



# ASSOCIATION FOR INTERNET ADVERTISEMENT

**Invitation to Tender for the Implementation of Czech  
Internet Audience Measurement in 2015-2017**

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## 1. Introduction

The Association for Internet Advertising (SPIR) is a professional association of companies engaged in online advertising in the Czech Republic. It consists of 60 members of the largest providers of advertising space and sponsors of internet advertising, associating more than 80 % of the domestic commercial internet market, and is de facto its determining player.

One of the main objectives of SPIR is securing independent audit measurement of the audience of Czech internet (NetMonitor), and providing dependable data for advertising planning in this media type market (advertisers, media agencies, internet media and other interested parties).

Via this document, SPIR addresses those interested in the realization of the next wave of measurement to submit tenders, defining its basic requirements and the parameters of the project. The new wave of the project will be three years long, and will build on the current wave. The assumed project start is January 1, 2015.

### 1.1. Sponsor Identification Data

Name	Sdružení pro internetovou reklamu v ČR, z.s.p.o. (SPIR)
Headquarters	Korunní 79/1171, 130 00, Praha 3
Business ID No.	701 080 05
Tax ID No.	CZ701 080 05
Bank	Raiffeisenbank, č.ú.: 375076001/5500
Contact	Kateřina Hrubešová, Pavel Ševera <a href="mailto:Tendr_netmonitor@spir.cz">Tendr_netmonitor@spir.cz</a>
www	<a href="http://www.spir.cz">http://www.spir.cz</a>

### 1.2. Basic Information about the Market and Current Audience Measurement Methods<sup>1</sup>

NetMonitor is an extensive research project providing information on internet audience and a socio-demographic profile of the audience in the Czech Republic. The current measurement is realized by the [Gemius](#) company. Research is carried out by the so-called hybrid approach - measuring both the measured server by measurement scripts (site-centric), as well as the user by a local application installed on the computers of the panel members (user-centric).

Underpinning NetMonitor is structural research carried out by the Mediaresearch company on a representative sample of Czech Internet users. The structural research is done in 3 waves per year, on a sample of 850 households in each wave. Recruitment to the panel is done online through questionnaires of the displayed samples of visitors of the measured websites. The target group is the Czech population aged 10+.

The production of official audience data and socio-demography is done monthly, 25 days after the end of the measured month. The involved media and the public also have access to daily surveillance data in the [on-line application](#) and [monthly reports](#). Data is available monthly, weekly, and daily in the structure of operator (media owner) – medium (website) - sections and sub-sections of media - content categories - aggregates (packs). Besides this, media have available an instrument for web and stream analysis, with the possibility to analyse the traffic sources, visit paths etc. Measurement consists of modules of computer traffic, access from mobile devices and measurement of multimedia (streaming) content. Reports by NetMonitor are not indicative of the whole Czech Internet market, but

<sup>1</sup> The information is valid at the date of the Tender Invitation publication

only about those media that are involved in the measurement and pay for the participation. The terms and conditions of the data sales are determined by the Sponsor. More information about the current methodology, output format and presented data is accessible on our [website](#).

Size of the Czech Internet Population	6.6 million
Internet Penetration	63 %
Number of Measured Media	530
Number of PVs / Month	8.5 billion

The activity of SPIR is based on the work of thematic commissions and workgroups in which the implementer regularly participates. For example, from SPIR commissions come requirements for the categorization of internet content, on the structure of data and the unit forms, quality improvement of the project, etc. The commissions and workgroups at the same time enable the implementer contact with the media, media agencies and other relevant subjects who are helpful in the realization of the project and ease the implementation of its various functionalities. The commissions and the workgroups commonly meet once a month, or more often in case of need.

## 2. Project Description

This notice describes the basic mandatory and preferred requirements of SPIR for the measurement of internet traffic in the Czech Republic. SPIR defines the extent and depth of the audited data and the level of reporting, but it does not set the methodology and the means of its acquisition. Given that the project is planned two years in advance, the assignment by SPIR can be clarified and supplemented in the course of the Tender process. Candidates should also, besides the description of the provided solution, sketch out in a separate chapter the market developments in the digital world, and describe in what way they could be taken into account in the project.

