



**SPIR – CZECH
ASSOCIATION FOR
INTERNET ADVERTISING**

**Request for Proposal of Audience Measurement of
Czech Internet**

sídlo: Korunní 79/1171, 13000, Praha 3

telefon: 224 251 250 e-mail: info@spir.cz internet: www.spir.cz

bankovní spojení: Raiffeisenbank č.ú.čtu: 375076001/5500 IČO: 70108005 DIČ: CZ70108005

1. Introduction

1.1 Project Background

The Czech Association for Internet Advertising (SPIR) is composed of 64 members from the ranks of the biggest submitters of internet advertising and providers of advertising space in the Czech Republic. It thereby associates more than 80% of the domestic commercial internet market, de facto making it its determinant player.

One of the main aims of SPIR is to secure audience measurement of Czech internet, including the construction of a socio-demographic profile of the audience (NetMonitor) and providing valid and reliable data for advertising planning on this media-type market (advertisers, media agencies, internet media and other interested parties).

The actual realization of the measurement is conducted by two companies, Mediaresearch and Gemius. By means of this document, SPIR invites all sufficiently qualified parties¹ interested in the realization of the next wave of measurement to submit their proposals and defines basic requirements and parameters of the project. The new wave of the project will last three years, and will tie in its start-up with the termination of the current wave. The anticipated start of the project is September 1, 2011.

1.2 Contracting authority identifying data

Name	Association for Internet Advertising in Czech Republic, z.s.p.o. (SPIR)
Place of Business	Korunní 79/1171, 130 00, Prague 3
IČO	701 080 05
DIČ	CZ701 080 05
Bank Connection	Raiffeisenbank, č.ú.: 375076001/5500
Contact person	Pavel Ševera (pavel.severa@spir.cz)
www	http://www.spir.cz

2. Project Description

This call for proposals describes the basic demands of SPIR for the project of internet audience measurement in the Czech Republic. The bidders, however, can offer as added value alternative means of solution if they lead to higher quality results. SPIR requests that eventual alternatives are sufficiently well substantiated, and/or that the higher quality (for example greater precision) is substantiated by a sample of data.

Since the project is being tendered for a three-year period, the applicants should, beside a description of their provided solution, also formulate the development of trends they anticipate in the internet sphere, and describe in what manner they would take them into account in the project.

Basic Requirements of the Project

The purpose of the project is to provide an objective and independent measurement of internet audience in the Czech Republic, and to describe the behavior of the users of Czech internet. The

¹ See 4.4

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measurement will be aimed at two basic variables, about which it should generate results as precise as possible:

- **The number of real users** (actual people)² visiting Czech internet (in the sense of additional specifications)
- **A socio-demographic profile of the users** – visitors of Czech internet (gender, age, education etc.)

SPIR requires these basic variables to be measured in the following modules (levels/platforms):

- **On the level of web pages** – reach of the medium or its parts³ (section 2.1),
- **On the level of objects on the pages**, compulsorily **in objects with streaming content** – reach of video and audio streaming, and other streaming content as the case may be (for example on-line flash games), (section 2.4), and on a preferred level **in advertising objects** – reach of a display banner of an advertisement (section 2.2),
- **Measurement of mobile internet** – internet access from mobile equipment (section 2.3).

2.1 Module of Audience Measurement of Classical Internet

The main goal of the project is to provide information about how many users of various internet pages there are in the Czech Republic, and what kind of people they are. SPIR does not place requirements on the measurement method, but defines goals that this measurement should achieve.

Basic Compulsory Requirements of the submitter of the project are:

- Establishing the number of real users of Czech internet and the construction of a socio-demographic profile of visitors. Another compulsory unit is the number of page views (page impressions).
- Securing an appropriate means of filtering against counting non-user traffic (requests generated by robots, spiders), internal traffic (originating from the browsers of the measuring company itself) and measures taking into account page caching.
- Description of the prevention of fraudulent traffic counting and traffic boosting (for instance pages that automatically refresh, redirect, open, pages containing iframes with an inserted measuring tags, etc.).
- Measurement will not depend on the browser, operating system, and the equipment used by the user. If the submitters are unable to guarantee this requirement, please specify the browsers, operating systems and equipment that his solution makes it possible to measure and which it does not.

