

**Origin Cross Media Measurement  
Request for Proposal  
Single Source Panel**

7<sup>th</sup> May 2021

**Statement of Purpose and Response Criteria**

This Request for Proposal is to identify and select a panel vendor operator for the purpose of providing independent panel measurement for the future Origin cross media measurement service.

This document constitutes an outline brief of the panel services required. This document should not be taken as a definitive service specification but as a description of the Origin panel requirements together with some parameters that Origin believe must be adhered to.

In-order to respond to this brief, panel vendors should consider the following minimum requirements:

- UK Adults 16+ representative random probability panel design (10k+ adults)
- Single Source measurement inclusive of:
  - Television (Linear including BVOD and Connected TV)
  - All Digital within the scope of online video & display
- Measurement to JIC quality standards

Proposals that do not meet these minimum criteria will not be considered at this time.

It should be noted that the RfP scope is not exhaustive and it should be expected that requirements through the course of a prospective contract may change and evolve including services outside of and additional to this brief.

We welcome proposals from existing panels currently in market as well as proposals for new panel builds.

Interested panel vendors are expected to respond formally to this RFP no later than Friday 18<sup>th</sup> June 2021, expressing an interest to respond by 21<sup>st</sup> May.

Expression of interest as well as submissions should be sent to Joe Lewis ([Joel@isba.org.uk](mailto:Joel@isba.org.uk)) and Richard Halton ([RichardH@isba.org.uk](mailto:RichardH@isba.org.uk)).

Requests for initial clarification of this brief, including the qualifying response criteria should be submitted in email to Joe Lewis ([Joel@isba.org.uk](mailto:Joel@isba.org.uk)) by Friday 21<sup>st</sup> May at the latest.

Responses should outline clearly how the requirements of each section of the brief will be met, itemising the technical details of their prospective services and assumptions of costs, their prospective methodology and experience in the field. Responses should be in a word document or pdf format.

Assessment of responses will be made via the Origin Requirements Group stakeholder committee during June and July 2021. Shortlisted panel vendors will be notified may be invited to present to the Origin Requirements committee and answer any relevant questions. Following evaluation by the Origin Requirements Group, responses will be passed to the Origin Steering Group for subsequent decision.

## Background

Origin is the UK cross media measurement initiative set up by UK advertisers as part of the global WFA cross media measurement programme.

Aligning to WFA cross media measurement principles, as laid out in the [WFA Framework](#), the Origin initiative sets out to establish a cross industry agreed approach to the reporting and evaluation of media consumption. Following expected successful test and validation exercises, Origin intends to build and scale a future service for market launch in 2023.

A central part of the way in which the Origin service will be designed, built and operated, will be the need for an independent, robust and high-quality single source panel. The purpose of this panel, in alignment with global WFA specifications, is to act as the 'source of truth' within the measurement design, providing observed panellist exposures to campaigns and content from the media and channels in the measurement system. These results will primarily act as direct inputs into model parameters to assign publisher/platform census-based impressions to a virtualised database of respondents that cover the entire UK population.

In some circumstances, the panel estimates themselves for impressions for a media or channel may be used, where census-based or alternative estimates are not available.

The Origin service believes that any panel vendor operating services on behalf of Origin should adhere to the following principles:

- Independent – the panel must be objective, fair and independent of the results or stakeholders of the media and channels included in the measurement.
- High Quality - free from systematic bias in the sampling design and application.
- Representative – ensure all demographic components of the UK are included, both within sample controls and weighting, including key discriminators for media channel choice (eg, pay-TV vs free to air).
- Exhaustive – a measurement solution that includes all media and channels included in the measurement system, be it device, format or distribution means.

Origin is seeking engagement with interested panel vendors for the provision of these services with requirements covering technical design, scope and operations outlined within this RFP.

## Scope, Requirements and Specifications

### 1. Universe and Sampling Framework

The service design should be based around industry accepted universe population estimates. These will be based on JICPOPs data together with any relevant sub-demographic segmentation of individuals or households from an agreed establishment/landscape survey.

Population targets from these data sources should be used to define the sampling framework.

### 2. Sampling

The sampling framework should be defined to maximise response rates of all key sub-demographics to achieve an accepted in-tab daily reporting sample and accepted overage. The framework should ensure adequate representation across all agreed core demographic segments as defined in the sample design. In particular the sampling framework should consider:

- Expected panel size of at least 10,000 individuals
- Regional panel reporting requirements (controls)
- Recruitment rates (by respective demographic subgroup)
- Panel churn rates
- Any other design aspect (for example disproportional samples)

Ideally sampling should be household based with all individuals included in the survey, however an individual based sample will be acceptable, assuming relevant household-based criteria are controlled (household size, presence of children etc).

