

# Origin

## Request for Proposal

### Industry Television Ad Logs

09 January 2023

#### Statement of Purpose

This Request for Proposal is to identify potential vendor operators to create industry television ad logs for UK commercial TV channels for the purpose for inclusion within the advertiser led cross media measurement solution, Origin.

#### Background

Origin is a cross industry initiative led by ISBA on behalf of UK advertisers to establish a cross media measurement service for campaign planning, reporting and evaluation, and aligned to the [WFA Framework for cross media measurement](#).

As part of this initiative, Origin is building a high-quality single source panel measuring media exposure across linear TV, online video and online display. This is the most advanced, extensive and ambitious single source panel in the UK. This panel will form the hub of a centralised deduplication model that utilises publisher and platform 1<sup>st</sup> party deterministic data within a privacy safe environment.

As part of the linear TV element of the measurement, Origin seeks to establish an industry record of advertising spot transmission times across commercial television channels in the UK.

Vendors will be asked to provide an independently sourced record of all ads delivered, to the second granularity, by channel and date. Optional additional data include further break and content event information.

#### Qualification for response

Origin is interested in speaking with existing vendors who have extensive knowledge and experience in media monitoring and the provision of ad tracking services.

#### Technical description of data capture

A brief technical overview how the data will be captured is required, and if different types of data are captured using varying methods, please specify these individually. More in-depth information on data capture techniques and methodology can be provided later upon request.

(continued overleaf)

## Information Requested

Interested vendors are asked to provide an outline of their experience, and suggested approach in carrying out the tasks outlined below, referencing any dependencies or limitations in potential service.

Proposals can be given for two different options where Option 1 includes all mandatory data, and Option 2 has additional information covering the ad break and/or surrounding programme contents.

- Provision of itemised ad logs for the top 150 commercial TV channels (TBC) in the UK.
- The logs should include the following information as a minimum requirement (Option 1):
  - Date of transmission
  - Start Time (second accuracy)
  - End Time (second accuracy)
  - Channel Name
  - Advertiser Name
  - Brand Name
  - Product Name
  - Campaign Title (if possible)
  - Spot Duration (seconds)
  - Origin ID (a basic ID attributed to each unique commercial spot)  
(Channel Promotions excluded)
- The logs may be expanded with additional information as per below (Option 2):
  - Position in ad break (as a number)
  - Number of ads in break (as a number)
  - Ad break start time (second accuracy)
  - Ad break end time (second accuracy)
  - Programme before ad break (name)
  - Programme after ad break (name)
  
  - Program Name (Programme Content and Channel Promotions)
  - TV Program Information (if available)
  - Program start time (second accuracy)
  - Program end time (second accuracy)
- Logs should be provided ideally a day after transmission in a form factor to be agreed

Outputs from these logs may be combined and augmented with additional Origin advertising metadata for the creation of a unique UK industry cross-media Ad-ID system, to be performed via an additional service and vendor.

Service should begin from early 2023, although Origin accepts there may be a staggered rollout as services are built.

## Deadline for response

Interested vendors are asked to provide costed proposals, no later than close of business on Wednesday 25<sup>th</sup> January 2023.

### **Costs for Participation**

Vendors are asked to outline their costs for this work including any legal or logistical requirements necessary. Origin will seek an initial 1-year contract terms with the option to extend a further 3 years thereafter.

Vendors are asked to include cost increments for additional channels over and above the pre-stated 150 channels.

All vendors must quote for Option 1 above separately but can provide one or more additional quotes (Option 2 above) as they see fit. If giving multiple quotes for varying levels of data, please be extra clear on exactly what information is included and at what cost.

### **Project Timelines**

Vendors are asked to give projected timelines and is expected to begin in February 2023 with proposed deliverable deliverables soon thereafter. A roll-out plan should provide detail on what log information will be included, and when.

### **Evaluation Criteria**

Project Origin will evaluate potential partner(s) based on the information outlined, their experience, and relevance to the needs of Origin, as well as any cost or logistical requirements provided.

Responses and any questions should be directed to Joe Lewis or Gunnar Pettersson ([JoeL@isba.org.uk](mailto:JoeL@isba.org.uk), [GunnarP@isba.org.uk](mailto:GunnarP@isba.org.uk))