Other preferred requirements are:

- Measurement of applications (especially communicators, instant messengers, and similar applications)
- Discrimination of accesses on the internet by users from various locations (for example from the workplace, from university, etc.)
- Discrimination of accesses on the internet from various equipment:

² Abroad, an often used term is “unique users”

³ On the Czech internet market it is common to measure not only the audience of pages of a given media, but also its sections, which are parts of the media defined at the discretion of the operator.

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- Discrimination of classical desktop computers, notebooks and netbooks, and mobile equipment
- Discrimination of other equipment (for example smart televisions, playing consoles, tablets, hybrids etc.)
- Interception of traffic generated by means of AJAX technology
- Registering user inactivity, correct counting of time spent, for instance in cases of several unused or inactive tabs.
- Compatibility of the data output with analytical instruments common on the market, if need be supplying of custom software for the data analysis. Eventually supplied software should be capable of working with data of the SPIR pricelist center⁴.
- Sufficiently high-quality webanalytical software for users, by which it will be possible to map the complete behavior of web visitors (comparable, for example, to Google Analytics)
- Supplementary research (for example on an eventual panel of users, the possibility of external research as a supplement of the main project)

Applicants will present in their proposals a detailed description of their solution, in which they will namely define:

- The appropriate target group of the project (the structure of the measured population with regard to socio-demographic characteristics) and a description of how it should be included in the research.
- Description of how the sampling frame of the project will be set up, for example through an establishment survey, to set up the internet population in the Czech Republic).⁵ The applicants define the extent of the research, the frequency of realization, and the complete methodology.
- Method that will be employed for measurement (site-centric, user-centric, hybrid linking both approaches,...) with all the consequences that follow as a result:
 - Description of the functionality of the measuring tags (if it is a part of the solution)
 - Description of the functionality of the measuring application (meter) on the side of the user (if it is a part of the solution)

It is necessary that the solution is sufficiently transparent with regard to European legislation concerning personal data (for example regulation 2009/136/ES, which changes the statutory text of the original regulation 2002/58/ES).

- Description of determining the number of real users and their socio-demographic profile:
 - If a panel of internet users is to be constructed, in what manner would it be formed, recruited, controlled, rewarded, what incentives are planned for the panelists, how will they be communicated with, how will the results be processed and weighed, and how will the protection of personal data be guaranteed.
 - The method of calculation if the measurement is based on cookies, and the solution of the problem of their instability.
 - If a hybrid approach is to be used, describe the procedure of fusing both ways of measurement.
 - Describe other eventual alternative solutions.
- How does the proposed solution capture the audience of smaller (seldom-visited) web sites (the "longtail") or parts of web sites, or a determination of the audience size it is possible to reliably measure.

⁴ One of the outputs of a parallel project for measuring of on-line investments AdMonitoring.

⁵ Currently, for example, 3 waves of so called structural research are carried out annually. SPIR is aided in this by receiving information about the size and structure of the internet population from the Continuous Research for the Association of Television Organizations.

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- The proposed measured data units, their definition and manner of attainment. The data units should conform as much as possible to the requirements of the media market.⁶
- The form and the planned schedule of the research output. SPIR prefers the shortest time possible for the publication of official results with regard to the measured period, and at the same time from the marketing point of view it requests supplying daily or real time data (preferably in the form of an online application), even if they are only estimates. This requirement applies for all modules. In their proposals, applicants will specify deadlines for access to data and eventual sanctions for delay of delivery.
- Additional information important for evaluating the quality of the proposed solution

2.2 Module of Measuring the Impact (Reach) of Advertising Objects Inside of Web Pages

- SPIR prefers measurement to the level of advertising objects on web pages, i.e. measurement of the impact (reach) of the display advertisement or advertising campaign, not only the whole visited page. Succeeding in identifying the impact of ads in all advertising positions of a server, with the number of real users and their socio-demography known, will make it possible to construct indicators GRP and TRP for an advertising campaign. This will make internet data more comparable with television data, to which the market is accustomed. Applicants are called upon to present possible variants of this solution. The submitter requests, however, that the socio-demographic data of the advertising campaign is also made accessible to third parties, to prevent the realizing operator from gaining a monopoly in the market.
- This also relates to the possibility of measuring and counting only that content with which the user is actually in contact and ignoring what the user does not see (for instance, that which is beyond the actually visible browser tag cutout).