Sampling should be of high quality and keep to the principles of a random propensity to be selected and be designed in a way to maximise response and adhere to the principles of inclusivity. As such, sampling should incorporate a mixture of potential methods, including face to face, telephone or online, where those methods are deemed suitable or necessary, and reference where appropriate how methods are in line with latest MRS guidelines.

Panel vendors are asked to specify their sampling approach including experience in this field.

### 3. Controls

At a minimum the selection should set targets and controls across the following demographic segments:

- Age
- Gender
- Region
- Social Grade
- Job Type
- Ethnicity
- Device ownership (including TV based segments such as Pay TV)
- Lifestage
- Presence of Children
- Household size
- Broadband

The panel vendor will be required to perform regular systematic reviews of the relevancy of the controls to ensure key discriminators of media choice and behaviours are accounted for in the

design and controls. Such a review for example could be an analysis of variance of panel demographics against media usage. Panel vendors are asked to outline their panel controls and approaches.

#### 4. Recruitment

##### 4.1 Consent

All households/individuals recruited to the panel should provide explicit, auditable and revokable consent for participation for measurement of all their media usage across TV, Radio and digital, and across all their devices. Consent should be acquired with transparent documentation covering all aspects of panel member participation, including how their data is collected, managed and shared with any third party. Any consents should be aligned with the requirements of the WFA double blind match panel integration approach, with language agreed with the Origin service and its publisher and platform stakeholders. This may require re-consenting for respondents on existing panels and vendors should account for this in their costings.

##### 4.2 Demographic Roster

All households/individuals recruited should undergo an exhaustive recruitment questionnaire providing relevant individual and household demographic information. The questionnaire should include the following at a minimum:

###### Individual Demographics

- Age
- Sex
- Working status
- Marital status
- Parent/Guardian
- Ethnicity
- Chief Income Earner
- Income

###### Household Demographics

- Social Grade
- Number of persons in HH
- Presence (and number) of Children
- Age of children
- Mosaic
- Region

###### Device Demographics

- No. TVs
- No. Digital devices
- Digital device types
- Shared devices
- Claimed media usage frequency (TV, Radio, Print, in-app/browser digital)

In addition, it is likely that additional lifestyle classifications may be required via regular survey updates to panellists post recruitment.

Panel vendors should outline existing or expected panel demographic classifications.

## 5. Weighting

The panel will be expected to perform daily weighting procedures to extrapolate individual panellists to represent total population universes. Sometimes referred to as rim weighting, each panellist will be weighted in an iterative process against a range of agreed characteristics such as demographics, regional location, media capability (including pay TV), agreed panel controls, and relevant user-defined reporting categories. These categories will be agreed with the Origin service.

The weighting procedure should be flexible and dynamic and include the ability to collapse rims where these are unstable or where there is unsatisfactory convergence within cell universes. Agreed efficiency reports should be made available to Origin.

The weighting scheme is likely to be national (UK) in nature although Origin may consider sub regional weighting schema should the service require it.

## 6. Measurement Scope

### 6.1 Media & Formats

The single source panel should measure all media, channels, formats and distribution techniques included within the Origin service. Measurement techniques should be focussed primarily for collecting all advertising exposures but should be agnostic to extend to content and service measurement.

The panel vendor should utilise passive measurement techniques to identify panellist exposure to ads and in time content across all formats.

As a minimum, the panel measurement should cover the following media:

- All TV, including linear, BVOD and connected TV
- All Digital, including display and video

Although not a minimum requirement, the Origin panel should also have the ability to scale to the following media in the future:

- All Audio, including broadcast and streaming

As a minimum, the panel measurement should cover the following devices:

- All TV sets
- All digital devices (PCs, laptops, tablets, smartphones, and all operating systems)

Although not a minimum requirement, the Origin panel should also have the ability to scale to the following devices:

- All Radio sets, including smartspeakers

Panel vendors are asked to outline what their proposed service can and cannot measure/report within its service, including relevant levels of granularity.

### 6.2 Measurement Techniques

The panel will employ passive techniques to identify media exposures (ads, services and content), minimising individual and household disruption. Techniques are likely to vary depending on the

media measured and the publishers or platforms taking part. Measurement is likely to take the form of both hardware and software-based solutions.

### **6.2.1 TV**

All TV sets and devices capable of receiving TV content must be included within the scope of the measurement.

For broadcast, the measurement technique should identify viewing to all TV channels both live and up to 7 days post broadcast.

Where no broadcast channel is being viewed, techniques should be utilised that identify the service or context where appropriate.

For TV, the panel is likely to employ a mixture of techniques such as audio fingerprinting, audio watermarking, service information codes, ACR, as well as home-network router solutions.

Data should be collected at the second level granularity and identify the channel, service and where possible content/ad event being viewed.

The measurement should account for who is present in the room whilst the TV is on inclusive of any other family members or guests.