### 2.1 Research Objectives

The objective of the research is providing audited data about Internet traffic in the Czech Republic and a socio-demographic profile of Czech users at the following levels:

- **Websites**, with differentiation of access from classic computers, mobile telephones, tablets and any other devices (game consoles, televisions, etc.)
- **Page Objects**
  - Objects with multimedia content (video and audio streaming, or online games)
  - Advertising objects (impact of banner advertising display)
- **Applications** from desktops and mobiles

The research should provide the most precise information about the **number of real/unique users** (real people) visiting Czech Internet and **their socio-demographic profile** (character of gender, age, region, socio-economic classification, etc.).

Besides the audited data, SPIR also prefers **access to web-analytic instruments** for the connected media, including analysis of multimedia content.

### 2.2 Range and Depth of Measurement of the Audited Data

#### 2.2.1 Indicator Levels - Required Indicators of Audience Measurement

##### a) Quantity Indicators

- Basic indicators minimally in the range: number of real/unique users (real people), number of cookies, number of pages viewed, number of visits, time spent.
- Indicators for streaming, at least in the range: number of RU, number of starts, number of played materials, time spent.
- Indicators for measuring of applications, at least in the range: number of RU, number of started streams, time spent).

It should be possible to find out overlapping and duplications of these indicators on all levels (Operator, Medium...). Tender applicants may recommend any other indicators that they are able to deliver in individual areas.

#### b) Quality Indicators

- Socio-demographic profile of the users, at least in the range: gender, age, education, number of people in the household, the size of the place of residence, region, socio-economic classification<sup>2</sup>) with the possibility of hybridization of these indicators on all levels (Operator, Medium...), overlapping and duplication of visitation.

Tender participants should recommend in their offers possible other quality indicators that they can deliver.

#### **2.2.2 Level Planes – Required Levels of Audience Monitoring**

- Level of Websites: applicants define the manner of measurement of website audience and solution by AJAX technology, iframes and other cases where the characteristics of PV cannot be simply employed.
- Level of Objects on the Page (with scripts)
  - a) Streaming Content – applicants should define the manner of measurement of video and audio streaming (or online games) and reporting of video advertising
  - b) Advertising Objects - applicants define the manner of measurement of advertising object impact or advertising campaign (how many and what kind of people the campaign or concrete creatives impacted). The Sponsor requires that data about the socio-demography of advertising campaigns was also available for use to other competitors (ad serving system).
- Applications for desktops and mobiles: Tender applicants shall define the manner of application measurement (communicators, Windows 8 applications, etc.)

#### **2.2.3 Facility Plane – Required Terminal Equipment for Measurement**

- Access from classic computers (desktop PCs, notebooks)
- Access from mobile telephones and tablets
- Access from other devices – smart televisions, game consoles, etc.

### **2.3 Reporting of Audited Data about Web Page Audience and the Consumption of Stream Contents**

#### **2.3.1 Types of Output – For whom is the Output Intended**

- a) Public: publication of basic surveillance data about visitors without a socio-demographic profile (for example in the form of online applications, xls reports, and so forth)
- b) Paid: complete data about all measured media for data subscribers
- c) Private: private data for the measurement of media/operator (private section, for example)

#### **2.3.2 Time Basis – The Required Time of Reporting**

- a) monthly, b) weekly, c) daily

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<sup>2</sup> NetMonitor uses an adjusted Czech version of ABCDE of the ESOMAR international classification

**2.3.3 Media Classification – Media Classification Requirement**

a) Operator, b) Media, c) Section, d) Sub-Sections or Object (for example, in the case of measurement of advertising objects)

**2.3.4 Content Categorization**

Applicants shall define the manner of media categorization into content categories and the decisive powers for the definition of the content tree and categories.

**2.3.5 Media Aggregation**

The applicants shall define the manner of aggregation or sections (even with various operators) into packs and belonging to media representatives and advertising networks.

**2.3.6 Classification of Audience According to Terminal Equipment**

The applicants shall specify the proposed classification of terminal equipment and the classification of terminal equipment and possibilities of aggregation and data overlap (computer, mobile, tablet, other).

