

**FOI Release**  
**Information released under the Freedom of Information Act**

**Title:** BIS spend on media monitoring

**Date of release:** 13 November 2012

**Information request**

How much does the Department spend in a year (either the last 12 months to date, the last financial year or the last calendar year) on media monitoring? This would include either payments to third parties that provide monitoring services or subscriptions to online tools. This request covers traditional media such as newspapers, online media and social media such as twitter. Please provide a breakdown, if possible, on the amount spent on those three areas (traditional/ online/ social).

**Information released**

An outline of the department's central media monitoring costs for the financial year 2011 to 2012, including traditional and social media.

**Central media monitoring costs excluding VAT.**

<b>Service</b>	<b>Media covered</b>	<b>Financial year 2011/12 Cost and supplier</b>
Broadcast media summaries	National TV and radio	£40k (Cabinet Office Media Monitoring Unit (MMU))
Transcriptions	National TV and radio	£4k (MMU)
Press Cuttings	National and regional newspapers, print copies	(17k Precise) (£60k Durrants)
Copyright stipulation associated with the reproduction of press cuttings	National and regional newspapers, print copies	£73k (NLA Newspaper Licensing Agency)
Social media dashboard	Online / social	Free (Tweetdeck)

As a major Government Department with a wide portfolio of responsibilities, BIS policy and announcements regularly lead the news agenda. Professional media monitoring is essential to understand the broad and fast moving issues relevant to the Department and to ensure that Government policy is being portrayed accurately to the public.

In August 2011 the Department started using the new Cabinet Office framework agreement for press cuttings in order to reduce costs and provide a more streamlined service.

We are constantly reviewing our search topics and criteria in order to meet the Department's needs, policy focuses and current issues. We continually feedback to our suppliers ensuring they are providing an accurate cost effective service.

BIS only orders transcriptions of interviews in extenuating circumstances and these costs are often shared with other interested Departments