Panel Vendors should outline their approach, in keeping with the expectations for accurate TV measurement that exist in the market today, inclusive of editing rules.

### **6.2.2 Digital (including BVOD)**

For digital measurement, the panel will operate a double-blind match integration with participating publishers and platforms, as defined by the WFA within the global common component's initiative. For publishers and platforms unable to integrate via the double-blind match approach, the panel will employ secondary measurement such as 3<sup>rd</sup> party tags/SDKs that can collect the same metadata without direct server-to-server integrations. Panel vendors should outline how panel measurement techniques are dependent on 3<sup>rd</sup> party cookies and the Apple IDFA and how their measurement will adapt to the changing market conditions.

All devices and operating software are expected to be in scope for the measurement, with all panellist devices identified and measured within the panel.

Panel vendors should outline their expected approach and technical requirements.

### **6.2.3 Audio (linear broadcast & streaming audio) - if applicable**

Where appropriate and available, for linear audio, passive techniques should be utilised that identify the station and time of listening. Techniques are likely to include audio fingerprinting or watermarking.

Data should be collected at the second granularity.

For online streaming audio, panel vendors should outline their proposed approach in accordance with the requirements set out in 6.2.2.

Although not part of the Origin MVP, Panel vendors are asked to outline their suggested approach within the proposal should one be available.

#### **6.2.4 1<sup>st</sup> and 3<sup>rd</sup> Party Identity**

The Panel Vendor should collect 1<sup>st</sup> party demographic signals where present from participating publishers and platforms for all media, and these included in panel member exposure records identifying conflict or imperfections in 1<sup>st</sup> party records.

In addition or separate to 1<sup>st</sup> party demographic labels, the panel vendor may utilise 3<sup>rd</sup> party identity solutions with participating publishers and platforms, with these labels also included in subsequent respondent level records.

Panel vendors should outline whether they use 3<sup>rd</sup> party cookies or the Apple IDFA and how their solution will accommodate changes in market conditions.

#### **6.2.5 Panel member participation**

Techniques should be employed that collect active panel member compliance, identifying who is using the device and when. This is particularly prevalent for shared devices in the household such as TV sets.

It is expected that there will be occasions where devices are active but no viewer, user or listener is present. This should be estimated within the panel measurement with that data identified within the respondent dataset.

Panel vendors are asked to detail the proposed techniques to cover all media in scope, including relevant technical detail and granularity, as well as any 3<sup>rd</sup> party publisher or platform requirements.

### **7. Measurement Metadata**

The panel vendor should collect all advertising exposures with a media channel, site or application and these should be informed within the outputs of the measurement data within response level records. Depending on the technique and media/format measured, the metadata may vary within the response records.

Measurement metadata should be aligned with globally and locally defined standards. For digital impressions, each participating publisher, platform or 3<sup>rd</sup> party measurement provider should collect impressions to the [MRC impression data requirement standard](#), including the relevant locally defined 1<sup>st</sup> party demographic labels.

For broadcast media, the panel provider should identify the linear clock time (at the second level granularity) and channel/service of the media in question, as a minimum.

In addition to ad-level granularity, the panel should also have the means to capture channel, service or site level interactions, should this data deem necessary for the Origin service. This will include total time spent to a publisher site or application.

### **8. Measurement Modelling**

The panel should avoid any secondary modelling wherever possible in the service. However, modelling techniques may be deemed necessary in order to provide a more complete data set of behaviours and exposure critical for the virtual ID model. Any modelling included in the service

should be transparent, auditable and agreed with the Origin service. Such modelling techniques might include:

- Imputation – the panel provider may impute sessions/exposures where activity is recorded but no panellist is registered.
- Co-viewing – where an individual rather than household sample is used, it may be deemed necessary to estimate the relative co-viewing/usage across devices by individuals in the sample, sometimes referenced as a ‘Viewers per View (VPV) factor’.
- Demographic Classification Augmentation – Additional demographic classifications for panellists may be required, necessitated either via non-response from panellists or additional end-user needs (such as TGI segments etc). In these cases, it may be necessary to model classifications to panellists via data integration (fusion) techniques.

Panel Vendors are asked to itemise any secondary modelling techniques employed in the proposed solution.

## 9. Panel Management

The panel will be actively managed according to rigorous and transparent quality control procedures and in accordance with current MRS guidelines.

It is expected that panel participation is encouraged through the use of incentives or rewards for participation. These incentives should be without bias or influence on media behaviour but be reflective of the task being asked of panellists.

Panel member contacts should be as non-intrusive as possible and utilise the latest in communication techniques.

Panel vendors are asked to outline panel management processes to ensure correct participation and engagement of all panel homes or individuals.

## 10. Quality Control & Assurance

The panel should adopt rigorous quality control checks and procedures to ensure a reliable and stable in-tab reporting sample across all key demographic cells.

