

Call-Off Contract: Media Monitoring and Evaluation and Related Services
Short Order Form for low value purchases

This short Order Form is to be used for low value purchases where the annual contract value is less than £20,000 (excluding VAT). This short Order Form will create a Call-Off Contract between the "Parties".

This short Order Form is subject to the Call Off Terms in the Media Monitoring and Evaluation and Related Services Framework Agreement RM3708 Call-Off Contract unless otherwise stipulated below. The Call Off Contract and Framework Agreement documentation can be viewed under the documents tab of the framework webpage.

The Supplier agrees to supply the Services specified below subject to the terms that follow.

1. Administration:	
Customer Reference:	DN327384
PO No.:	To be provided by the Department for Exiting the European Union
Start Date:	Tuesday 27 th February 2018
Initial End Date:	Friday 20 th April 2018
End Date including any extension options	Friday 4 th May 2018

2. This Short Order Form is a Contract between the "Customer" and the "Supplier", who are the "Parties"	
"Customer": * Please include any other organisations covered under the Contract	
"Supplier":	

3. Contact details:		
For the Customer:	Name:	
	Position:	
	Email:	
	Phone Number:	
For the Supplier:	Name:	
	Position:	
	Email:	
	Phone Number:	

4. Customer required services:	
Services required:	Our priority is to receive accurate media monitoring data from across the 27 EU countries (not including the UK) amongst our priority media targets, as well as social media in the UK. UK press, online and broadcast are covered by an existing contract. We are willing to restrict the scope of the search and what we search for if this helps us to meet our objectives and keeps us within budget. We would look to the Supplier to advise us on the volume of potential media items based on actual analysis of their current data.

1 - EU PRESS AND ONLINE

- The Supplier shall provide an EU press and online monitoring service to the Department for Exiting the European Union (DExEU) Engagement Unit.
- The Supplier shall monitor all publications specified by the DExEU Engagement Unit, which shall include, but is not limited to, the following media types available in the press and online ("Press and Online EU Press Items"): National; Regional; Trade; Current Affairs; Consumer.
- The Supplier shall collate all "Press and Online EU Press Items" which contain the keywords and topics that have been specified by the DExEU Engagement Unit. DExEU will expect support from the supplier in setting up the search strings.
- The Supplier shall deliver an alert on the "Press and Online EU Press Items" to the DExEU Engagement Unit via an online portal and by email, in real-time (within half an hour of being published).
- The Supplier shall deliver "Press and Online EU Press Items" including data summaries, as specified by the DExEU Engagement Unit, to the DExEU Engagement Unit by 05:00 hours (London) on the day of publication, daily (including weekends) via the online tool and by email.
- The Supplier shall deliver "Press and Online EU Press Items" including summaries, as specified by the DExEU Engagement Unit, from afternoon or evening publications and National Online sources to the DExEU Engagement Unit by 14:00 hours (London) on the day of publication.
- The Supplier shall deliver electronic "Press and Online EU Press Items" as specified by the DExEU Engagement Unit from consumer magazines to the DExEU Engagement Unit within 48 hours of publication.
- The Supplier shall provide the DExEU Engagement Unit with data on each "Press and Online EU Items". As a minimum, the data summary shall include but is not limited to:
 - The title of the publication and/or website that the press and online monitoring appeared in;
 -
 - Number of potential readers of online items through published readership figures (where this is available);
 - If the publisher has been identified by the DExEU Engagement Unit as priority media target or not;
 - DExEU coverage will be tagged against 5 topic areas, where applicable
 - A link to online items;
 - The country of publication; and
 - The name of the item's author where available
- The Supplier shall provide an electronic archiving system which holds the items on the archiving system for 28 days, as permitted by Newspaper Licensing.

