Call for Proposals for the Implementation of Czech Internet Audience Measurement for the Period 2025+

1. Introduction

The Association for Internet Development (SPIR) is a professional association of companies operating in the field of internet advertising in the Czech Republic. It currently comprises 36 members from among the largest providers of advertising space and advertisers of internet advertising.

One of the main goals of SPIR is to ensure independent, audited measurement of Czech internet traffic (NetMonitor) and provide reliable data for advertising planning in this media type of market (to advertisers, media agencies, internet media, and other interested parties).

Through this document, SPIR addresses interested parties for the implementation of the next wave of measurement to submit their offers and defines its basic requirements and parameters for the project. The new wave of the project will be five years with the possibility of extension based on an option and will be scheduled to follow the current wave.

1.1. Bidder Identification Data

WWW: https://www.spir.cz
Name: Association for Internet Development in the Czech Republic, registered association (SPIR)
Address: Panská 854/2 (premises of coworking center WorkLounge, 5th floor), 110 00 Prague 1
Identification number (IČ): 701 080 05, **VAT number (DIČ)**: CZ701 080 05
Bank details: Raiffeisenbank account number: 375076001/5500
Contact: Tereza Tůmová (tereza.tumova@spir.cz), executive director, Petr Kolář (petr.kolar@spir.cz), analyst.
Website: https://www.spir.cz

1.2. Basic Information on the Market and Current Method of Measuring Visitor Traffic

NetMonitor is a comprehensive research project providing information on the traffic of the Czech internet (Czech media involved in the measurement) and the socio-demographic profile of its visitors in the Czech Republic. The current implementer of the measurement is the company Gemius. The research is conducted through a hybrid approach - measuring both on the side of the measured server using measuring scripts (site-centric) and on the user side using a browser extension or local application installed on the computers of panel members (user-centric). Panel recruitment occurs online through questionnaires displayed to a sample of visitors to measured sites.

The backbone of NetMonitor is structural pilot research conducted on a representative sample of Czech internet users. The target group is the population of the Czech Republic aged 10+.

The measurement consists of modules for measuring website traffic, multimedia (streamed) content traffic (video players), and mobile application traffic.

Data are reported by separate platforms for traffic from computers, mobile phones, and tablets, or collectively for all platforms together. Computer traffic can also be broken down into home and work access. The traffic of Czech media involved in the measurement can also be divided according to the

source of traffic (where visitors come from) - from the Czech Republic, from abroad, or from both the Czech Republic and abroad.

The production of official data on traffic and socio-demography is monthly/weekly/daily the day after the end of the measured period. Involved media, data subscribers, and the public also have access to daily summary data in an online application. Data are available in monthly, weekly, and daily detail, structured by operators - measured media - media sections and subsections - content categories – aggregates. Additionally, media have access to a tool for web and streaming analytics with options for analyzing traffic sources and paths.

The business conditions for data sales are determined by the bidder. More information about the current methodology, form of outputs, and presented data is available on the project's website: https://www.spir.cz/projects/netmonitor/

Size of the internet population in the Czech Republic aged 10+	8,4 million
Internet penetration aged 10+	85 %
Number of measured websites	approx. 350
Number of measured streaming players	approx. 15
Number of PageViews per month (site-centric)	6 billion
Number of Stream Views per month (site-centric)	0,5 billion.

Data as of 12/2023

2. Tender Specifications (goals, requirements)

2.1 Project Goals and Expectations

The primary goal of NetMonitor is to deliver independent, multi-platform/multi-screen quantitative and optionally qualitative data on the traffic of Czech internet media. The media involved, along with data subscribers, contribute to the project's financing.

The requested solution is to follow the current NetMonitor solution. It doesn't necessarily have to meet the entire current solution scope but can offer extensions (see section 2.2 for a detailed description) within the budget limit (see section 7 for pricing).

Data will serve as a common currency, providing information about the size and structure of Internet media traffic, and will be usable for planning Internet advertising campaigns.

All solutions must use a method that ensures the measurement of websites with lower traffic and without third-party cookies.

2.2 Mandatory Requirements

Below is a detailed overview of mandatory measurement requirements. Requirements are structured according to different measurement aspects to give the best idea of the bidder's minimum expectations from the measurement.

What should be measured?
- **Publishers and their services (content)**

Who can participate in the measurement?

