

## **1 INTRODUCTORY INFORMATION**

**Name:** Interactive Advertising Bureau Slovakia, z.z.p.o.  
**Registered Office:** Zochova 754/ 6-8, 811 03 Bratislava, Slovensko  
**Company Registration No.:** 37935968  
**Tax Identification No.:** 2022062658  
**VAT Identification No.:** SK2022062658  
**Bank Connection:** Tatra Banka  
**Account No.:** 2949008382/1100  
**Registration No.:** OVVS/2029/2/2005/BC3-TSK

### **Contact for tender information**

Tender is in competence of the Methodical Committee of the IAB Slovakia  
Email: metodicka@iabslovakia.sk

### **Contact for general information**

Daša Karpelová – Executive Director  
Email: karpelova@iabslovakia.sk  
Tel.: +421 918 86 16 12

Interactive Advertising Bureau Slovakia (IAB Slovakia) is an association of legal entities operating in the area of Internet advertising. As of 11 December 2017, the IAB Slovakia has 39 members from the biggest Slovak media, media agencies and technological companies. The objective of the association is to support development of Internet as an advertising medium by its professionalization and standardization. From 1 January 2011, the IAB Slovakia is an affiliated member of the IAB Europe.

One of the main objects of business of the IAB Slovakia is to measure the Slovak Internet traffic, which has been officially carried out since 2007. The measuring provides data on traffic on a specific server and on the social and demographic profile of the server visitors.

Currently, a measuring entitled AIMmonitor is carried out by the company – the research agency Gemius Slovakia s.r.o. A part of the research results is publicly accessible on [www.aimmonitor.sk](http://www.aimmonitor.sk). Research currently involves 46 website operators.

The IAB Slovakia announces a tender for a provider of Slovak Internet traffic measuring with the effect from 1 September 2018. The AIMmonitor seeks and intends to provide a single data source for the purposes of media planning on Internet. The project is therefore assigned in respect of requirements placed by media, agencies and advertisement sponsors.

## **2 PROJECT SCHEDULE**

Call for tender publication date:	11 December 2017
Deadline for confirmation of participation on tender:	19 December 2017
Deadline for bid submission to the assignor:	16 February 2018
End date of the first tender round in a form of bid presentation:	16 March 2018
End date of the second tender round and winner selection:	16 April 2018
Signing a contract with a tender winner:	16 May 2018
Testing operation start:	01 June 2018
Expected official start date of the project:	01 September 2018
Expected end date of the project:	01 September 2021

The most appropriate bid will be selected by the Methodical Committee of the IAB Slovakia in a two-round procedure following the schedule. On termination of the

selection procedure, all submitted bids will be arranged in an order by their appropriateness level and negotiations on contract execution will be initiated with the winner. If an agreement is not achieved with the first place bidder, the next bidder in the order will be addressed.

In the event the assignor cannot for any reasons meet the tender dates, in particular the end dates of respective rounds, the assignor may unilaterally change the expected start date of the project implementation and accordingly the end date.

### **3 SPECIFICATION OF THE PROJECT**

This document specifies requirements of the IAB Slovakia with respect to the Slovak Internet traffic measuring across all platforms. Bidders may also submit alternative solution methods, should the alternative methods improve the quality of measuring results. Such alternatives shall be supported by well-founded arguments and/or a data sample. Given the fact that the project is scheduled as a three-year project, the bidders shall also describe in their bids expected development trends in the Internet industry, as reflected in the submitted project.

**The core objective of the project is to implement and operate objective audited measuring of the traffic on Internet media in Slovakia and to define the social and demographic profile of the Slovak Internet users across all platforms.** The measuring will focus on two core variables to provide the most accurate data on:

- **the number of real users** visiting the Slovak Internet, i.e. real people as defined in further specifications,
- **the social and demographic profile** of the Slovak Internet users.

The result of measuring is to provide information on the number of users of various Internet servers in Slovakia and their social and demographic profiles. The IAB Slovakia does not specify any requirements relating to the measuring method but defines objectives, which the measuring should accomplish.

**Core mandatory requirements for provided data of measuring:**

- determining the number of real Slovak Internet users and their social and demographic profiles,
- determining the number of unique cookies,
- measuring the number of page views, page impressions,
- measuring the time spent on a page,
- measuring the number of visits,
- providing all above-mentioned data differentiated per traffic from Slovakia, from other countries, as well as total data related to traffic regardless a country which traffic comes from,
- providing all data per individual platforms separately and as a whole,
- ideally ensuring continuity of data generated and declared so far by AIMmonitor itself which is available on url: [www.aimmonitor.sk](http://www.aimmonitor.sk).

**Core mandatory requirements for measuring:**

- ensuring filtering of non-user traffic (robot and spider generated),
- ensuring filtering of internal traffic (generated by the company, the server of which is measured),
- measures taking into consideration user duplicity in access to Internet from different locations (from home, from work...),

- measures taking into consideration caching Internet pages,
- measures to prevent fraud traffic inclusion and traffic increasing (e.g. automatically recovered, forwarded, opened pages, which contain inframes with measuring codes, etc.),
- measuring, which is carried out regardless the Internet browser, operating system and devices used by the user. In the event a bidder cannot meet this condition, the bidder shall specify the browsers, operating systems and devices for which the measuring can be carried out.

