SKO | Stichting KijkOnderzoek

SKO Strategy 2013-2017

Videodata Integration Model (VIM) / VideoMatrix projects

including Request for Proposals

SKO

June 6th 2013

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1. Background

1. Background

Stichting KijkOnderzoek (SKO) provides the official television audience ratings in the Netherlands since January 1st 2002. SKO is a Joint Industry Committee. The following organizations are represented in SKO:

- Netherlands Public Broadcasting (NPO)
- Advertisers, joined in the Association of Dutch advertisers (BVA)
- Media agencies, joined in the Platform of Media Consultancy Agencies (PMA)
- Commercial broadcasters joined in the Organization for Promotion and Optimizing of Television Advertising (SPOT)

The objective of the Television Audience Measurement service is to conduct continuous valid and reliable audience research and to supply the market players (advertisers, media agencies, broadcasters and other interested parties) with useful and applicable results.

On February 13th 2013, SKO has decided to widen her scope. SKO now aims to have complete video usage measurement in the Dutch market. And report a single video currency. Not only including television, but also having metrics for all online video usage, including online video campaigns. The measurement of non-video online usage, like banners and the like, are not included in the new SKO-strategy. In summary, the new goal for SKO is:

SKO should be measuring and reporting:

- Viewing behavior (reach, frequency and time spend) for
- All video content and
- All commercial video messages (prerolls, et cetera)
- Across any platform
- With a quality level comparable to the current TAM research

1.1 The new SKO goal: Measurement of video usage in the Netherlands; VideoMatrix and VideoMatrix projects

SKO intends to have a complete measurement of all video usage but understands this is not a one step goal. We have defined different segments of projects in our desired measurement scope. And we ask for proposals on some of these different segments. Some of the segments are already in place or almost in place. Each single project is a part of the overall SKO Video Matrix measurement concept.
In the end, it is SKO's goal to apply data integration of different data sets, to create a single cross-platform video rating. The way we intend to do so is described in the specific chapter. Please keep this mission in mind whilst writing proposals.

1.2 Setup of the Strategy document

This document describes the long-term ambition of SKO. This is translated into a new strategy for the measurement and reporting on Video Usage behavior, called the Videodata Integration Model (SKO-VIM). After describing this new model we first will describe the current situation, and the projects that SKO already has up and running. SKO has already send out requests for proposals to selected companies, for some individual projects described in our video matrix. These three RfP's can be found in the Appendix 1.
For al remaining projects we distinguish we ask for proposals in this document. The basic requirements that go for the different projects are also described.

Based on this strategy document and the Requests for Proposals described, companies can submit proposals for one, some, or all projects. That is completely open. Each section in this document briefly describes what the essential requirements and nice-to-haves are for each project. If you decide to make an offer for a project, please include in your proposal each of the elements described at that projects' section.
If you have a solution for a part of a project, please indicate so. If cooperation with a third party is needed, please indicate so too. Feel free to bring solutions to our attention we might have overlooked. It is a fast developing market that might need some fresh solutions.

1.3   Planning

We are available for any question based on the document. We suggest that companies have untill July 10th for questions that should be asked by e-mail. SKO will answer all questions by July 19th. Answers will be delivered as a complete set of answers to all companies. We allow up to August 30th for returning final proposals. We will invite companies to present their offers in September 9th, 12th and 13th, and will provide them with additional questions based on their offers.

Decision making on all specific projects or sections might take a while. And SKO intends to have a stepwise approach for getting to where we want to be in the end. So some projects might get priority whilst others might be delayed for some time.

Bas de Vos
Managing Director SKO
June 11th 2013

2.   Generic demands

2.   Generic Demands

Overview of general requirements applicable to all partners of SKO

SKO uses some basic quality rules for measurement and reporting, and some general legal requirements applicable to each partner of SKO. The list below is not comprehensive, but stresses the main generic demands that, in our point of view, will make the project successful.

2.1   Full transparency in measurement methods and techniques

SKO's work is built on transparency. Therefore, we expect from our partner companies transparency too. That means that we always want to be able to have insights (a view under the hood; how the engine is working) in the details of how things work. That goes for measurement methodology, panel composition, on how metering software works, and on how reports are being built. Of course this can be done under NDA if needed.

2.2   Panel quality and panel ownership

Any panel-based solution that is offered should be representative of the Dutch population 6 years and older. It must be possible for SKO to change panel composition if needed for representativity. A panel should measure actual respondents, unless stated otherwise. That might sound a bit strange, but we encounter a lot of research initiatives that claim to measure people, but measure devices/machines in the end.
Upon termination of the contract, the panel shall be transferred at SKO's request to SKO's new research partner, taking into account applicable international codes of conduct.

2.3   Output

Measurement within a panel or census data set up must always allow for separate reporting of different types of behaviour (e.g. live viewing, time shifted viewing, co-viewing) and platforms (e.g. connected TV, computer, Ipad). Output is expected to be in raw format, meaning that it actually reflects the behaviour being monitored at the lowest measurement level, without prior aggregation, unless requested by SKO.

2.4   Data ownership

The intellectual property rights in all research data shall be vested in SKO, including all exploitation and publication rights.

2.5   Ownership of methods and techniques

Methods and techniques for measurement and reporting of viewing behaviour that have been developed at the specific request of SKO remain SKO's intellectual property. Methods and techniques for measurement that already existed at the company submitting a proposal remain their intellectual property, and are licensed to SKO for all applicable purposes.

2.6   Out of home

Where until now measurement of video usage behavior is primary focused on in home use of television, we now demand solutions that reflect the mobility of video content. So we ask for solutions that include out of home usage in the census data, and out of home use of panel members where respondents are being measured.

2.7   Privacy and cookie legislation

All proposals should meet the current and future legal demands with respect to privacy and the use of cookies in the Dutch market.

2.8   Other relevant provisions

a. SKO requires its partners to work exclusively with SKO regarding the Dutch market of TV and TV-related measurement during the term of the contract.
b. SKO may require key personnel to be identified in the contract.
c. Contracts may include service levels and certain penalties for not performing up to standard. All contracts generally include the clause that SKO is entitled to 1/365th of the yearly fee for each day data delivery is late.
d. We request that our partners provide for adequate insurance, covering possible damages arising from our partner's liability under the contract. SKO is willing to agree to a certain cap on the partner's liability, but the amount to be recovered from partner must be serious in view of the damages that may possible be caused to SKO. Liability for SKO is always limited to the amount actually paid to SKO by its insurance company.
e. SKO generally enters into contracts with partners for a fixed term (for instance two or three years), with an unilateral option for SKO to extend the contract for one or two years on the same commercial terms.
f. All contracts with SKO are subject to Dutch law and the Amsterdam Court has exclusive jurisdiction.