2 - EU BROADCAST MONITORING

- The Supplier shall provide a broadcast monitoring service to the DExEU Engagement Unit.
- The Supplier shall monitor a range of daily news and other relevant broadcasts, including radio and TV and shall identify all monitored broadcasts that are relevant to the DExEU Engagement Unit's requirements. DExEU will provide a detailed list of key media sources to monitor.
- The Supplier shall provide a filtered broadcast service, twice a day, based on limited tier 1 markets: 05:00 and 14:00.

- The Supplier shall make broadcasted items available to the DExEU Engagement Unit in digital format via an online tool, as specified by the DExEU Engagement Unit.
- The Supplier may be requested to provide the DExEU Engagement Unit with a summary of each broadcast. As a minimum, the summary shall include:
 - The title of the article broadcast;
 - The source of the broadcast (for example ZDF, France 24);
 - The country of broadcast;
 - If the broadcaster has been identified by the DExEU Engagement Unit as priority media target or not;
 - A link to the broadcast and indication of the time in the media clip where the mention occurs; and
 - A brief synopsis of the broadcast.
- The Supplier shall assist the DExEU Engagement Unit by collating repeated references in single or syndicated broadcast. For example, if a radio news broadcast is syndicated across a number of radio stations this should be identified and treated as a single media item not a unique mention for each station. This in particular applies to syndication across regional news networks. Similarly, if a single media item, such as a radio phone-in or interview, extends beyond the standard unit of time for media clips these should be treated as a single media item and not numerous unique items for the same broadcaster.
- The Supplier shall deliver the summary of each broadcast to the DExEU Engagement Unit at the same time as the broadcast is delivered.
- The Supplier shall utilise speech to text recognition software to find broadcast content and identify relevant clips.
- If requested by the DExEU Engagement Unit, the Supplier shall provide the transcript of the broadcast the same day that the broadcast has been submitted.

3 - UK AND EU SOCIAL MEDIA MONITORING

- The Supplier shall provide a social media monitoring service to the DExEU Engagement Unit. The Supplier should specify how they source social media including the level of access they had to data such as from Twitter. Examples of social media platforms include, but are not limited to, Twitter, LinkedIn, Facebook, blogs and public forums.
- The Supplier shall collate all items that appear in social media that contain the keywords and topics (including; content, date, time and author) that have been specified by the DExEU Engagement Unit.
- The Supplier shall ensure that the social media items containing the specified keywords are relevant to the DExEU Engagement Unit's requirements.
- The Supplier shall provide the DExEU Engagement Unit with a summary of the item, which shall include but is not limited to:
 - The name of the item's author;
 - The social media platform the that the post appeared on;
 - Number of potential readers/viewers/followers, with additional insight into the influence and reach of the author;
 - Actual engagement level with the post with measurement of 'likes', 'shares' and comments;
 - If the social media author has been identified by the DExEU Engagement Unit as a priority media target or

- not;
- o A link to the social media post;
- o The country of publication if available;
- The Supplier shall deliver the results of the social media monitoring to the DExEU Engagement Unit, in real time (within half an hour of being published), via the online tool, as specified by the DExEU Engagement Unit.

4. SCOPE OF SEARCH

- The Supplier shall monitor both general and specialised media and provide media monitoring tailored to suit DExEU's needs.
- The Supplier shall provide monitoring of "Press and Online Items" to the same standard within the following countries; Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom
- It is estimated that there will be up to 2,500 print/online UK hits a month and 250 UK broadcast hits based on existing media monitoring. It is likely that this will be a similar volume across Europe as a whole, as the issue is cited far more in the UK. The Supplier will work with the DExEU Engagement Unit to limit the scope of the search if needed to priority media to ensure that the search volume is within the parameters of the final agreement.
- The Supplier will ensure that where media items appear in both print and online, the Department will only receive the online version.
- The Supplier shall translate media in foreign language text and/or speech into English either by automated or other tools.
- The Supplier shall search and find media content that includes the keywords, themes and issues as specified by the DExEU Engagement Unit
- The Supplier shall deliver the media monitoring results to the DExEU Engagement Unit via a secure online portal. The portal shall;
 - o Be secure with access controlled by password
 - o Provide the DExEU Engagement Unit with all of the results, items, broadcasts, social media and reports that the Supplier provides in the delivery of the Services; and
 - o Have a "print all" function to enable Contracting Body users to print a number of results at the same time.
- The Supplier shall not deliver results that are not relevant to the requirements of the DExEU Engagement Unit.
- The Supplier shall have access to subscription based online news sites (where this is available) and the full Twitter firehose.