**2.4.7 Classification of Audience by source**

The Sponsor requires, at the least, a breakdown of visitors from the Czech Republic, from abroad, and overall. Applicants shall specify any other breakdown options (home, work etc.)

**2.4. Diagram of Mandatory and Preferred Requirements**

The tables indicate mandatory requirements of the project in green, and in yellow requirements that are optional – preferred.

Required	Preferred	Not Required
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X Levels (devices + Indicators) <sup>3</sup>		Device			Indicator	
		Computers	Mobiles and Tablets	Others	Quantitative	Qualitative
<b>Websites</b>						
<b>Objects in the Site</b>	<b>Streaming Content</b>					
	<b>Advertising Objects</b>					
<b>Applications</b>						
<b>Web-Analysis</b>						

Devices X Indicators	Indicators	
	Quantitative	Qualitative
<b>Computers</b>		
<b>Mobiles and Tablets</b>		
<b>Others</b>		

Level X Reporting	Output Type	Time Base	Categorization	Audience
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<sup>3</sup> See definitions in 2.2

		Public	Private	Daily	Weekly	Monthly		Source (ČR/Total)
<b>Website</b>								
<b>Objects on the Website</b>	<b>Streaming Content</b>							
	<b>Advertising Objects</b>			adhoc				
<b>Applications</b>								

### 3. Requirements for Tender Content

#### 3.1 Basic Requirements

Tender applicants shall submit a detailed description of their solution, in which they particularly define:

- The appropriate target group of the project (structure of the measured population from the viewpoint of socio-demographic characteristics) and a description of how to include it in the research.
- A proposal of an establishment survey for the determination of the Internet universe in the Czech Republic, if it requires the proposed solution (for example, with the aid of external/introductory research, for example using other sources). If no establishment survey is proposed, the current one will be used.
- The method, in which the measurement is carried out (on the server side, the user side, the connection of both approaches) with all the consequences emanating from it:
  - A description of the functionality of the measurement script (if it is a component of the solution)
  - A description of the functionality of the measurement application from the side of the user (if it is a part of the solution).
  - A description of the determination of the number of real users and their socio-demographic profile, including the calculation algorithms.
  - A description of the internet user panel construction, and its size (if it is a part of the solution), the manner in which it will be created, recruited, controlled, changed, and the motivation and communication with the panellists, the processing of the results, securement of personal data.
- How will the suggested solution capture the audience and the socio-demographic profile of the Web (longtail) or parts of the Web or the determination to what degree of audience visitation is it possible to carry out reliable measurement.
- The form of delivery of the research outputs.
- Schedule/deadlines of the data delivery (monthly, weekly, daily data)
- In what way will compliance with European legislation in connection with identification of the user/viewer and the protection of personal data be secured?
- Description of the manner of filtering of non-user traffic - requirements generated by robots, spiders, measures reflecting caching pages. The Tender participants shall specify, in this connection, whether and to what extent will filtration be possible, even in the case of daily and weekly data.
- Description of prevention of fraudulent traffic counting and increasing traffic (for example, websites, that automatically refresh themselves, redirect, open, containing iframes with embedded measuring scripts, utilizing a system for automatic generation of traffic, etc.)
- Measurement carried out independently of the browser, operating system, and the device used by the user. If the Tender participant is not able to guarantee this requirement, he shall specify browsers, operating systems and devices that his solution enables to measure and which it does not.

- Tender participants in their offers shall specify how long historical data is stored and available for analysis by subscribers, and how long, where and in what manner will it be accessible after the end of the project implementation.

### 3.2 Audience Measurement from Mobile Devices

- Description of the measurement of traffic from mobile devices on standard and specially prepared mobile websites, description of the solution for responsive and adaptive websites.
- Description of the measurement of Internet access through Operator networks via WIFI connection.
- Possibility of identification of mobile devices, operating systems/browsers.
- Description of measurement of mobile applications
- Possibility of delivery of socio-demographic data of mobile Internet users.
- Description of possible LILO survey for the determination of mobile Internet user support.