3. New ambitions and the current situation

3.   New ambitions and the current situation

The schedules below in chapter 3 and chapter 4 sketch the types of content and types of devices we want to be measured. In the end, individual projects should contribute to a new cross platform video currency. Based on the following principle:

SKO should measure and report:
- •   Viewing behavior (reach, frequency and time spend) for
- •   All professionally made video content and
- •   All commercial video messages (prerolls, et cetera)
- •   Across any platform
- •   With a quality level comparable to the current TAM research

Before we go into detailing in chapter 4 what we expect from suppliers, we first want to outline our vision on the future of video research. By introducing the SKO Videodata Integration model (VIM).

3.1   Videodata Integration Model (VIM) - Concept

SKO has build up a measurement concept that combines the different datasets to be obtained through the later described projects in the VideoMatrix. We believe we need different research projects to grab the complete picture. And that they need to be combined with TAM data in the end.
The basic idea is to use respondent panel data to profile census/rpd/server data and create reach buildup insights. In the next step we intend to combine these data with TAM data in order to obtain a cross-platform Video Metric.

The VIM model sketches the needed elements to create a single cross platform rating in the end. We believe that due to the level of quality the TAM data should have a central place in the combining of data. It is data from the most balanced panel. And with the best controlled data set.
But single source in a TAM panel is not an option for different segments in the audience behavior. So we need other datasets. To be created or to be obtained. Describing audience behavior.
And we need respondent data describing audience profiles and the reach buildup for different relevant demographics.
Combining these different elements is not an overnight job. It demands intelligent ways of combining, integrating or fusing data. And we believe that hooks in different forms are needed to do so. Either external insights from research projects that describe single source media behavior (multi platform measurement in an online panel). Or by creating partial hooks in our TAM panel.

Videodata Integration Model (VIM)
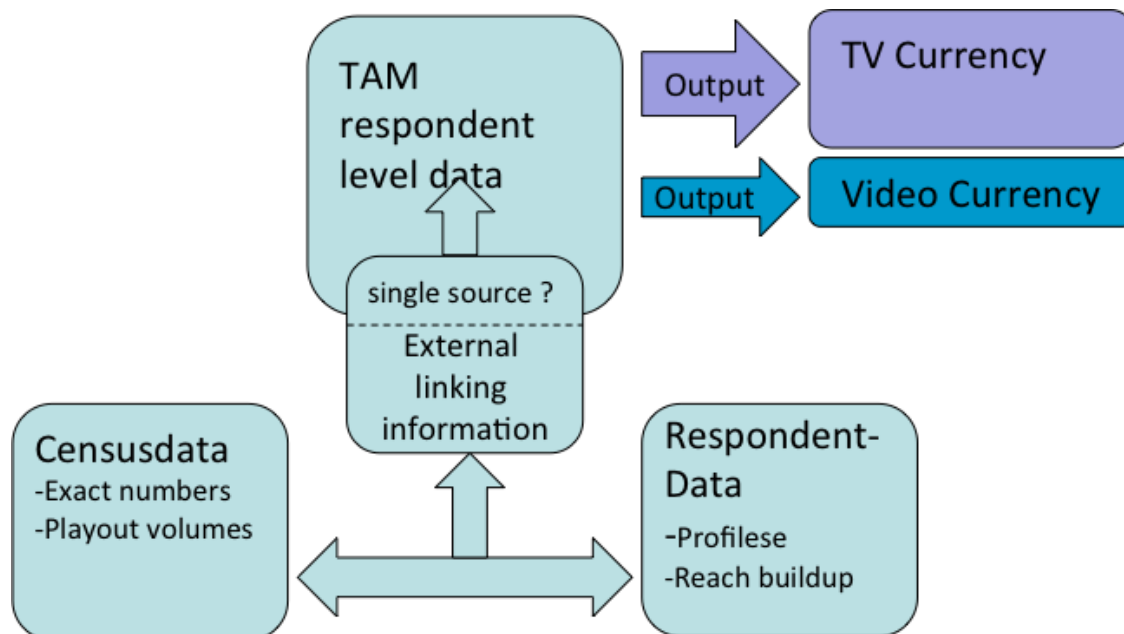
© SKO 2013

The VIM is based on the following concept and elements:

1. **Census data** are needed and wanted as they reflect the "real" numbers for play out of videos online. And in the future the use of stations on a TV screen from a settop box. As census data already are in place for the invoicing of online campaigns these numbers need to be reflected in the video currency. Examples of census data are our WEB-TV data, data from settop boxes, data from play out systems at distributors or settop box data.

2. **Respondent data.** Measurement in a panel of real people is needed as we need profiles of users and reach buildup across platforms to be able to report on unique and cross platform reach. So measurement of audience behavior is needed.

3. **Profiling census data and reach buildup.** One of the key concepts is to profile census data by means of respondent data insights. So combining both should deliver a profiled set of census data including insights on the buildup of reach.

4. **Imputation of data on video use into the TAM database.** Second key concept is the idea that video usage data from the profiled census data should be attributed to TAM panel members in such a way that it correctly reflects the reach buildup across platforms and the use of different video content types in target groups. Using usage information from TAM panel measurement and/or the use of external information on cross media behavior in target groups should be used to do that.

3.2   What is needed to move towards SKO-VIM?

We translated our aims into a Matrix of combined types of video content for both, video streaming and video advertising and types of devices. That can be summarized into different research projects or segments to be measured. We believe that the sections marked with A, B, C, and D can be summarized in different projects for measurement.

SKO VideoMatrix

Video programme content sections

DEVICE PROGRAMME CONTENT	Non-connected TV screen - any equipment	Connected TV screen by any device	Computer /laptop	Tablet	Smartphone
Broadcast - live stream channel – parallel to normal broadcast	TAM	TAM	A	A	A
Broadcast Content Time Shifted viewing (any period)	TAM	TAM	B	B	B
Video on demand (VOD) any sort (programme related, other professional content, user generated)	TAM	C	C	C	C

Video commercial sections

DEVICE COMMERCIAL CONTENT	Non-connected TV screen - any equipment	Connected TV screen by any device	Computer /laptop	Tablet	Smartphone
Broadcast Commercials in Breaks – live streams - parallel to normal broadcast 1	TAM	TAM	A	A	A
Broadcast Commercials –Time Shifted Viewing (any period) 2	TAM	TAM	Only for Billboards yet	Only for Billboards yet	Only for Billboards yet
Stream Spot in/before Broadcaster content 3	D	D	D	D	D
Stream Spot in/before VOD - any sort 4	D	D	D	D	D

Examples of advertising sorts:

1. Commercials in advertising break, identical to the break that is being broadcasted on TV at the same time.
2. Commercials in advertising break, identical to the break that was broadcasted at an earlier stage. At this moment this is not applicable, except for billboards that can stay attached to the programme content.
3. Commercial displayed before (pre-roll), in (mid-roll) et cetera any type of Broadcaster content.
4. The same as 3, but in this case before or in any other form of video content.