- **Publishers who will have a contract with SPIR and implement measurement scripts on their measured content**

Types of measured content?
- **Websites**
    - including single-page applications (SPA)
- **Streamed audio-video content**
    - Audio/video players within web pages

Monitored platforms and the possibility of data breakdown Cross-device (=cross-platform multiscreen)?
- **Total - aggregated traffic for all platforms together**
- **PC (desktop)**
- **Mobile phones (mobile devices)**
- Tablets - either separately or combined with mobile devices or with desktop

The metric of user counts and their deduplication (RU = real users)
The main traffic metric is the deduplicated count of visitors - Real Users (RU) - real people - from anywhere visiting web pages and audio-video streamed content (players), possibly mobile applications and other types of online content (HbbTV/OTT applications, DOOH).
- **User deduplication within**
    - one platform,
    - across multiple platforms,
    - across different types of content (e.g., web + mobile app)
- **Determining the overlap and duplicate RUs between measured nodes**
- **Determining the overlap of RUs between platforms (Total RU)**
- **Determining the overlap of RUs between different types of measured content (web+streaming**+more)

Measured metrics:
- **RU (Real Users) reach**
- **PageViews, StreamViews**
- **TTS, ATS (time spent on page)**
- **Visits**

Geolocation of users (RU)
Data on the traffic of Czech media involved can be broken down according to the source of traffic, i.e., traffic from users in the Czech Republic, from abroad, or from the total traffic of all users from the Czech Republic and abroad.
- **RU from the Czech Republic**
- **RU from abroad**
- **RU from the Czech Republic + abroad**

Data segmentation (main tree structure of operators and media):
- **Operators** (1st level)
    - **Website** (2nd level)
        - **Website sections** (3rd level)
            - **Website subsections** (4th level)
    - **Stream service** (video/audio) (2nd level)
        - **Stream service sections** (3rd level)
    - Possibly other optional types of content (see 2.3)
The operator can measure content below the 2nd level (including) privately, i.e., only they see the data.

Derived tree structures:
- **Bundles - arbitrary service packages (subject to rules)**

- **Content categories (classification into content categories is subject to rules)**

Time structure of data and frequency of publishing quantitative data:
- Aggregated deduplicated data
  - Time bases of data: **monthly, weekly, daily**
  - **Publication the day after the end of the measured calendar unit; daily, weekly, and monthly data are available**

Data cleansing
- **Filtering non-user traffic**
- **Filtering fraudulent methods of increasing traffic**

Interface for presenting data and measurement management:
- **Interface for involved operators for measurement management** - e.g., management of site-centric measuring codes, management of sections and subsections
- **Public interface for presenting aggregated deduplicated data to the general public (limited range of all available data)**
- **Private interface for presenting aggregated deduplicated data to paying subscribers (full range of available data or corresponding to the chosen plan-access role)**
  - Possibility of granularity in displaying different types of data according to the assigned access role; the role is defined by the bidder
- **Access for machine data reading (API) - mandatory**
  - The amount of data accessible via API will depend on the user's access role

Data Ownership
All raw measured data and output aggregated data will be owned by the bidder, and the bidder is entitled to further commercially or marketing handle and provide the data to third parties.

Exclusivity of measurement
The Internet traffic measurement project is exclusive. The implementer must not engage in a similar activity, process the same type of project or offer a product that would be comparable with the project for another client other than the bidder, except in cases approved by the bidder, during the project's duration.

2.3 Optional Requirements

What should be measured?
In addition to measuring entire operators and their services (content), measurement may also include:
- Advertising networks - optionally
- Advertising campaigns - optionally

Who can participate in the measurement?
In addition to involved operators with a contract and their scripted content, the measurement may also include so-called non-scripted media from non-involved operators. These non-scripted media may be secretly measured through a user-centric view, with any use of these data being determined by SPIR.

Types of measured content?
- Mobile applications - optionally
  - including streamed audio-video content within mobile apps
- HbbTV / OTT applications - optionally
  - including streamed audio-video content within HbbTV / OTT applications

Monitored platforms and the possibility of data breakdown Cross-device (=cross-platform multiscreen)?
- PC (desktop) - breakdown according to access from home or work:

- PC home - accesses from PCs at home - optionally
        - PC work - accesses from PCs at work - optionally
    - Connected TV (smart TV) - optionally

Socio-demography/qualitative data about visitors:
Declared socio-demography of internet users within the panel or behaviour based on their actions.
Information about users may be supplemented with consumer behaviour if the information is available.
Frequency of qualitative data - optionally may be less frequent, e.g., every month.