REPORTING AND ANALYSIS

- The Supplier shall provide an online media monitoring and analysis tool ("the Tool") to the DExEU Engagement Unit who will use it as a research, insight and evaluation tool.
- The Tool shall enable the DExEU Engagement Unit to monitor and analyse all media identified under this contract.
- The Tool shall enable the DExEU Engagement Unit to export raw data on all media identified under this contract, in Excel format, including but not limited to;
 - o Volume of items, authors and source of coverage;
 - o Readership and reach/impressions figures (excluding 'opportunities to see') related to the target audience;

- Messages/objectives, as specified by the DExEU Engagement Unit;
 - The country or location of publication;
 - Social Media engagement figures through 'likes', 'shares', and comments
- In addition, the DExEU Engagement Unit shall be able to monitor social media, and if available other media sources, via the Tool using Boolean search terms.
- The Supplier shall be responsible for the hosting, continuous availability, maintenance and continuous improvement of the Tool.
- The Supplier shall ensure that any planned downtime for maintenance or to update the Tool does not adversely impact the ability of the DExEU Engagement Unit to effectively use the Tool. Any planned downtime for maintenance or to update the Tool should not take place during normal operating hours (Monday – Friday, 5am – 6pm).
- The Supplier shall notify the DExEU Engagement Unit in advance of the planned downtime of the Tool and shall notify the DExEU Engagement Unit within a reasonable period before the planned downtime.
- The Supplier shall endeavour to continuously improve and implement developments to the Tool, by identifying improvements and emerging good practice, to enable the DExEU Engagement Unit to maximise the effectiveness of its media monitoring.
- At the start of the Agreement, the Supplier shall set up all user accounts for the Tool required by the DExEU Engagement Unit.
- The Supplier shall set up user accounts with unrestricted access for those Contracting Body users of the Tool that need to have full administrative rights over the Tool's functionality and configuration.
- The Supplier shall set up user accounts with restricted access for those Contracting Body users of the Tool that need visibility of the media monitoring via the Tool but who do not have the administrative rights to change the Tool's configuration.
- The Supplier shall allow the DExEU Engagement Unit to have unlimited user accounts for the reporting element of the Tool, to enable specific dashboards to be shared with others, and at least six user accounts with full access to create dashboards and conduct analysis. The Supplier to advise on whether this is compatible with licensing requirements. If access to the original item is not possible DExEU would accept restricted online functionality, or the ability to export dashboards to PDF.
- The Tool, via specified drop-down menus, will enable the DExEU Engagement Unit to score coverage against metrics such as sentiment.
- The Supplier shall work with and support the DExEU Engagement Unit to set up and configure the media monitoring and analysis Tool, including correctly configuring searches and the dashboards that display the monitoring results, so the DExEU Engagement Unit can effectively meet their media monitoring requirements via the Tool.
- The Supplier will ensure all dates cited use the format DD-MM-YYYY. Months can be indicated by number or text.
- The Supplier will ensure that header, title and footnote text on dashboards are editable.
- The Supplier will ensure that all percentage figures shown on dashboards are whole numbers.
- The Tool shall collate and display all media monitoring items that

contain the keywords, phrases, hash tags and authors associated to all of the topics that have been specified by the DExEU Engagement Unit as a master dashboard trackable over any timeframe.