3.3   Current research work already in place or already commissioned

We are, of course, already working on different elements of usage of online video and the like in different projects the last years. Also recently we did setup or commission some new projects that will put the Video Matrix elements in place. We want to shortly describe what is already in place this moment to show the context new projects will be placed in.

Video programme content sections

DEVICE / PROGRAMME CONTENT	Non-connected TV screen - any equipment	Connected TV screen / by any device	Computer /laptop	Tablet	Smartphone
Broadcast - live stream channel	1. TAM 3. RPD test	1. TAM	2. Live Stream Project	2. Live Stream Project	2. Live Stream Project
BroadcastContent TSV (any period)	1. TAM 4. RPD test 5. Test TSV>7	1. TAM 5. Test TSV>7 days	3. SKO WEB-TV 6. Virtual Meter	3. SKO WEB-TV 7. NURAGO	3. SKO WEB-TV
Video on demand (VOD) any sort (programme related, other professional content, user generated)	4. RPD test				

Video commercial sections

DEVICE / COMMERCIAL CONTENT	Non-connected TV screen - any equipment	Connected TV screen / by any device	Computer /laptop	Tablet	Smartphone
BroadcastComercials – live streams	4. RPD test		2. Live Stream Project	2. Live Stream Project	2. Live Stream Project
BroadcastCommercials -TSV (any period)					
Streamspot in/before Broadcaster content					
Streamspot in/before VOD - any sort					

Data Integratie

Integratrion of data from different projects toward a crossplatform reach number	8. MediaTijd 9. SKO-STIR cooperation				

1. Our current TAM. Contract until December 31 2015. (see SKO website for details)
2. Live stream project. Already in place and new plans commissioned.
3. SKO WEB-TV project. Measurement of online streams usage for 10 channels. (see SKO website for details)
4. Tests with RPD data. Already commissioned to Kantar Media.
5. Test with data for time shifted viewing after 7 days. Being done within TAM.
6. Test with Virtual Meter in 30 test-households.
7. Test with Unrig-software on Ipad for measurement of video usage on Ipads.
8. Media:Tijd is the time budget study commissioned by all currency owners (Radio, TV, Print, and Online) that will be in the field in October 2013. It should deliver a single source insight in cross media

audiences and a possible HUB for combining currency data. It could possibly deliver insights that can be used for stitching together data from different data sources into our TAM data.

9. Cooperation with the online JIC. Please see
http://www.kijkonderzoek.nl/images/stories/Publicaties/Will-it-Blend.pdf

These projects are already in place or being set up. Still there is a lot of work to be done. In chapter 4 we will describe what we are looking for completing the VideoMatrix and VIM project.

4.　RfP VideoMatrix Projects

4.   VideoMatrix Project Request for proposals

In this chapter we will, for each of the segments that still needs to be set up or perfected/expanded describe briefly our requirements. We will, in almost all cases, make a distinction between measurement of census data and measurement of the same type of video usage within a panel set up.

In addition to projects proposals to measure the different segments defined in the VideoMatrix (sections A, B, C and D) we request proposals for an online panel measurement of video usage at a cross-platform, respondent level. Needed to profile or estimate reach curves on a respondent or target group level. Both needed to create the SKO-VIM data combination.
Measurement techniques proposed in each of the Online Video sections should preferably be able to be implemented in combination with the set up of the online panel measurement (see 4.5).

For each section we will describe what we are looking for. We strongly encourage agencies to think freely on possible solutions for the measurement issues raised.

If sections do not contain requests for census data or panel options, that means we already are in the process of commissioning or found a solution by expanding current research.

4.1   Time shifted viewing broadcast content online (B)

Video programme content sections					
DEVICE **PROGRAMME CONTENT**	Non-connected TV screen - any equipment	Connected TV screen by any device	Computer /laptop	Tablet	Smartphone
Broadcast - live stream channel					
BroadcastContent TSV (any period)			B	B	B
Video on demand (VOD) any sort (programme related, other professional content, user generated)					

Section B is about watching television content (previously broadcasted) through an online platform. That could be a computer, tablet, smartphone, other connected mobile device, or even connected TV. Since 2008 SKO has been reporting time shifted viewing of television programs online from the SKO WEB-TV project. For details on the methodology please refer to:

http://www.kijkonderzoek.nl/images/stories/Methodologie/2012/Engels_2012/SKO_WEB_TV_Methods_Version_2012_def.pdf.

Or the additional information in our methods section:

http://www.kijkonderzoek.nl/english/methods/methods-and-calculation.html

This SKO WEB-TV project is already in the process of commissioning for the census part. Also for the expansions we need. Please see Appendix 1. We are in search for solutions to measure the Online Video behavior in a panel.

4.1.1   Panel Measurement (B)

We request insight in audience profiles or profile estimations for broadcast video content viewed online in terms of specific programme titles or genres. Metrics delivered should be at the same granularity and quality level as are available from our census measurement.

The objective is to be able to link census data with TAM data, at a later stage. To accomplish this we need a measurement tool that delivers insights on audiences' use of online TV content on a individual level or aggregated: at least broken down to major demographics and other media usage characteristics to be specified. A separate measurement tool used in a panel should obtain these insights. What this panel may be is still to be discussed. It is possible to use the measurement in (parts of) the current TAM panel, or (partially) in a new online panel that is to be setup (see below, section 4.5). If available, proposals including measurement in an existing panel as a ready product may be submitted.

4.1.2   Content tagging, classification (B)

In linking online broadcaster content with broadcast content we need a (metadata?) direct link to specific programs that were broadcasted in an earlier stage (7 days, longer period).

We currently link measured streams to TV programmed as they are coded and logged for Full Audit channels. Please refer to the methods documents on the topic. Such a linking system or a similar tagging and classification technique is required for all relevant broadcasted content we will be measuring in the WEB-TV part of this project.

We will broaden the project with non-full audit channels content. In that case also a coding and quality control setup is needed for those types of channels. A useful example is Eurosport. This station is measured in TAM, but without full audit coding. They offer a lot of online content that previously was broadcasted that might be coded centrally for measurement.

4.2 Video on demand (VOD) any sort (programme related, other professional content, user generated) (C)

Video programme content sections					
DEVICE **PROGRAMME CONTENT**	Non-connected TV screen - any equipment	Connected TV screen by any device	Computer /laptop	Tablet	Smartphone
Broadcast - live stream channel					
BroadcastContent TSV (any period)					
Video on demand (VOD) any sort (programme related, other professional content, user generated)		C	C	C	C

Besides the area of interest described in section B, where we want detailed information on broadcasters' content being watched online, we also want to measure other video usage online. This is a new area for SKO as we have been restricting our view to broadcaster owned content before. Now we want to have insight in the use of all Video content.