2.3 Module of Mobile Internet Measurement

The goal of this part of measurement is to gain data about mobile traffic, i.e. internet usage generated by mobile equipment⁷. The basic requirements of SPIR for the measurement of mobile internet are:

- Data collection for the measurement of mobile internet will take place on specially altered mobile pages, just as in standard internet media pages.
- Measurement should proceed in case of a mobile phone connection (via net of the operator), as well in the case of a Wi-Fi connection.
- Information will be collected about the number of mobile users (RU) and mobile page views (PV), overall as well as for individual browsers and types of equipment for every medium engaged in the measurement.
- The submitter further prefers delivery of socio-demographic data – reports of RU and PV measurements should be supplemented by reports about the socio-demographic profile of mobile internet users. Applicants are called on to present an appropriate proposal for gaining socio-demographic data about users.
- Another preferred requirement of SPIR is the measurement of not only page audience, but also the use of mobile applications.

⁶ This request is applied for all modules. Familiarization with the outputs that the market is currently used to can be gained in methodical documents on pages www.spir.cz and www.netmonitor.cz (public reports, on-line data).

⁷ A mobile device can for instance be recognized with the help of the User-Agent parameter in the http request header.

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Within the mobile working group of SPIR, a methodology has been developed for recognizing mobile access on the internet in cooperation with operators, which is briefly described here. Should an applicant go this way, it is necessary to comply with the agreed upon procedures that the current solution is based on. However, applicants may propose alternative procedures that do not require the cooperation of operators (for example by employing an internet user panel).

In the currently defined methodology:

- Data will most likely be collected with the help of measuring scripts (white pixel) inserted into all measured web pages of every measured media.
- Measuring of RU will proceed on the basis of cooperation with operators, who will provide identification of mobile device users accessing measured pages (and the internet as whole) and information about their activity. Information about identity (encrypted MSISDN) will be passed on through an anonymous user ID included in the HTTP request, as well as information with the identification of the operator. The request header will be enriched by parameter "X-MoMI: ID / name of operator", where the ID is an anonymous identifier of the customer with maximum length of 32 characters. A condition of the operators is that the identification data of the user and the operator added to the http request header (parameter X-MoMI) are to be accessible only to the subject carrying out the measurement, not to the operator of the measured pages.
- In cooperation with the operators, a socio-demographic profile of customers who use mobile internet in a given period is to be delivered at regular intervals in the following categories:
 - gender,
 - age,
 - location (region),In this case, the data will be expressed as a percentage of all users (of a given operator) without division into individual servers.
- In connection with the requirement of protection of customer privacy by the operators, it is necessary to prepare a solution that is prepared also for the variant of a rotating anonymous user ID (rotation will occur either once a month or once a quarter - this will be specified later) sent by the operators in the http request header. In addition, there is a possibility that in the future the method of customer ID coding will be unified for all operators, whereby the ID would have a length of 32 characters and would be generated through encoding by the MD5 algorithm.

The future project implementer can count on the cooperation of the measured media associated in SPIR during implementation, and in case of a solution requiring cooperation of mobile operators, with their assistance as well.

2.4 Module of Streaming Content Measurement

Measurement of streaming content currently proceeds as a part of the NetMonitor project, with the basic methodology, form and schedule of output already established. The basic requirements of SPIR for measurement of streaming content are:

- Measurement of video-stream and audio-stream audience ratings, eventually the consumption of on-line flash games.
- Measurement of ads reach in streaming content, both streamed ads and, when possible, display ads.
- Convergence to TV indicators: output data should provide the possibility of comparison with television rating measurements (GRP, TRP, rating).