- The Tool will enable the DExEU Engagement Unit to understand the impact of their digital outputs:
 - Who is following them on social media (in particular responses by key influencers)
 - Share of voice (the popularity of their tweets compared to other big tweets on the subject - i.e. is their content the most widely shared on that day)
 - Reach per post: any key new followers from target list? How many Likes/Shares/retweets/hashtag use
- The Tool will enable the DExEU Engagement Unit to understand stakeholder influence:
 - Social media monitoring of a list of at least 250 influencers (both EU & UK based) including tracking their reach in UK and European social media/traditional media (quotes or retweets, shares, likes etc.). DExEU will provide a list.
 - Real-time overview of influencers/stakeholders' publications on social media, print media, online media and broadcast media
- The Tool shall allow the DExEU Engagement Unit to create further, unlimited, customisable charts and dashboards which display the monitoring results for specific topics and sources of interest.
- To enable the DExEU Engagement Unit to analyse the monitoring results, dashboards displayed within the Tool shall have the functionality to show the media monitoring results in a series of charts including, but not limited to:
 - Stacked bar charts;
 - Horizontal bar charts;
 - Pie charts;
 - Word clouds;
 - Editable text boxes;
 - Media items/news feeds; and
 - Clippings lists
- The dashboards provided within the Tool shall allow for filtering by the top media items that are driving conversations, reach to the target audience and engagement on the keywords, phrases, hash tags authors and topics being monitored by the DExEU Engagement Unit
- All dashboards shall be 'live' and will update in line with email delivery times. Coverage will not be coded.
- The Tool shall allow the DExEU Engagement Unit to easily transfer dashboards into file formats including, but not limited to, Google Docs, Microsoft Excel, Microsoft PowerPoint, Microsoft Word and PDF.
- The Tool shall allow the DExEU Engagement Unit to analyse social media activity based on items, date, author, source and engagement including historic data.

SUPPORT

- For automated online and social media services, the Supplier shall provide the Services, on an uninterrupted basis, 7 days a week, with access required 7 days per week. For all other services, the Supplier will provide the Services on an uninterrupted basis where possible.

- The Supplier shall provide the Services every day of the year, including weekends and all (inc. international) public holidays, but excluding Christmas Day.
- As a minimum, any online Service provided by the Supplier must be compatible with the latest versions of the following operating systems/browsers to enable access to the system through a range of IT equipment and software; Google Chrome/Docs, iPhone IOS, PCs and Macs, Microsoft Windows.
- If the DExEU Engagement Unit experiences a browser or other compatibility issue with any online Service provided, the Supplier shall work with the DExEU Engagement Unit to identify the cause of the compatibility issue and shall help the DExEU Engagement Unit to resolve the issue at no extra cost.
- The Supplier will have suitable and robust disaster recovery procedures in place at all times to enable the Services to be continually available, with minimum disruption, on a 24/7 basis.
- The Supplier shall provide the DExEU Engagement Unit with at least 2 named contacts who can be contacted via telephone and email by the DExEU Engagement Unit outside of normal working hours (i.e. 6pm to 9am Monday to Friday and 24 hours a day at weekends) in order to provide IT infrastructure support.
- The Supplier shall resource effectively in order to deliver all of the Core Services in-line with the Mandatory Service Requirements
- The Supplier shall provide any training that is requested by the DExEU Engagement Unit and is reasonable in order for the DExEU Engagement Unit to effectively use the Services. Such training shall be provided free of charge.
- The Supplier shall provide effective account management to support the variable size and scope of Contracting Body requirements to ensure the requirements of all Contracting Bodies are met. Effective account management provided by the Supplier shall include, but is not limited to:
 - Responding to critical queries raised by the DExEU Engagement Unit within one hour of the query being sent, providing a resolution to the query to the satisfaction of the DExEU Engagement Unit. Critical queries apply to, but are not limited to, the following scenarios;
 - Inability to access to "The Tool" and "Press Items";
 - Inability to access to the journalist database;
 - Sourcing of relevant articles that have not been included or have been missed
 - Inability to access to the export function on "The Tool"
 - Responding to non-critical queries
 - Resolving issues raised by the DExEU Engagement Unit in respect of the Services promptly and to the satisfaction of the DExEU Engagement Unit.
 - Monitoring the performance of the Services and taking action as required to ensure that all of the DExEU Engagement Unit's requirements are met including monthly meetings by telephone and in person if requested.
 - The Supplier shall effectively manage peaks in Contracting Body demand for the Services to ensure that all Contracting Body requirements are consistently met without any impact to the quality of the service provided.
 - The Supplier will provide key metrics and information as required for monthly contract evaluation reports.