We decided to call this broader category Video On Demand. VOD is a generic name, but in our view, it includes all forms of on demand content that can be watched through an online connection. It may vary from broadcast related content and extra material (*The Voice* auditions that where never broadcasted) to user generated content.

The level of ambition regarding the measurement in this section might be lower for parts of the video content, as we do not always need to know exactly what the content is. That will most likely be depending on the needs of online video companies. However, we do need to know :

- what is viewed on which website/domain and
- at what platform
- (domain = websites owned by one content owner, platform = device or number of devices to be measured separately (at least on the level of computer, mobile, tablets)).
- and for how long this was.
- It is a wish to have insight in what the specific content exactly was, but not a demand.
- If possible additional information like player type, full screen mode or volume might be interesting.

4.2.1 Census data (C)

The project for getting census data for VOD is already in the process of commissioning. See Appendix 1.

4.2.2 Panel Measurement (C)

For using census data at a later stage we need insight in audience profiles of VOD usage. The objective is to be able to link census data with TAM data, at a later stage. To accomplish this we need a measurement tool that delivers insights on audiences' use of online VOD content on a individual level or aggregated: at least broken down to major demographics and other media usage characteristics to be specified.

A separate measurement tool to be used in a panel may obtain insights. What this panel may be is still to be discussed. It is possible to use the measurement in (parts of) the current TAM panel, or (partially) in a new online panel that is to be setup (see below, section 4.4). If available, proposals including measurement in an existent panel as a ready product may be submitted.

4.2.3 Content tagging, classification (C)

For the broader category of VOD it might be difficult to get a well functioning content-tagging/classification system up and running. But we suspect that it will, especially for the more professionally made content like the content owned by broadcasters, be possible to set up such a system for parts of the VOD-content. For the rest it is needed to identify the platform and the location it was used (e.g. the website, domain).
The project for getting metadata for VOD is already commissioned for the census part of the project. For the content classification for the panel measurement, we are still looking for a solution. So offers on this are welcome, if the technique requires it.

4.3   Stream spots; online commercials (D)

Video commercial sections					
DEVICE **COMMERCIAL CONTENT**	Non-connected TV screen - any equipment	Connected TV screen by any device	Computer /laptop	Tablet	Smartphone
BroadcastComercials – live streams					
BroadcastCommercials -TSV (any period)					
Streamspot in/before Broadcaster content		D	D	D	D
Streamspot in/before VOD - any sort		D	D	D	D

This section refers to all commercial video messages (pre, mid and post rolls) offered online. We need reliable data on contact and duration of the contact for web based video campaigns, for all major networks. It is our goal to provide a currency for online campaigns to the market, so the suggested measuring solutions should be robust, stable and of high quality. Missing data is not an option, neither is uncertainty on what campaigns is being reported on.

4.3.1   Census data (D)

The project for getting census data for online commercials is already in the process of commissioning. See Appendix 1.
It is important to know that measurement of census data will be done by using measurements included in the VAST playout of online commercials. These measurements might be of use in creating solutions for panel measurement (4.3.2)and/or the classification solutions (4.3.3).

4.3.2   Panel Measurement (D)

For using census data at a later stage we need insight in audience profiles of campaigns' results. The objective is to be able to link census data with TAM data, at a later stage. To accomplish this we need a measurement tool that delivers insights on audiences' contact with online campaigns on a individual level or aggregated: at least broken down to major demographics and other media usage characteristics to be specified.
A separate measurement tool to be used in a panel may obtain such insights. What this panel may be is still to be discussed. It is possible to use the measurement in (parts of) the current TAM panel, or (partially) in a new online panel that is to be setup (see below, section 4.4). If available, proposals including measurement in an existent panel as a ready product may be submitted.

4.3.3   Content tagging, classification (D)

Commercial classification entails the identification of each video commercial being served online. While stream spot campaigns are, as a rule, played out by several companies, and while each companies uses its own specific means of administration, these streamspot data need to be harmonized. Harmonization of online commercials entails assigning a unique numeral code to a commercial and assigning a classification based on brand, sub-brand, product and advertiser, main branch, sub-branch and commercial title. This classification should be comparable to the standard TV classification (see Methods section). Commercial classification also entails checking if a tag really contains the commercial it states .

For the content classification we are still looking for a solution. Content within the panel measurement should be coded and needs to be linked to the census data classification. So offers on these two projects are welcome.

4.4   Online Panel

Besides having census data on the use of audiovisual content in the Netherlands, we also request proposals for setting up or delivering an online panel. This panel is to be used for cross platform measurement of video usage at a respondent level (single source). And also should include out-of-home measurement.

We do not believe single source will be a complete solution, we believe that a form of single source is needed to get insights in cross-platform behavior. At a later stage, audience profiles obtained from this panel are to be attributed or combined with the census data available.
Research proposals for an online panel may be combined with measurement techniques proposed for each of the sections on online video content (see 3.1 to 3.4). The deliverables from that measurement are described in the "Panel Measurement" paragraphs above.

The Online panel contractor will conduct the actual panel design and operation:
- Setting up a representative sample for individuals in private households in the Netherlands (6+)
- Recruitment of panel members and installation of the measurement system and, at the end of the measuring period, termination of panel memberships,
- Monitoring measuring technology activity and panel members' use of it,
- Solving technical problems,
- Preventing panel members, by instruction and motivation, of making mistakes in using the technology,
- Gathering additional information from the panel members,
- Measuring online video usage across all devices in home,
- Validating and weighting daily data , processing viewing statements into raw data, and
- Producing daily standard reports.

4.4.1   The universe

The universe consists of all people living in private households in The Netherlands of 6 years and older. An exception is made for large households of students in student flats. Students, as a rule, have their own rooms and their own individual Internet connection, and must therefore be regarded as people living in independent households
Outside of this universe are: large households (the aforementioned students excepted), institutions, care homes, companies, public-sector organizations and people without fixed places of residence (e.g. boatmen and trailer park residents). The panel member must be able to understand the Dutch language.

4.4.2   Sample setup

A sample setup needs to be developed, using the MOA Golden Standard and the Media Standard Survey. Also, procedures need to be developed to update the sample survey setup to align them with new universe data that is obtained through MOA Golden Standard Information. Contractor also needs to specify procedures to be used in discharging (when, why) and recruiting panel members. The latter procedure contains, amongst others, a description of an analysis that can be used to trace panel bias caused by individual panel fatigue. Contractor also needs to specify procedures for the daily weighting of the panel.
Research agencies are requested to formulate insightful means of displaying panel management and quality, using variables such as region, family situation, ethnicity, education, age, and etcetera.

4.4.3   Sample size

Suppliers are requested to submit a proposal for a range of net sample sizes per 1,000 respondents, ranging from 8,000 to 20,000 respondents. SKO also requests an indication of the necessary gross panel size that needs to be retained in order to generate a net reporting sample survey.

