Origin Cross Media Measurement
Request for Proposal
Virtual ID Model Operator

Statement of Purpose and Response Criteria

This Request for Proposal is to identify potential operators of the Virtual ID (VID) models, who will provide independent development and delivery of this element of the future Origin cross-media measurement service.

The role consists of three broad phases: two development phases, and an 'in-life' phase, where production-ready models are supplied on a regular schedule. To a degree however, development will be ongoing, with additional publishers and new media types to be introduced into the system.

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 2024.

A central pillar of the technical blueprint is the Virtual ID (VID) model, built upon Origin's proprietary 'source-of-truth' panel. This is a statistical framework for deduplicating reach and frequency across multiple independent publisher datasets. The methodology has been outlined by the WFA and its global development team, Halo. While open-source code is available that facilitates the training of VID models, this will require significant adaptation for local market considerations. Beyond this, Origin has commissioned two pieces of work in the last two years: a theoretical review of the VID methodology, and a proof-of-concept study of the VID principles using real panel. The VID model operator will need to take findings from these studies into account when developing the models.

The Origin service believes that any VID operator providing services on behalf of Origin should adhere to the following principles:

- Independent: the VID operator must be objective, fair and independent of the results or stakeholders of the media and channels included in the measurement
- High Quality: the models must be free from systematic bias, and should be subjected to rigorous statistical tests, in line with industry-defined requirements
- Future facing: the models must be adaptive, flexible and evolve with the changing requirements of the industry, including the inclusion of new media and formats not currently in scope.

Origin is seeking engagement with interested parties for the provision of these services.

Scope and Requirements

The VID models will be trained using the single-source panel data. In particular, respondent-level campaign data, alongside aggregated campaign reach and frequency results, will be used as the inputs. Virtual ID training processes are then applied to produce models that can closely recreate the results of the panel.

The VID operator role will cover three main phases of work.

The first phase will begin in 2022 (April – December). The initial VID models will focus on a small number of online publishers and linear TV, and will not feature any demographic breakdowns. The open-source VID model training code will need to be integrated with aggregated campaign results from the single-source panel in order to create working VID models. This is likely to be an iterative development programme working closely with the Origin panel provider, the Origin team, and participating Origin publishers/platforms.

The second phase will commence in 2023 (Jan – December). This piece of work will aim to introduce simple demographic breaks, such as sex and age group, into the modelling; the publisher count will also increase. As with the first phase, vendors will be expected to work in an agile manner; the process is expected to be iterative, updating the models on a regular (to be agreed) schedule and assessing the results within agreed forums.

The final phase of work will commence in 2024 (Jan onwards), when the Origin service will launch, and will be a two-year term. At this point, the VID operator will be an integral part of the ongoing service: new models will be created on a schedule and delivered to publishers; new publishers will be onboarded into the system; and new media types entirely may be brought into the system, potentially requiring bespoke adaptations to the standard VID approach.

It is worth noting that the respondent-level panel data will contain sensitive first-party publisher data. Delivery of said data will be contingent upon data-sharing agreements being reached between the VID operator and the publishers/platforms.

Submission requirements

As the basic statistical algorithms are already specified, we are not looking for detailed methodological proposals. A key factor will instead be the relevant experience that a potential vendor can demonstrate in their proposal. These areas of experience include:

- General data science and modelling work for media research projects

- Working with panel data across different media types, most importantly TV and online data

- Experience with VID approaches, or similar

- Working with open-source code, integrating with the code base, enhancing and developing the code for specific use cases

- Experience of agile and iterative working programmes

- Working with sensitive first-party from large online publishers/platforms, including experience of negotiation of data-sharing agreements and the use of proper security infrastructure

- Any engagement with the Halo team's development work, in particular on the VID workstream

Costs

Vendors should outline expected costs, itemised by the three phases, together with any variable items. These might include, number of publishers/platforms, cadence of model update, number of model parameters or expected model demographic breaks etc

Evaluation Criteria

Origin is seeking a credentials-based response and will evaluate in line with meeting the requirements outlined in this document, together with any costs and timelines related to the proposal. The responses will be evaluated by the Origin stakeholder group. This group may invite shortlisted vendors to present to the stakeholder group ahead of subsequent decision.

Deadline for Response

Interested VID Model Operators should submit proposals no later than 9th March 2022.

Submissions should be in pdf or Microsoft Word format.

Submissions should be sent to Ben Sampson (BenS@isba.org.uk)