### 3.3 Measurement of Multimedia Content

- Measurement carried out independently of device. If the Tenderer is not able to guarantee this requirement, he shall specify the device which his solution enables to measure and which it does not.
- Possibility to measure embedded content - description of identification materials played on various sites, and when a measurement script is not possible to insert in a player (for example Facebook).
- Possibility of media to monitor the statistics of and interactions of users with played materials (analytical software for streaming content).
- Description of the socio-demographic profile establishment (if not already defined in section 3.1)

### 3.4 Other Preferred Requirements

- Software for web analysis good enough for the connected operators, with the aid of which it will be possible to monitor in more detail the development of traffic with the least delay, even on an hourly basis (sources of traffic, tracking, differentiation of monitors, used browsers and operating systems, the traffic flows - Without RU and socio-demography). By traffic is understood traffic on websites and objects on the website with streaming content.
- SPIR prefers apart of monthly, weekly and daily data the delivery of hourly statistics as well.
- The possibility of capturing user inactivity, the correct counting of time spent on the website (for example, in cases of several used or inactive windows).
- Exportability of the output data, compatibility with analytical instruments common on the market.
- Tender applicants shall specify the possibility of additional research (for example, advertising records, and the possibility of external research as a complement to the main project).

## 4. Other Requirements of the Sponsor

The Sponsor requires that the new implementer (if different than current) began with the measurement before the current wave of the project, and in parallel carried out testing measurement with non-public publication of the outputs for the correct settings of the parameters of the project for three months. During this testing period, it is possible to partially improve the measurement parameters before the actual start (for example by expansion of the panel). The implementer will carry out the testing measurement without cost claims associated with it or any rewards. The Sponsor further requires that the transition to the new measurement did not result in a single data "seam".

The Sponsor will pay the agreed upon price to the implementer for the supplied data. All collected and processed output data shall be the property of the Sponsor and the Sponsor is entitled to work with



the data further in a commercial or marketing manner and provide it to third parties. In the same way, the panel of internet users shall be the property of the Sponsor, if it is a part of the solution.

The Sponsor reserves the right to decide on the selection of the measured media regardless of the methodology employed (for example scripted or unscripted media). The project of Czech Internet audience measurement has an exclusive character. The implementer cannot carry out an identical activity in the Czech Republic for the duration of the project, process the same type of project or offer a product which will be similar to the project to another client or sponsor, with the exception of cases agreed upon by the Sponsor.

The basis of cooperation between the Sponsor and the implementer shall be a Service Level Agreement (SLA) defining the extent and level of provided services (non-research activities). This agreement will stipulate the communication rules between the Sponsor and the implementer, guarantee access to the implementer's personnel, the manner of continuous information on the status of the project, etc. The applicants shall submit their SLA proposals in the Tenders, including sanctions for its non-compliance. The SLA draft should include:

- Participation of the representatives of the implementer in committee meetings and SPIR workgroups (about 4x a month), including timely delivery of reports,
- Informing about the state of the project, for example in the form of regular written reports and personal meeting, PR presentations participation,
- Accessibility and readiness of the implementer's personnel in cases of problem resolution, the possibility of day-to-day communication, guaranteed reaction times,
- Informing about problems, planned changes, etc., sufficiently in advance, automatic messages in case of application malfunction, etc.,
- Preparation of documents for billing with documents on a regular basis
- Others according to participants' own suggestions

The implementer may delegate a part of the project to his subcontractor, but has the same responsibility as if he realized this part himself. The Sponsor requires that the applicant specify the part of the project in the Tender that he intends to award to one or more subcontractors. Communication by SPIR, however, will be carried out with the main implementer, who will be responsible for the whole project in the way stated in the SLA agreement.

Applicants realizing a part of the project through subcontractors will state in their Tender offer subcontractor identification and contact data, attach their references, and a binding written statement by the subcontractor of future cooperation.