4.4.4   Recruitment of panel members

Recruitment of panel members can be done in several ways. We would prefer a randomly recruited panel, but a quota sample setup might be most efficient. Combinations of methods for efficiency reasons can be discussed. We prefer a panel that is freshly recruited and dedicated to this project. But we understand that that might be a too costly option, so are open to alternative suggestion with only a part of the panel being fresh. Multiple recruitment methods (multi mix) will be preferred.
Contractor is responsible for the panel's daily representativeness and for a maximum-size effective sample survey, with a minimum to be agreed on.

4.4.5   Quality control and error processing

Quality control consists of monitoring individual scores on technical errors and operating errors, checking the total results on discontinuity and inconsistencies and tracking the results thereof. Taking action in the face of encountered errors is the responsibility of Contractor; this party, therefore, is in charge of quality control. SKO itself also performs quality checks. Upon encountering inconsistencies, Contractor needs to conduct additional analyses and research, as prompted by SKO.
The installed software/hardware needs to be checked for proper functionality. Taking action based upon encountered errors, signaled by either SKO or Contractor, is also part of Contractor's responsibility.
Reports on all panel members need to be drawn up, kept up to date and made available online, numbering all characteristics, devices and installed measuring tools. The report also needs to keep track of encountered errors and actions taken in the face of those; as such, error data must be recorded, as must contact with panel management or technical support. Contractor is responsible for keeping reports up to date.

4.4.6   Replacement recruitment

This concerns the recruitment of new panel members as replacement for panel members that have left or been forced to leave the panel.

4.4.7   Questioning

In order to keep background information on the panel participants up to date, the whole panel needs to be questioned at least once every year. Such an interview will, on average, take a maximum of 15 minutes. This compulsory questioning is a repetition of the standard interview that needs to be done at the start of panelist's participation.
Next to this compulsory re-questioning of the running panel, it should be possible to conduct extra questionings (2 times per year max.) within the panel. For these extra interviews, SKO expects separate budget estimations, divided into and split for different fieldwork methods, based upon a 15-minute questionnaire.

4.4.8   External quality control

An external party, if requested by SKO, must be enabled to analyze detail information available at Contractor and on installed techniques for sections A,B, C and D and report on its conclusions.

5 Integrating data into the Videodata Integration Model

5   Integrating data into the Videodata Integration Model

As part of the SKO strategy to measure and report on the use of video across platforms, we want to build experience and knowledge on the imputation of data from external data sets into our TAM database. We are now looking for proposals that can help us build this expertise. We ask for two things in this section:

A.   a proposal to develop integration intelligence based on data currently available (paragraph 5.1) and

B.   information on possible options for future work, that could result in participation as a methodological consultant in future projects run by SKO (paragraph 5.2)

5.1   Project A: Reach buildup for web-tv in target groups

We would be very interested in proposals that would deliver audience profiles and estimations on WEB TV reach build up, that could be used as rules or tools to impute data into our TAM dataset on a day-to-day basis. So reporting on total viewing levels, online and offline, by using the census volumes of SKO's WEB-TV measurement (A), profiled or attributed based on the audience's profiles form the STIR panel (B) or alternative data (see section *What might be available*).

The data imputation itself will be handled by Techedge s.a.. Close cooperation with Techedge could be part of this project. We are currenlty in the process of commisioning the first fase of data integration. This part of the project will be limited to creating average ratings and audiences volumes on a programme-by-programme level. It will not include reach buildup, as we do not yet have the desired intelligence/methodology needed to do so.

5.1.1   What data is available for project A:

5.1.1.1   WEB-TV panel data and WEB-TV census data

Since 2008 SKO has its WEB-TV measurement up and running. WEB TV includes daily reporting on the online video stream usage of catch up services for the major broadcasters (NPO, RTL and SBS). Census data is available on the number of online video streams being started (since September 2008) and the playing time in minutes (since January 2012). An aggregated data set can be made available, containing aggregated levels of play starts and minutes spend per individual broadcast (programme title). Non-aggregated data might be made available too on request.

A description of the measurement can be found at:

http://www.kijkonderzoek.nl/images/stories/Methodologie/2012/Engels_2012/SKO_WEB_TV_Methods_Version_2012_def.pdf

The following is available:

-    February 2009-2013 SKO WEB-TV data. The data includes number of streams starts and since 2012 stream playing duration by program title. We suggest to start with one year of data, those on 2012.

5.1.1.2   Since 2009, SKO collaborates with STIR, the online audience measurement JIC in the measurement of online streams.

Yearly, in the month of February a data set is made available. It contains the number of streams of television programs measured in the WEB TV project that have been started by the STIR panel members (N=8000). Demographics and background information for individuals of 13 years and older are available in this aggregated data set. This set could be used to get insights into profiles of online viewers and/or reach & frequency figures on online video usage. Or a possible dataset to integrate web data into the TAM dataset, by attributing viewing to panel members, based on the reach estimates from the STIR dataset.

The following is available:

- February 2009-2012 STIR/SKO combined panel data set including demographics and background information on individuals 13+ (Age groups 13-19, 20-34, 35-64, 65+, 20-49, 13-34, 35-49, 50+, Shoppers 20-49, Household with children, Men, Women, Social status AB1and B2CD, Media imperatives (High, Medium, Low) TV- and Internet usage at home. This is on an aggregated level. So we know reach and frequency for individual titles of programs that aired in February 2012. Including ratings 2012. But we have no insight on the buildup of the reach curve. Here we, again, suggest only using the February 2012 data set.
- Access to Dutch TV- raw data set (under written NDA) including viewing statements, demographics and background information at individual 3+ and household level if needed.
- Access to programme information such as genre for a limited number of channels (22) is also available.

So these two sets of data are the minimum available datasets for this project.

5.1.2 What might be available?

In the Dutch market more data is available on cross-media reach and the like. Possibly other companies could deliver insights from their research. We strongly encourage suppliers to have an open mind to using those external datasets and propose including the use of such datasets.

5.2 Project B: Methodological support

We ask for outlines, thoughts, and information on how suppliers believe data should be integrated. So this section is not strictly a request for proposal, but a request for information on data combining techniques (data fusion, data imputation). Due to the fact that there is limited data to be fused or imputed yet, we understand a specific offer cannot be made available. But we would appreciate to have discussions on the topic that enable us to choose a supplier that can deliver support in the future build up of our data integration.

As it might be necaserry to have a specific data setup in future projects depending on the integration model chosen, we want to start these methodological discussions before the projects are actually commissioned.