Measured metrics
- Affinity - optionally (in case of measuring socio-demography)
- HbbTV / OTT related metrics and breakdown - optionally

Time structure of data and frequency of publishing data
- Aggregated deduplicated data
    - Display of data over periods exceeding the framework of calendar months, weeks, days - optionally
    - Display of data also within the day (hourly basis) only for private viewing - optionally

Introductory survey?
- Use of the current introductory survey (SEKV) - optionally (preferably)
- Use of a proprietary introductory survey - optionally

Interface for presenting data and measurement management
- Advanced interface for site-centric data analysis (web analytics) - optional
- Advanced software for analysis and planning - optional

Further use and monetization of the project
- Use for post-buy analyses - optionally
- Any further use of data or possibilities of connecting to other media data that help further contribute to the monetization of the project are welcome - optionally

2.4 Additional Requirements

Target user group
The bidder will propose the largest possible target user group, considering the proposed measurement methodology, the used panel (if part of the solution), and possibly other legislative circumstances. The bidder prefers not to reduce the current target user group of 10+ years.

Panel, panel ownership, exclusivity of panel use
If a panel is used, the bidder will propose an appropriate panel size and describe the panel's characteristics. The possibility of using the bidder's existing panel (if available) will be specified in the offer. In the case of creating a new panel, we prefer its ownership by SPIR. In case of a non-exclusive panel or its non-exclusive use, the bidder will specify how they will ensure the objectivity of the measurement and its impartiality or its deviation, intentional or unintentional.

The implementer is not allowed without the consent of the bidder to use the panel (if not using the existing panel of the bidder) and the measurement scripts inserted into pages and objects of media for purposes other than the subject of this tender.

Enabling measurement verification

SPIR assumes the ability, upon request, to access data databases and all measurement mechanisms if necessary to verify the accuracy of the measurement and to verify the correctness of the measurement. The bidder will cooperate in such verification.

Commencement and overlap of measurements

The new implementer will start measuring before the end of the current wave of the project. Parallel data production with non-public output is anticipated for the correct setting of project parameters for a period of 3 months. During this testing period, it is possible to improve measurement parameters towards a live start (e.g., by expanding the panel). When transitioning to new measurements, SPIR anticipates a single data "seam".

Client service

As part of the project implementation, SPIR considers quality client service capable of addressing a wide range of methodological and technical issues locally (including placing measuring scripts, acquiring, using, and storing consents in compliance with the Electronic Communications Act (ZEK), introducing application measurements, functionality of presentation platforms, assigning access, communication with developers, training at clients on request, etc.). We also expect proactivity in light of technological challenges that may arise during the research period. Through its commissions and working groups, SPIR will collaborate with the implementer on the continuous improvement of the measurement.

SLA (Service-Level Agreement)

The foundation of the cooperation between the bidder and the implementer will be a Service Level Agreement (SLA) that defines the scope and level of services provided. This agreement will cover the rules of communication between the bidder and the implementer, the guaranteed availability of the implementer's employees, the method of ongoing information about the project status, etc. Tenderers will submit their SLA proposal in their offers, which will consider:
- Scope and guarantees for storing, availability, and delivery of data
- The functionality of measuring scripts, analytical software, etc.
- Description of the means and precise instructions for obtaining, transferring, and storing user consents according to the Electronic Communications Act (ZEK)
- Minimum panel size, proposal of penalties for not meeting the minimum panel size
- Participation of the implementer's representative(s) in meetings of SPIR commissions and working groups (approx. 4 times a month), including timely submission of documents
- Informing about the project status, e.g., through regular written reports and personal meetings, participation in PR presentations
- Availability and readiness of the implementer's employees in case of problem-solving, possibility of day-to-day communication, guaranteed response times
- Informing about issues, planned changes, etc., well in advance, timely warnings in case of application malfunctions, etc.
- Preparation of documents for billing with documents regularly.

Subcontractors

The implementer may entrust part of the project to its subcontractor but remains responsible as if it were performing this part itself (including fulfilling the exclusivity commitment by this subcontractor). The bidder requires that the tenderer specify in the offer the parts of the project intended to be assigned to one or more subcontractors. Communication from SPIR will be conducted with the main implementer who will be responsible for the entire project as specified in the SLA and contract. Tenderers planning to implement part of the project through subcontractors should include in the offer their identification and contact details, attach their references, and a binding written declaration of the subcontractor about future cooperation.

