be considered for evaluation on price and specific goals

Failure to attain the set minimum threshold will result in a disqualification.

7. Technical Enquiries

7.1. SCM: Lesego Dire

[lesegod@rsr.org.za/010 495 5391](mailto:lesegod@rsr.org.za/010_495_5391)

7.2. Project Manager: Celine Morolong

celine.morolong@rsr.org.za /010 495 5391

8. Closing Date and Time for responses to this request for quotation

8.1. The request will be **closed on 26 November 2025 at 15h00**. Responses may be emailed to lesegod@rsr.org.za