Appendix:
SKO RfP's for projects already in the process of commissioning

Appendix: SKO RfP's for projects already in the process of commissioning.

    a.   RfP Live stream measurement
    b.   RfP WEB-TV
    c.   RfP Online commercials census data

To	Suppliers/research companies
From	Bas de Vos/SKO
Subject	A. Request for proposal SKO Live Streams measurement
Date	28 April 2013

Request for proposal for measurement of live streams usage Census data and panel measurement

Introduction

As part of the ambition to create a cross-platform video currency, SKO wants to measure the use of live streaming of channel broadcasts offered by distribution companies like ZIGGO, UPC, KPN and others. This project does not include streams offered by channels themselves online. That will be covered in a separate project.

This RfP is about the current technical possibilities to stream any linear broadcast directly on connected devices in home (e.g., computer, tablet or smartphone), not being a traditional television set. Offered by distribution companies like ZIGGO, UPC, KPN and others to consumers with an Internet and television subscriptions.

Request for proposal

We expect an offering that distinguishes between measurement of census data (A) and of measurement in a panel (B).

Due to our deadlines, we expect an offer at May 15th latest. We understand that that offer might lack some details. We are at all times available for questions!

The ideal situation

We have been discussing the option to technically combine the census and the panel measurement. In that situation it is needed that the census setup captures a unique household identifier. This identifier should be captured in a panel too. By extracting the panel household data from the census data (in an anonymous way that does not conflict with current legislation nor ESOMAR/MOA guidelines) they would be made available in the most unobtrusive manner.

We strongly ask for solutions/proposals that embrace this idea.

A - Measurement of census data use of live streams

Census data. This section describes what is wanted in making available census (independent passive measurement of starts and duration of streams in the player) data on the use of live streams. We expect an in-app measurement tool will be the most likely scenario. But are open to other feasible solutions. SKO may deliver the measurement tool to the distribution companies.

We ask for offers that include the implementation and license fees for the use of a software measurement tool.

What content should be in measurement?

1. We need census data for live video streaming for all offered channels.
2. Measurement of census data should cover at least 90% of the time usage of live channels streams, so neither mayor distribution companies nor platforms can be out of the measurement scope, e.g. KPN nor should tablets be out of scope.

Level of detail in measurement and reporting?

3. Granular measurement: we request the delivery of viewing statements per streamstart per channel and device, including playing duration (seconds). No aggregated data.
4. Day to day delivery of validated raw data.
5. Granular measurement: we request reporting based on the delivery of viewing statements per streamstart, including playing duration per channel and device.
6. If possible additional information like player type, full screen mode or volume might be interesting.
7. There should be a time alignment (time of broadcast on a TV versus time of broadcast on other devices) to assure correct channel and time attribution.

Support in the setup?

8. Assistance to distributor in implementing measurement tools.
9. Assistance to distributor in adding the correct channel labels, needed for content identification.

Quality control?

10. Quality control on measurement implementation by distribution company.
11. Certification of all players.
12. Quality control on output data.
13. Quality control on correct channel labeling
14. Quality control by checking levels of number of streams used and volume of minutes played with available server data.

Reporting?

15. Data should be compliant to integration with television ratings. How that is to be done exactly needs to be discussed. In general, we demand a solid quality control on the data to be delivered.

B – Measurement of the use of live streams in a panel

Besides census data we want the use of live streams on other devices than a TV set to be measured in a panel. Possibly within our TAM panel. In that case it is not obligatory to have a respondent level measurement, but live stream usage could be measured on a device level to make it less obtrusive. So we do not exclude a device level measurement if that can be made available faster.

What content should be in measurement?

16. We need respondent data for live stream viewing for all content of the SPOT- channels.
17. Measurement of viewing should cover at least 90% of the time usage for the live streaming channels. So no relevant platforms can be out of the measurement scope, e.g. tablets should be in.

Level of detail in measurement and reporting?

18. Granular measurement: we request the delivery of viewing statements per stream start, per channel and device including playing duration (in seconds). No aggregated data.
19. Day to day delivery of validated raw data.

20. Granular measurement: we request reporting based on the delivery of viewing statements per stream start, including playing duration, per channel en device.
21. There should be a time alignment (time of broadcast on a TV versus time of broadcast on other devices) to assure correct channel and time attribution.

Support in the setup?

22. Companies delivering measurement solutions should assistance our current TAM supplier in implementing measurement tools.
23. Assistance if needed to content owner in adding the correct labels, needed for content identification.

Quality control?

24. Quality control on measurement implementation.
25. Quality control on output data.
26. Quality control on correct channel labeling
27. Quality control by checking levels of number of streams used and volume of minutes played.
28. Availability check on what channels a household technically can receive through their supplier.

Reporting?

29. Data should be compliant to integration with television ratings. How that is to be done exactly needs to be discussed. In general, we demand a solid quality control on the data to be delivered.

Generic Demands

SKO uses some basic quality rules for measurement and reporting. The list below may not be comprehensive, but should stress some generic demands that, in our point of view, will make the project successful.

Full transparency in measurement methods and techniques

SKO's work is built on transparency. So we expect from our partner companies transparency too. That means that we always want to be able to have insights (a view under the hood; how the engine is working) in the details of how things work. That goes for measurement methodology, panel composition, on how metering software works, on how reports are being built. Of course this can be done under NDA if needed.

Output

Measurement within a panel or census data set up must always allow for separate reporting of different types of behavior (e.g. live viewing, time shifted viewing, co-viewing) and platforms (e.g. connected TV, computer, Ipad).
Output is expected to be in raw format, meaning that it actually reflects the behavior being monitored at the lowest measurement level, without prior aggregation, unless desired by SKO.

Data ownership

All research data remain the property of SKO. As a matter of course, this includes all exploitation and publication rights.
Methods and techniques for measurement and reporting of viewing behavior that have been developed by specific request of the customer remain the customer's property. Methods and techniques for measurement that already exist at the company submitting a proposal stay their property.

To	Suppliers/research companies
From	Bas de Vos/SKO
Subject	B. Request for proposal SKO WEB-TV 2.0
Date	26 April 2013

Request for proposal for measurement of online video content SKO WEB-TV 2.0

Introduction

As part of the ambition to create a cross-platform video currency, SKO wants to upscale her current SKO WEB-TV project. For details please see
http://www.kijkonderzoek.nl/images/stories/Methodologie/2013/Methoden_SKO_WEB-TV_2013.pdf.
In this project, SKO measures since 2008 the online streaming of television programs. The measurement includes number of stream starts and playing duration (seconds). The current set up only includes streams of programmed (and programme parts) previously broadcasted for the 10 major Dutch channels. We want to extend this measurement to other channels.
We want to change things in the current measurement:

1. Quality Control should be moved a level up (e.g. more quality control by certification of new players on request of SKO) and
2. We want to broaden the scope of the current setup by adding new forms of content and content owned by other companies or channels.