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- SPIR prefers the shortest possible publication time of official results with regard to the measured period. At the same time, from the marketing point of view, it prefers delivery of daily or real-time data, even when they are merely estimates.
- Measurement conducted on various (video/audio) players. Applicants will specify the technology that they are able to measure. The future implementer can count on the cooperation of measured media associated in SPIR.
- Possibility of measuring embedded content, namely in cases when it is not possible to insert a measuring JavaScript into the player (for example in the case of Facebook). If the applicant is unable to guarantee this requirement, please specify cases that the solution is able to measure and those that it cannot.
- Possibility of media to monitor statistics and interactions of users with the played materials (the equivalent of analytical software for streaming content)

3. Further information about the project realization

An important moment in the realization of the project is its start-up and the transition from current NetMonitor research. During the transition to new measurement (if made by a different organizer than the current), the subscriber requests that the organizer minimize a possible data “seam”⁸ and expend all efforts that such a possible “seam” was the only one. The subscriber requests that applicants make a prognosis in their proposals of the impact of the proposed methodology on the occurrence and extent of a possible “seam”.

The subscriber requests the new implementer begin with measurement before the end of the current wave of the project, and carry out test measurements in parallel with the current project, with non-public publication of the outputs to ensure proper alignment of the project parameters (for a period of at least 3 months), the results of which will be consulted with the subscriber. During this testing period it is possible in a fragmentary way to improve the parameters of measurement until the hard start (for example by expanding the panel). The implementer will carry out the testing period without being entitled to compensation for costs connected with it or fees.

The subscriber will pay the implementer an agreed upon price for the delivered data. All data output of the project will be the property of the subscriber, and the subscriber is then entitled to continue to use them commercially or in marketing and provide them to third parties. Likewise, other data that is collected, processed, cleaned etc. will be the property of the subscriber.

The project of audience measurement of Czech internet has an exclusive character. While the project is in operation, the implementer cannot engage in principal identical activity within the Czech Republic, process a similar type of project, or offer a product that would be comparable with the project for a different client than the subscriber, except in case that the subscriber approves such activity.

The foundation of cooperation between the subscriber and the implementer will be a Service level agreement (SLA), defining the extent and level of provided services (non-research activities). This

⁸ It refers to the data relationship upon changing the research methodology

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agreement will specify the rules of communication between the subscriber and the implementer, will guarantee the access of the staff of the implementer, the manner of continual informing about the state of the project, etc. In their proposals, applicants will submit their SLA proposal, including sanctions for nonperformance.

SPIR activity is currently based on working with five thematic commissions and working groups⁹, in which the implementer will regularly participate in case of need, react to their suggestions, and submit suggestions for improving the quality of the project. SPIR working commissions submit, for example, requirements for the categorization of internet content (for common web sites as well as streaming content), requirements for the structure of data and unit forms, improving the quality of the project, etc. The commissions and working groups also enable the implementer to have contact with the media, mobile operators, media agencies, and other relevant subjects who assist in the realization of the project and make it easier to implement various functionalities of the project. The commissions and working groups commonly meet once a month, more often in case of need.

The SLA proposal therefore should define for instance:

- The participation of a representative/s of the implementer in the meetings of the commissions and working groups (circa 4x per month) including the timely sending of supporting materials.
- Informing about the state of the project, for example in the form of regular written reports and in-person meetings,
- Taking part in PR representations,
- Accessibility and readiness of the implementer's staff in case of problem solving, possibility of day-to-day communication, guaranteed reaction times,
- Informing about problems, planned changes etc., in sufficient advance, automatic messages in case of application non-function, etc,
- Preparation of supporting documents for billing on a regular basis,
- etc.

The implementer can entrust a part of the project to subcontractors, but still has the same responsibility as if he had realized this part themselves. The submitter requires the applicant to specify in his proposal the parts of the project they intend to submit to one or more subcontractors. Communication from the SPIR side, however, will proceed with the main implementer, who will be held accountable for the entire project.

Applicants who will realize a part of the project via a subcontractor will state in their proposal their identification and contact data, submit their references according to section 4.5. They will also include a binding written declaration by the subcontractor about future cooperation, and that in case the applicant is entrusted with the realization of the project, the subcontractor will accept the obligation to take part in fulfilling a part of the project to the stipulated extent, signed by persons authorized to act on behalf of the subcontractor.

Recommended information sources for the project:

- Standards IAB:

http://www.iab.net/iab_products_and_industry_services namely

http://www.iab.net/media/file/audience_reach_022009.pdf

- Methodology of the current project

<http://www.netmonitor.cz/>

⁹ The number can change depending on the problem that needs to be solved at the time. The average functional period of a group is circa 2 years.