## 5. Requirements for the Tender Form

1. Identification information about the applicant and any subcontractors, including contact personnel and data
2. A profile and presentation of the company (including any subcontractors, if a part of the contract is to be realized by them).
3. A detailed description of the offered solution and its methodology, description of its implementation, specification of the methodology and outputs according to the information in this Tender.
4. The offered price without VAT divided accordingly:
  - External research for the determination of the Internet universe (if it is a part of the proposed solution)
  - The total and monthly price of carrying out the measurement in the following breakdown:

- Measurement of classic Internet traffic
- Measurement of mobile Internet
- Measurement of the consumption of streaming content
- Measurement of applications
- Access to web analytics for the involved media
- Access to stream analytics for the involved media
- Measurement of the impact of advertising objects on the website

5. References regarding the contract:

- Professional experience:
  - Experience with similar projects, including at least 3 references from existing clients
  - Personnel facilities, with a presentation of the research team (including CV), professional experience, and qualifications of its members, with a description of the activities undertaken by them.
  - Relevant implemented projects by the applicant in the past 5 years
- Technical equipment for the realization of the project
- Membership in professional organizations

Offers, any oral presentations, and the wording of the contract shall be in the Czech language.

## 6. Schedule

### 6.1 Project Schedule

Expected project start is January 1, 2015.

Expected project completion is December 31, 2017.

If for any reason the Sponsor cannot meet the term of the expected start of the project (particularly due to the prolongation of the Tender or the selection of the best applicant), the Sponsor is entitled to unilaterally change the expected start date of implementation of the contract, and in view of this change prolong the termination date of the contract relationship.

### 6.2 Tender Schedule

Date of call publication: January 17, 2013

Date of receipt of tenders by the Sponsor: April 19, 2013

4-6/2013	Evaluation of Written Offers
6/2013 (week 2)	Personal Presentation by the Applicants (in the range of about 1 hour of presentation and 30 minutes of discussion/questions)
7-9/2013	Clarification of the Tender Specifications by SPIR, supplementary questions to applicants
10-11/2013	Second Evaluation Round, Determination of Final Price
11/2013 (week 2)	Announcement of the Tender Winner
12/2013- 9/2014	Measurement Preparation - Initial Studies, Implementation of the Technical Solution, Media Scripting, Panel Building, Product Testing
10-12/2014	Testing Measurement - Production of Parallel Outputs for SPIR and Implementer Needs, Comparison Analyses, Evaluation of Data Differences
1/2015	Commencement of the NetMonitor New Wave
2/2015	Production of the First Official Data on the Basis of the New Methodology

### **Manner of Tender Delivery**

Offers shall be delivered in electronic form to the address [tendr\\_netmonitor@spir.cz](mailto:tendr_netmonitor@spir.cz) and at the same time delivered by post to the address of the Sponsor. The offers will be considered as delivered by receiving to the mailbox of the Sponsor. The Sponsor shall confirm the receipt of the offer electronically to the e-mail address of the applicant from which the offer was sent.

### **Manner of Tender Evaluation**

Tenders will be evaluated by an authorized selection commission, which will recommend the most suitable offers to the SPIR Executive Board. Negotiations of the Contract will be commenced with the winner of this Tender. If an agreement with the selected applicant is not achieved, the next applicant in order will be addressed.

## **7. Other Information about the Selection Process**

The Sponsor allows variant solutions. Applicants can offer various price variants for various extent (quality) solutions. Offers also do not have to fulfil all the requirements of the Tender. Applicants shall clearly specify in their Tenders which requirements they fulfil and which they do not, or any alternative solutions.

The applicant of the winning Tender will be bound to realize the project. Any subsequent modifications to the solution are possible after the approval of the SPIR Executive Board.

Whenever during the Tender period, it is possible to request the Sponsor for additional or clarifying information regarding the Tender, by e-mail form to the address of the contact [tendr\\_netmonitor@spir.cz](mailto:tendr_netmonitor@spir.cz).

The Sponsor further declares that for the legal purity of the Tender, all communication with authorized persons must be realized only by electronic form. Any other method, for example personal meeting, is excluded.

Any disputes between the Sponsor and the implementer will be addressed in the Czech Republic.

The Sponsor reserves the right to:

- Add or change the text of the Tender
- Change the dates of the Tender
- Cancel the Tender without giving reason
- Refuse all of the submitted bids
- Not return the submitted bids
- Request additional information and amendment of the submitted bids
- Verify the data stated by the supplier in the bid.
- Negotiate about the final form of the project and the wording of the contract with the applicant /applicants with the most appropriate bids
- Not cover the costs that the applicants incur for participation in this Tender.