Request for proposal

We ask for a continuation of our SKO WEB-TV project, in cooperation with our current suppliers comScore and Intomart GfK.
And we ask for proposals for new elements that could also partially be executed by other suppliers. We will try to sum up the new demands. The current setup is the starting point. New demands of SKO as specified in this RfP are to be applied to current channels in the measurement as well as new channels and content providers. We expect an offering that distinguishes between clients who are already clients of the companies making an offer and those who are not. We request one proposal per channel/online video company that is, or is not, a client.
Due to our deadlines, we expect an offer at May 15th latest. We understand that that offer might lack some details. We are at all times available for questions!

What content should be in measurement?

3. We need census data for online video viewing for all SPOT-channels content, including live streams offered by channels themselves online (not being live streams of broadcast content offered by distribution companies like ZIGGO, KPN, UPC and others) and non broadcasted video content offered by the channels themselves. See channel list at the end of this document.
4. Where we make a distinction between full audit channels and other channels. Full audit channels are subject to an harmonized broadcast content registration by Nielsen. The other channels do not.

a. The level of detail for full audit channels is described in the methods section on web-tv. In summary it is the detailed measurement of each TV programme that is being made available and watched online within 7 days after the day of broadcast. It assumes measurement on a stream title level, including exact details and programme information.

b. The level of detail for the non-full audit channels will depend on their available content metadata. We might want a reporting on genre level.

5. We need census data for online video viewing for content provided by other, non-broadcaster online video companies. The set up of this measurement en the level of detail should be comparable to the measurement and reporting on the non-full-audit channels. Also including live streams offered by these companies.

6. Measurement should cover at least 95% of the online usage of video content owned by that channel or company. So no mayor platforms can be out of the measurement scope, e.g. tablets.

Level of detail in measurement and reporting?

7. Granular measurement: we request the delivery of viewing statements per streamstart, including playing duration. No aggregated data. Additional information on player, platform (computer, tablet, smartphone or big screen), the length of the streams and metadata and content labels should be included. Metadata may include (harmonized) programme or content information according to type of channel /content provider.

8. Day to day delivery of validated raw data.

Support in the setup?

9. Assistance to content owner in implementing measurement tools.

10. Assistance to content owner in organizing the meta data / adding the correct labels, needed for content-identification.

Quality control?

11. Quality control on measurement implementation by content owner.

12. Certification of all players.

13. Quality control on output data.

14. Quality control on meta data and correct labeling of content

15. Quality control by checking levels of number of streams started and volume of minutes played (by player/platform).

16. Monitoring of coverage of the measurement (by player/platform)

Reporting

17. We demand reporting on the channels as currently available in SKO WEB-TV 1.0, extended by reporting on new channels and new online video companies. Introducing a more aggregated level for content that lacks detailed information might be applicable.We demand a daily data set to be available to the market, containing aggregated results for each stream measured. Describing the viewing of that content yesterday, including all available content and viewing platform information. Details and calculation rules need to be discussed. They are to be documented by supplier into a data user guide.We demand a solid, daily quality control on the data to be delivered.

Channel details list.

Channel	Channel type	Audit type	WEB TV 1.0	Representative
NL 1	SPOT	Full audit	WEB TV 1.0	Nederlandse Publieke Omroep
NL 2	SPOT	Full audit	WEB TV 1.0	Nederlandse Publieke Omroep
NL 3	SPOT	Full audit	WEB TV 1.0	Nederlandse Publieke Omroep
RTL 4	SPOT	Full audit	WEB TV 1.0	RTL Nederland
RTL 5	SPOT	Full audit	WEB TV 1.0	RTL Nederland
RTL 7	SPOT	Full audit	WEB TV 1.0	RTL Nederland
RTL 8	SPOT	Full audit	WEB TV 1.0	RTL Nederland
SBS 6	SPOT	Full audit	WEB TV 1.0	SBS Broadcasting
Net 5	SPOT	Full audit	WEB TV 1.0	SBS Broadcasting
Veronica	SPOT	Full audit	WEB TV 1.0	SBS Broadcasting
Comedy Central	SPOT	Full audit		BE VIACOM
Nickelodeon	SPOT	Full audit		BE VIACOM
MTV	SPOT	Full audit		BE VIACOM
TeenNick	SPOT	Full audit		BE VIACOM
Kindernet	SPOT	Full audit		BE VIACOM
Discovery Channel	SPOT	Full audit		Discovery Networks
TLC	SPOT	Full audit		Discovery Networks
Investigation Discovery	SPOT	Full audit		Discovery Networks
Disney XD	SPOT	Full audit		Disney
Disney Channel	SPOT	Full audit		Disney
National Geographic	SPOT	Full audit		Fox
24Kitchen	SPOT	Full audit		Fox
Eurosport	SPOT			Eurosport
AT5	SPOT			AT5
TV West	SPOT			ORN
TV Rijmond	SPOT			ORN
TV Noord	SPOT			ORN
Omrop Fryslân Televisie	SPOT			ORN
TV Drenthe	SPOT			ORN
TV Oost	SPOT			ORN
TV Gelderland	SPOT			ORN
TV Zeeland	SPOT			ORN
TV Flevoland	SPOT			ORN
Omroep Brabant TV	SPOT			ORN
L1 TV	SPOT			ORN
TV Noord-Holland	SPOT			ORN
Kanaal 9 Utrecht	SPOT			ORN
Z@pp 24	SKO LIGHT			Nederlandse Publieke Omroep
Politiek 24	SKO LIGHT			Nederlandse Publieke Omroep
101 TV	SKO LIGHT			Nederlandse Publieke Omroep
Humor TV 24	SKO LIGHT			Nederlandse Publieke Omroep
Best 24	SKO LIGHT			Nederlandse Publieke Omroep
Holland Doc 24	SKO LIGHT			Nederlandse Publieke Omroep
Geschiedenis 24	SKO LIGHT			Nederlandse Publieke Omroep
Cultura 24	SKO LIGHT			Nederlandse Publieke Omroep
Consumenten 24	SKO LIGHT			Nederlandse Publieke Omroep
Journaal 24	SKO LIGHT			Nederlandse Publieke Omroep
Nostalgienet	SKO LIGHT			NostalgieNet BV
RTL Lounge	SKO LIGHT			RTL Nederland