Quality control procedures are likely to cover both technical diagnostic checks of panellist metering hardware and software, but also behavioural checks (compliance) on extreme panellist media behaviours, where these outliers are an indication of non-compliance or a change in household circumstances (new devices etc).

The panel should operate an in-tab reporting sample that is a sub-set of a total recruited sample, with individuals or homes who fall foul of quality control checks withheld from that daily sample until a resolution or reassurance has been met.

All new recruited homes should undergo a review quality assurance period before entering the in-tab reporting sample. This period should be used to allow the panellists to climatise to the requirements of panel participation and allow the panel vendor to adequately check metering diagnostics and data collection.

Panel vendors are asked to outline quality control procedures, criteria and resolutions in line with the above requirements.



## 11. Data Reporting

The primary purpose of the panel data will be act as an input into the Virtual ID model by the Central Hub Virtual ID processor.

The panel should provide a daily output of media exposures to all individuals within the in-tab reporting sample. Reporting should be in the form of a response level respondent data file, with relevant demographic and campaign metadata records relating to those respondents, their devices and the event level information relating to their ad exposures.

Response records should identify the time, person, device, site/channel, and ad-identifier of the exposure. For broadcast media, where an ad-identifier is not present in the measurement, the response record should include the linear time and date of the broadcast and duration of the session length.

For all digital exposures, the response records should include a session ID and cookie ID (or other identifier) that will link to a set of digital session records with further metadata relating to the exposure, such as viewability, format type, duration of the exposure, first party demographic records etc. These are outlined as a minimum within the [MRC data impression specification](#).

Data will be provided to the Central Hub Virtual ID processor on a daily basis, no later than 9:30am each morning.

## 12. Measurement of Children

It is the scope and intention of Origin to include the measurement of children within its service. However, the use-cases and nature of the measurement and reporting of children is still to be finalised. As such, Origin envisages a separate and additional brief for the provision of children's measurement outside of this RfP.

## Additional Submission Requirements

### Staffing

Panel vendors should outline the staffing headcount requirements for the administration of the service, including the expected client servicing team, proposed query response times and service levels and any escalation processes.

Successful panel vendors will be expected to attend relevant Origin industry committees and these should be accommodated for within the service provision.

The panel vendor will be expected to work closely with the Origin Central Hub Virtual ID processor with clear direct day-to-day liaison between the two organisations.

### Panel Scaling timelines

The Origin service expects to launch in-market during the calendar year 2023. Panel vendors are asked to submit proposals that establish a panel scaling ahead of 2023, beginning in Q4 2021, that can incorporate adequate testing and validation of the various data inputs and outputs of the panel service. Panel vendors are asked to provide a project plan and timeline for the panel set-up phase itemising expected in-tab reporting samples (including consent requirements), technology deliverables and expected data provision milestones.

### Costs and Cost Models

Origin will seek a minimum 3-year contract commitment with an expected launch date in 2023 (TBC). Both Origin and panel vendors will reserve the right to provide cessation notice of a minimum of 18 months.

Origin is interested in discussing varying potential cost models for this service, and panel vendors are asked to consider two primary options:

- Origin as the panel data owner with sole exclusive ownership and distribution rights to the panel measurement dataset
- Origin as a licensed user of the single source panel, with ownership and distribution rights held by the Panel vendor for additional products and services

Origin would like to consider costs for an operating panel of at least 10k adults at a minimum, with cost breaks for additional 5k individual sample increments.

Where possible, measurement techniques and scope should be separately itemised, for example, the measurement of TV, digital and if applicable audio, should have separate costed line-items within the proposal.

Panel vendors should outline a fully costed approach for a 3-year contract term following successful set up period.

### Evaluation Criteria

Panel vendors are asked to respond to this request outlining their proposed panel services, providing full details of the panel design and operations, with full technical descriptions and reference material for the measurement technology proposed.



Origin will evaluate potential panel vendors based on the information provided and their relevance to the needs of the Origin service, including cost, time to market and any logistical requirements provided.

The evaluation of panel vendors will be performed via the Origin Requirements Group committee with all proposals shared with these committee members/organisations. All committee members/organisations will be party to Origin non-disclosure agreements. Interested panel vendors should note these distribution requirements and outline any corporate or legal requests within the submission.

The Origin Requirements Group may invite shortlisted panel vendors to present to the Origin Requirements Group committee ahead of any subsequent decision to be made by the Origin Steering Group.

### **Deadline for response**

Interested panel vendors should express interest in responding by no later than 21<sup>st</sup> May 2021, with proposals submitted by no later than close of business Friday 18<sup>th</sup> June 2021.

Submissions should be in pdf or Microsoft Word format.

Submissions should be sent to [Joel@isba.org.uk](mailto:Joel@isba.org.uk) & [RichardH@isba.org.uk](mailto:RichardH@isba.org.uk)