



Sabah Tourism Board
STB/Q/2024/16- Media Monitoring & News Clipping Service 2025
Scope of Services

Period of contract; 1 January 2025 — 31 December 2025 (12 months)

Media Monitoring

1. To monitor and report news about Sabah Tourism published in prints and online media portal.
2. To monitor and report to Sabah Tourism Board about any news related to the tourism industry in Sabah published in English, Bahasa Melayu and Chinese medium.
3. To monitor and report news about Sabah Tourism published in international English online media portal based on Sabah Tourism Board target markets (Appendix A).
4. Provide analytical news report of the coverage about Sabah Tourism. Report generated must be able to be extracted to Excel/PDF form.
5. Daily/Weekly/Monthly analytical reports must report sentiment breakdown, number of media coverage, language breakdown, trend and topic analysis. Agency/Journalist/Key influencers breakdown is an added advantage.
6. Provide an unlimited number of logins to users for 1 year.
7. Provide an unlimited number of news alerts for the Sabah Tourism Board for 1 year.

News Clipping

1. Provide news clipping from Malaysia-based prints for 1 year. International prints is an added advantage.
2. Provide URL links to the related news generated from the media monitoring tools.
3. Provide a scanned hardcopy of each news clippings for 1 year.
4. Provide Sabah Tourism Board with the ability to view and download both radio and broadcast clips from the related news generated from media monitoring tools.
5. Provide an estimated PR value per news based on the given keyword searches. *Please provide a company profile and a sample of report.

Appendix A

Scope of media (By Country):

- 1.1 Malaysia
- 1.2 Brunei
- 1.3 Philippines
- 1.4 Indonesia
- 1.5 Singapore
- 1.6 Thailand
- 1.7 China
- 1.8 Taiwan
- 1.9 Japan
- 1.10 Hong Kong
- 1.11 South Korea
- 1.12 India
- 1.13 Middle East
- 1.14 United States of America
- 1.15 Australia
- 1.16 New Zealand
- 1.17 Italy
- 1.18 Netherlands
- 1.19 Germany
- 1.20 Denmark
- 1.21 France
- 1.22 United Kingdom
- 1.23 Sweden
- 1.24 Norway
- 1.25 Switzerland
- 1.26 Russia
- 1.27 Canada

***The following list of countries is the tourism market targeted by Sabah Tourism Board for promotional marketing campaigns.**