Channel	Channel type	Audit type	WEB TV 1.0	Representative
RTL Crime	SKO LIGHT			RTL Nederland
RTL Telekids	SKO LIGHT			RTL Nederland
Nick Jr.	SKO LIGHT			BE VIACOM
Nick Toons	SKO LIGHT			BE VIACOM
MTV Brand New	SKO LIGHT			BE VIACOM
Nick Hits	SKO LIGHT			BE VIACOM
VH1	SKO LIGHT			BE VIACOM
VH1 Classic	SKO LIGHT			BE VIACOM
MTV Live HD	SKO LIGHT			BE VIACOM
MTV Music 24	SKO LIGHT			BE VIACOM
Comedy Central Extra	SKO LIGHT			BE VIACOM
Comedy Central Family	SKO LIGHT			BE VIACOM
192TV	SKO LIGHT			BR Music
Animal Planet	SKO LIGHT			Discovery Networks
Discovery World	SKO LIGHT			Discovery Networks
DiscoveryScience	SKO LIGHT			Discovery Networks
FOXlife	SKO LIGHT			Fox
National Geographic Wild	SKO LIGHT			Fox
History	SKO LIGHT			bSkyB
Crime Investigation	SKO LIGHT			bSkyB
Film1 Premiere	SKO LIGHT			Chellomedia
Film1 Family	SKO LIGHT			Chellomedia
Film1 Action	SKO LIGHT			Chellomedia
MGM	SKO LIGHT			Chellomedia
Eredivisie Live 1	SKO LIGHT			Eredivisie Media & Marketing CV (EMM CV)
Eredivisie Live 2	SKO LIGHT			Eredivisie Media & Marketing CV (EMM CV)
Eredivisie Live 3	SKO LIGHT			Eredivisie Media & Marketing CV (EMM CV)
E!	SKO LIGHT			NBCU
13th street	SKO LIGHT			NBCU
Syfy Universal	SKO LIGHT			NBCU
Cartoon	SKO LIGHT			
Out TV	SKO LIGHT			Out TV
Sport 1 Select	SKO LIGHT			Sport1
Sport1 Voetbal	SKO LIGHT			Sport1
Xite	SKO LIGHT			XITE
Lite TV	SKO LIGHT			2ConnectMedia
TV538	SKO LIGHT			538
SlamTV	SKO LIGHT			538
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner
VIDEOSITE	NOT SKO			Content Owner

To	Suppliers/research companies
From	Bas de Vos/SKO
Subject	C. Request for proposal Online Commercials
Date	May 3rd 2013

Request for proposal for measurement of online commercials census data

Introduction

As part of the ambition to create a cross-platform video currency, SKO wants to measure the play-out of online commercials (pre-rolls, mid-rolls, post-rolls, et cetera). We want to start with the collection of play-out data in what we call the census data project for online commercials.

In this project, SKO wants to collect the census data of play-out of online commercials. The measurement should include number of commercial starts and playing duration and/or completion ratios. This should be done for all SKO stations offering online commercials (see an indicative list below) and other relevant companies offering online video campaigns.

SKO's play-out measurement should be done by means of the VAST standard. See the following link for more details: http://www.iab.nl/2012/06/08/iab-lanceert-nieuwe-standaarden-voor-online-video/

Within this standard the play-out of online commercials will include instructions to the player to include SKO Labels and a pixel measurement of the play-out of the commercial itself. This measure will include as a minimum standard the start, and completion ratio 25%, 50%, 75% and 100%. And playing duration, full screen on/off and mute on/off if possible. SPOT stations will be compliant with that standard September 1st latest.

We aim to centrally create coding and measurement instructions in the VAST file and implement them through the Media Agencies. This is the central place where all the online video campaigns are handled to be played out at different online video companies. This central setup might enable us to include all online commercial play-out at a fast pace. Not only limiting it to the SPOT stations.

Also at the side of the publishers there could be part of the VAST implementation to combine information in the online commercial with the content it was played with.

Request for proposal

In this request we do not ask for a measurement solution itself, but for a pixel measurement handling and data reporting solution. Also we ask for a proposal to assist with and validate the VAST implementation for stations and other online video companies. So online players of current and new SKO partners will deliver pixel measurements that should be handled and reported.

Due to our deadline, we expect an offer May 17th latest. We understand that this offer might lack some details. We are at all times available for questions! Preferably by e-mail.

What content will be in measurement and must be processed?

1. We need census data for online video campaigns for all SPOT-stations content, independent of where the online commercial is placed.
2. We also need census data for online video campaigns provided by other, non-broadcaster online video companies. The setup of this measurement and the level of detail should be comparable to the measurement and reporting on the SPOT stations.
3. Measurement should cover at least 99% of the online play-out usage of video advertising owned by that station or company. So no major platforms can be out of the measurement

scope, e.g. (APP's on) tablets and mobile should be in. Agencies are asked to check if the VAST implementation is implemented and valid for all these platforms.

Level of detail in data to expect?

4. Granular measurement: the data provided by the VAST implementation at the providers' side will include the delivery of play-out statements per online commercial, including playing duration and/or completion ratio. Not aggregated data. Additional information on player, platform (computer, tablet, smartphone or big screen), and also full screen on/off and audio on/off should be available. Meta data may include (harmonized) commercial/content information. We also intend to have a metric for player/user identification like IP-adress or user agent.

Support in the setup?

5. We would expect assistance to content owners and/or media agency in implementing measurement within the VAST standard if needed.
6. We would expect assistance to content owner/media agency in organizing the meta data / adding the correct labels, needed for campaign identification. Agencies are asked to check and validate metadata et cetera and deliver feedback to content owners to optimize the adding of this type of information.

Quality control?

7. Quality control on VAST implementation by content owner.
8. Certification VAST implementation of all players.
9. Quality control on output data.
10. Quality control on meta data and correct labeling of content
11. Quality control by checking levels of number of online commercials played out (by player/platform).
12. Monitoring of coverage of the measurement (by network owner and player/platform) by comparison to server stats or publisher owned statistics.

Reporting

13. We demand reporting on the SPOT stations' online commecials to start with, and expand to reporting on other online video companies' playout of online commercials as soon as possible. Introducing a more aggregated level for commercials that lacks detailed information might be applicable.
14. Day to day delivery of raw data is requested. Raw data should be formatted from the individual pixel measurements in such a way that it can be used as individual viewing statements for individual online commercials.
15. We demand a daily data set to be available to the market, containing aggregated results for each online commercial available. Describing the viewing of that specific content yesterday, including all available commercial information and viewing platform information. Details and calculation rules need to be discussed. They are to be documented by supplier into a data user guide.
16. We demand a solid, daily quality control on the data to be delivered.
17. We do not expect a reporting- or analysis tool to be part of the offering at first, but raw or aggregated datasets to be delivered to the market.

Content tagging, classification (might be a separate project)

Commercial classification entails the identification of each video commercial being served online. While online commercial campaigns are, as a rule, played out by several companies, and while each companies might use its own specific means of administration, these online commercials' data needs to be harmonized.

18. Harmonization of online commercials entails assigning a unique numeral code to a unique commercial and assigning a classification based on brand, sub-brand, product and advertiser, main branch, sub-branch and commercial title.

19. This classification should be the standard TV classification (see Methods section of SKO website). To do so we demand that the classification for online commercials is done applying the same classification for existing brands or advertisers as we use for television.

20. Commercial classification also entails checking if a tag really contains the commercial it states.

21. After harmonizing online commercials across play-outs it is also needed to combine data with the Nielsen data we have on the TV-campaigns. Our complete database on TV commercials can be made available for that reason. It is up to the contractor if coding is done before or after play out.