

2.2.18-19 Please confirm, yes or no, whether you can provide media monitoring services, including potentially equipment provision. What is out of scope and what you cannot provide.

1. **General.** We have the capability to provide media monitoring services. Our team have experience in delivering support and advice to monitor key Arabic speaking and English speaking TV, open source news outlets and local Syrian social media.

2. **Services.** We are able to cover nation-wide conflict developments, as well as political and military trends, actors, and other activities taking place in Syria and its neighbouring countries. On occasion, we have provided **analysis on the news and products posted on social media platforms and forums run by extremist groups** (namely ISIS and Jabhat al-Nusra) operating inside Syria. In addition, reporting will summarise the most important conflict-related developments on the ground in Syria, with emphasis on shifts in actor dynamics, as well as any specific information requirements requested by the client. Reports would include a "Key Takeaway" section that highlights the most important events and trends of the past reporting period and provides analytical insight into their implications and a list of notable events in Syria organised by geographic region. Where appropriate, the report would incorporate insights and findings from our extensive ground network. Monitoring, analysis and writing training will be provided to the staff by a former employee of BBC Monitoring now working in InCoStrat. The following services can be provided:

- a. **Arabic, English, Kurdish and Farsi language media monitoring** on specific TV, print and social media outlets.
- b. Monitoring of opposition, **regime and extremist groups'** media platforms (mass and social media).
- c. The production of weekly or daily media monitoring reports focussed on specific regions or thematic areas that can be tailored to the client's requirements.
- d. The monitoring can take place in the UK or in one of the overseas offices.
- e. We are able to put the media monitoring into context **through reporting from a network inside Syria.**
- f. Contextual, technical and cultural analysis can be provided. Our media monitoring reports and analysis of extremist elements in Syria and Iraq have subsequently been **briefed at ambassadorial level to the UK.**

3. **Equipment.** There is a basic media monitoring suite of equipment in Istanbul, which is already monitoring and recording four TV channels simultaneously

4. **Out of Scope**

The InCoStrat team does not have the capability to carry out the following capabilities from internal resources, however we have an extensive network of expertise and a strong working relationship with many of the FCO's existing implements as our team have either worked with them previously or supported their activity. This includes: I2I, Aktis, ARK, M&C Saatchi, Aegis, ASI and others. In addition as our directors have been managing Syrian related media and communication projects in the region for nearly three years our team are highly regarded by the Syrian opposition and regional media professionals.

- a. The ability to track products on social media beyond the primary and potentially secondary distribution point.
- b. The ability to track media reports after they have been distributed to the primary news outlets on TV or radio.
- c. Product tracking on **non-English**, Arabic, Kurdish or Farsi speaking networks without additional language specialists.
- d. The ability to conduct 24/7 monitoring of media platforms without additional additional personnel.
- e. Large-scale equipment purchases – over £100k.
- f. Media reporting and distribution in some regime held and ISIS controlled areas.
- g. The ability to conduct on the ground polling in many areas across Syria to measure effect of products.