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4. Proposal Form Requirements

Proposal, eventual oral presentations and the text of the contract will be in the Czech language. Proposals will be submitted in the following structure:

1. Identification data of the applicant and his eventual subcontractors
 - Name/firm name
 - domicile/place of business
 - legal form
 - IČO, DIČ
 - Contact persons, including tel. and e-mail contact
2. Company profile and presentation (eventually subcontractors, if they are to realize a part of the order)
3. Detailed description of proposed solution and methodology, description of realization, specification of methodology and outputs segmented according to individual modules and points of this submission. It must be apparent from the description which part (parts) of the project will be realized by the subcontractor.
4. Offered price in segments with and without value-added tax divided into:
 - External research for establishing Czech internet population
 - Overall and monthly price of performing measurement segmented according to individual modules:
 - Audience measurement of classical internet
 - Measurement of impact of advertising objects in pages
 - Measurement of mobile internet
 - Measurement of streaming content consumption
 - Cooperation with the submitter within the scope of the Service Level Agreement
5. References related to the contract:
 - Professional experience:
 - Previous experience with similar projects
 - Staffing, with presentation of the research team, stating the names, education, professional experience and qualifications of all the members
 - Relevant realized projects of the applicant in the last 5 years, including references of at least 3 previous subscribers of the applicant
 - Experience with projects abroad, international facilities (in the case of foreign and multinational firms)
 - Technical facilities for the realization of the project
 - Membership in professional organizations
 - Sales in the last 3 years, in the company structure as a whole, in ad-hoc research, in panel research, in research in the media field.

5. Project Schedule

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5.1 Project Duration

Anticipated commencement of the project is September 1, 2011.

Anticipated termination of the project is August 31, 2014.

If the submitter cannot comply with the date of the anticipated commencement of the tender contract for any reason (e. g. because of the extension of the tender competition), the submitter is entitled to unilaterally change the anticipated term of commencement of the realization, and in view of this change also set the date of termination of the contractual relationship to a later date.

5.2 Tender Schedule

Release date of Request for Proposal: July 1, 2010

Submission date of proposals by applicants: September 30, 2010

End of first round of the selection procedure, selection of most suitable proposals for the second round (in oral presentation form: November 1, 2010

End of second round and selection of most suitable proposal: December 6, 2010

Commencement of test measurement: June 1, 2011 (eventually earlier)

Project commencement: September 1, 2011

The most suitable proposal will be selected by a delegated selection commission in a two round procedure in the fall of 2010. After the end of the selection procedure, the suitability order of received proposals will be announced, and contract negotiations will commence with the winner of the selection procedure. If an agreement cannot be reached with the selected applicant, the next in order applicant will be addressed.

5.3. Manner of Proposal Submission

Proposals will be submitted electronically (in pdf and doc formats) to the address of the contact person: pavel.severa@spir.cz

and SPIR executive director: katerina.hrubesova@spir.cz

and at the same time by registered mail to the address of the submitter. The submitter will confirm receiving both versions of the proposal electronically to the e-mail address of the applicant from which the proposal was sent.

6. Other Information about the Selection Procedure

The submitter asks applicants who will be interested in the realization of the contract to confirm their anticipated participation in the selection procedure to the submitter by July 20, 2010.

The submitter accepts variant solutions. Applicants can propose various price variants for various comprehensive (high quality) solutions.

It is possible to request supplementary or more precise information from the submitter at any time during the submission period. The request should be made by e-mail to the address of the contact person pavel.severa@spir.cz. Questions and supplementary information will be forwarded electronically to all applicants who expressed an interest to apply for the contract before the stipulated deadline.

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The submitter further declares that for reasons of legal purity of the tender all communication with the delegated persons is to be carried out only in electronic form. Any other means, for example personal meeting, is out of the question.

Eventual disputes between the submitter and the implementer will be resolved in the Czech Republic.

The submitter reserves the right to:

- Add to or change the text of the request
- Change the stated dates of the selection procedure
- Cancel the selection procedure without giving reason
- Refuse all submitted proposals
- Not return submitted proposals
- Require additional information and supplementing of submitted proposals
- Verify information stated by the applicant in the proposal
- Negotiate about the final form of the project and the wording of the contract with the applicant/applicants with the most suitable proposals.
- Not to reimburse the costs that applicants incur to participate in this selection procedure.