CONFIDENTIALITY

- When delivering the Services, the Supplier's personnel may have access to some material which is considered sensitive or is confidential, for example, the content of embargoed news releases, passwords or statistical analysis.
- The Supplier shall ensure that no sensitive or confidential information is communicated to any third party. The Supplier shall note that in this context a 'third party' is any individual or organisation other than the DExEU Engagement Unit and its personnel, and the Supplier and its personnel.
- The DExEU Engagement Unit will require the Supplier to sign a non-disclosure agreement, and procure that Supplier personnel will sign a non-disclosure agreement, if the Supplier has access to confidential material.
- The Supplier shall ensure that information obtained by the Supplier or any member of their personnel concerning the DExEU Engagement Unit's business is treated as confidential. The Supplier shall inform the DExEU Engagement Unit immediately if they become aware of any breach of confidentiality.

CRISIS MANAGEMENT

- The Supplier shall provide increased monitoring, coverage, resource and support to the DExEU Engagement Unit in the event of heightened public interest or crisis situation. An example of a crisis situation is an unforeseen event which has a significant impact on the volume of media coverage that is relevant to the DExEU Engagement Unit.
- The Supplier shall resource adequately in order to effectively monitor the increased volume of media in respect of the crisis situation.
- The Supplier shall engage with the DExEU Engagement Unit to ensure they are continuously updated on the media coverage of the crisis situation, including updates on sudden changes to the volume of media coverage.
- Through effective media monitoring, the Supplier shall enable the DExEU Engagement Unit to fully understand how their response to the crisis situation is being portrayed in the media.

NEWSPAPER LICENSING AUTHORITY AND COPYRIGHT LICENSING AUTHORITY REQUIREMENTS

- When providing the Core Services, the Supplier shall comply in full with the applicable copyright and other intellectual property legislation, including the requirements of the National Licensing Authority (NLA) and Copyright Licensing Authority (CLA).
- It will be the responsibility of the Contracting Bodies to consider their own individual NLA and CLA licence requirements and to put these in place directly with the NLA/CLA. However, Contracting Bodies may require advice on general NLA/CLA matters, (for example relating to the annual licensing arrangements). The Supplier shall therefore maintain an up to date knowledge of NLA and CLA developments and procedures, and shall offer advice on this issue to Contracting Bodies as and when required.

Location/Delivery:



Delivery dates and

Uninterrupted service to be available for the duration of this

times:	<p>agreement.</p> <p>Key times for delivering media monitoring reports as per Services required above.</p> <p>Media monitoring to go live as per the Implementation Plan below.</p>																																																																																				
Implementation Plan:	<p>Schedule for media monitoring go live:</p> <table border="1" data-bbox="494 459 981 1579"> <thead> <tr> <th>Country</th> <th>Tier</th> <th>Online by</th> </tr> </thead> <tbody> <tr><td>France</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Germany</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Italy</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Netherlands</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Poland</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Spain</td><td>1</td><td>27/02/2018</td></tr> <tr><td>Austria</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Belgium</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Bulgaria</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Denmark</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Romania</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Sweden</td><td>2</td><td>06/03/2018</td></tr> <tr><td>Croatia</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Czech Republic</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Finland</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Greece</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Hungary</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Portugal</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Slovakia</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Slovenia</td><td>3</td><td>13/03/2018</td></tr> <tr><td>Cyprus</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Estonia</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Latvia</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Lithuania</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Luxembourg</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Malta</td><td>4</td><td>19/03/2018</td></tr> <tr><td>Switzerland</td><td>4</td><td>19/03/2018</td></tr> </tbody> </table>	Country	Tier	Online by	France	1	27/02/2018	Germany	1	27/02/2018	Italy	1	27/02/2018	Netherlands	1	27/02/2018	Poland	1	27/02/2018	Spain	1	27/02/2018	Austria	2	06/03/2018	Belgium	2	06/03/2018	Bulgaria	2	06/03/2018	Denmark	2	06/03/2018	Romania	2	06/03/2018	Sweden	2	06/03/2018	Croatia	3	13/03/2018	Czech Republic	3	13/03/2018	Finland	3	13/03/2018	Greece	3	13/03/2018	Hungary	3	13/03/2018	Portugal	3	13/03/2018	Slovakia	3	13/03/2018	Slovenia	3	13/03/2018	Cyprus	4	19/03/2018	Estonia	4	19/03/2018	Latvia	4	19/03/2018	Lithuania	4	19/03/2018	Luxembourg	4	19/03/2018	Malta	4	19/03/2018	Switzerland	4	19/03/2018
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Standards required: Key Personnel:	<p>Not used.</p> 																																																																																				
Service Levels / Credits and performance	<p>In the event that any of the Service Levels falls below the Failure Threshold, a meeting will be arranged to discuss performance improvement.</p>																																																																																				

monitoring:	
5. Responsibilities:	
Sensitivity:	Contract Charges will be kept Commercially Confidential
Customer Responsibilities:	None specified.
6. Payment:	
Payment method and terms:	By BACS, monthly in arrears.
Contract charges: (excluding VAT)	Set up costs: 
Where to send invoice:	 Invoices must include the PO number, a description of the services provided and the date period for the invoice.
7. Other contractual requirements:	
Customer security policy:	Supplier to provide the Customer with a security policy for review.
Business Continuity and Disaster Recovery:	Supplier to provide the Customer with a business continuity and disaster recovery plan for review.
Exit Plan:	The Supplier to provide ad hoc support to the Customer, as required, in advising on markets, search terms and categories that have been monitored over the course of this contract to ensure that any subsequent contract(s) captures the same information.
Undisputed sums limit:	
Customer Termination Without Cause notice period:	5 working days.
8. Additional or alternative clauses specified when brief issued:	

9. Formation of Call-Off Contract

By signing and returning this Order Form the Supplier agrees to enter a Call-Off Contract with the Customer to provide the Services.

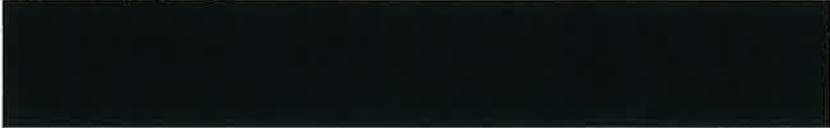
The Parties agree that they have read the Order Form and the Call-Off Terms and by signing below agree to be bound by this Call-Off Contract.

In accordance with paragraph 7 of Framework Schedule 5 (Call-Off Procedure), the Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of the Order Form from the Supplier within two (2) Working Days from receipt.

For and on behalf of the Supplier:

Name and Title	
Signature	
Date	13-03-18

For and on behalf of the Customer:

Name and Title	
Signature	
Date	8/3/18

Service Levels

Title	Description	Measure	Targets	Failure threshold
Relevance of Search	Relevance of media monitoring search	Relevance of media monitoring items identified	98% of all media monitoring items identified deemed by DExEU Engagement team to be relevant to search	Under 96% of all media monitoring items identified deemed by DExEU Engagement team to be relevant to search
Comprehensiveness of search	Ensuring no relevant media items are missed by search	Identification by DExEU Engagement team of media monitoring items which should have been picked up by search	No more than 4 items a week	More than 20 items in any four week period
Timing	Delivery of media monitoring	Times as set out in specification	Times as set out in specification	Missed deadlines for delivery more than five times in total in a month
Technology	Reliability of online tool	Availability of system	98% reliability	Under 96% reliability