Binding Nature of the Offer, Compliance with Legislation

The tenderer winning the tender will be bound by its offer for the implementation of the project. Any subsequent changes to the solution are possible after approval by SPIR.

SPIR requires the project's implementation to comply with Czech legal regulations, including personal data protection. Any disputes between the bidder and the implementer will be resolved in the Czech Republic.

Tenderers in their offers will specify whether their solution complies with European standards for handling personal data in the digital environment. They will also indicate potential complications in the case of stricter regulation in the online environment and how they will respond to possible changes.

Rights Reserved by the Bidder:
The bidder reserves the right to:

- Amend or modify the text of the call and the conditions of the tender
- Change the stated deadlines of the tender
- Cancel the tender without providing a reason
- Reject all submitted offers
- Request additional information and clarifications to the submitted offers
- Verify the information provided by the supplier in the offer
- Negotiate the final form of the project and the wording of the contract with the tenderer/tenderers with the most suitable offers
- Not reimburse the costs incurred by the tenderers in participating in this tender
- Not return the submitted offers

3. Anticipated Schedule

Date of announcement of the call (DA): 22.04.2024.
Date of delivery of offers to the bidder (DD): 6 weeks from the announcement 03.06.2024.

DD+3 months max (MM)   Evaluation of written offers
DD+4 MM   Presentations by tenderers (duration 1h presentation and 30 min. discussion/questions)
DD+5 MM   SPIR's clarification of specifications, additional inquiries to tenderers
DD+6 MM   Second round of evaluations, the announcement of the winner of the tender

To ensure continuity with the existing measurement, SPIR anticipates a maximum 12-month preparation period before the start of live operation of data production.

Tenderers in their offers will present the expected schedule for project preparation
- Establishment of the panel (if part of the solution)
- Scripting of media
- Delivery of test results

The schedule will include a description of the individual implementation steps and the expected cooperation from SPIR (e.g., script placement, data checks, etc.).

During the preparation, SPIR will provide corresponding cooperation to the tenderer. Tenderers may pose their questions about the offer to the SPIR representative (address tereza.tumova@spir.cz, petr.kolar@spir.cz) within 30 days from the tender announcement.

SPIR reserves the right to enter into more detailed negotiations with the tenderer during the entire duration of the tender process.

4. Requirements for the Form and Delivery of Offers

Tenderers in their offers will further present:
- Organization, local office, and project team (project managers, statisticians, analysts, methodologists, etc.). If the tenderer does not have a local office, describe the provisions and operation of this office and its planned personnel staffing.
- Description of the tenderer's experience with similar projects, and reference contracts, including contacts for people who can provide references/recommendations.
- Information on whether the solution has been or is being applied in the Czech Republic or abroad. If so, describe examples of use and allow test access to outputs.
- Adherence to professional and ethical standards (membership in professional organizations).

Offers, any oral presentations, and the wording of the contract will be in the Czech language.
Tenderers will deliver offers in electronic form within the specified deadline, i.e., no later than 03.06.2024 to the contact persons' addresses: tereza.tumova@spir.cz, petr.kolar@spir.cz. The email containing the offer in the attachment will be marked "Internet Traffic Monitoring in the Czech Republic" in the subject line. The bidder will confirm receipt of the offer electronically to the tenderer's email address from which the offer was sent.

5. Evaluation of Offers

Offers will be evaluated by a designated working group which will recommend the most suitable offer(s) to the SPIR Executive Board.

The evaluation will be two-round: in the first round, electronic offers will be evaluated; in the second, personal presentations and responses to additional questions.

Negotiations on the contract will be initiated with the winner of the tender. If an agreement with the selected tenderer is not reached, the next tenderer in line will be approached.

6. Price Offer

The offer price will be stated excluding VAT and will be broken down as structured as possible, at least in the division into mandatory parts (section 2.2) and optional parts (section 2.3) of the solution.

Proposals for variant offers are welcome.

The bidder allows for a different structure of the price if the structure of the offer does not allow for such division.

A precondition for accepting the offer is that at least one of the solutions offered by the tenderer does not exceed the total amount of CZK 10 million per year excluding VAT.