**Additional preferred requirements:**

- description of the data collection method and the method of determining Internet population across all platforms,
- description of the measuring script functionality,
- user access differentiation into Internet users from different locations (e.g. from home, work, school),
- compatibility of provided data outputs from measuring using analytical tools which are regular on the market or supply of own software for a data analysis. Any own supplied software should be compatible with all applicable operating systems. A proposed front-end of an analytical tool by means of which it is possible to make analysis about the data produced,
- supply of an online application – analytical public tool, i.e. publicly accessible page with the basic data set measured in chosen time intervals, e.g. current publicly accessible OLA on [www.aimmonitor.sk](http://www.aimmonitor.sk),
- possibility of supplementary research projects (external research projects for the IAB Slovakia based on the panel recruited by measuring members) including price quotation.

**Bidders shall submit detailed solution description in their bids, in which they shall specify in particular:**

- suitable target group of measuring (measured population structure from the perspective of social and demographic profiles) and description of the method of its inclusion in the research,
- the method of measuring implementation (on the server side, on the user side by combining both approaches) with all starting points and related consequences:
  - description of the measuring script functionality (if included in the solution),
  - description of the measuring application functionality on the user side (if included in the solution).
- a provided solution must be in accordance with the applicable Slovak legislation related to personal data protection during the whole period of measuring implementation,
- description of determining real users and their social and demographic profiles,
- the form and planned schedule of research outputs; the IAB Slovakia prefers the shortest possible period for publishing official results in proportion to the measured period, it also prefers daily or real-time data supply with regard to the marketing perspective (e.g. in a form of online application), even should the data be only estimates,
- further information needed for the quality assessment of a proposed solution,
- requirements relating to third party cooperation (e.g. in case the measuring requires assistance of mobile operators).

## **4 GENERAL REQUIREMENTS**

- any bidder which currently does not have a business office in Slovakia shall commit itself to establish a dedicated representative and a functional service for the Slovak market and the communication in the Slovak language, should it win the tender,
- bidders shall define conditions for the independent audit of measuring,
- in case of any change in methodology, bidders shall provide an estimate of impacts of the changes on the reported data (in collaboration with the IAB Slovakia),
- the tender winner shall launch testing measuring not later than on 1 July 2018. The implementation provider shall consult any non-public results of measuring with the Methodical Committee. The testing period shall run without any claim for compensation of any related costs or remuneration,
- all output project data is the property of the assignor, which is the only party authorised to further treat the data (whether for commercial or marketing use) and provide the data to third parties (likewise, all other data – collected, processed or filtered is the property of the assignor); the assignor can authorise the project implementation provider under a contract to commercial representation for data selling – in such a case the bidder shall submit draft commercial terms and conditions of such representation,
- the project of measuring the Slovak Internet traffic is an exclusive project; the implementation provider may not carry out, for the entire duration of the project, any operation in Slovakia, which is principally the same, process the same project type or offer any product, which is comparable with the project for the IAB Slovakia, unless approved by the assignor,
- delivery shall include group and individual training courses for the entities involved in the project,
- bidders shall submit a list of subcontractors with which they will cooperate,
- supervision over the project during testing and implementation shall be carried out by the Methodical Committee of the IAB Slovakia. The implementation provider shall work in conjunction with the Methodical Committee. Where necessary, the implementation provider shall participate in the meetings of the Methodical Committee, at which it presents any suggestions to improve the project and responds to any queries of the Committee.

## **5 REQUIREMENTS RELATED TO BID FORM**

Any bids and oral presentations shall be submitted in the Slovak language or in the English language.

Bids shall be submitted in the following structure:

1. Identification of the bidder and, where appropriate, of any of its subcontractors:
  - name,
  - registered office,
  - company registration number, tax identification number, VAT identification number,
  - contact persons including their e-mail addresses and telephone numbers.
2. Profile and presentation of the company and, where appropriate, of any subcontractors.
3. References related to the project:
  - professional experience:
    - so far experience in similar projects,

- personnel background with presenting the research team, names, education, professional experience and qualification of all team members,
  - relevant implemented projects of the bidder in the last 5 years, including references from 3 previous clients,
  - experience in foreign projects, international background,
  - technical equipment for implementation,
  - memberships in any professional organizations.
4. The technical part of the bid – detailed description of the provided solution and methodology, implementation description, specification of the methodology and outputs for respective points of this assignment. The description shall clearly specify the parts of the project to be implemented by a subcontractor.
5. Detailed price quotation – exclusive of VAT.

## **6 DELIVERY OF BIDS**

Bidders shall send their bids electronically as .pdf and doc. files to the address of the Methodical Committee - [metodicka@iabslovakia.sk](mailto:metodicka@iabslovakia.sk) and to the IAB Slovakia Executive Director Daša Karpelová [karpelova@iabslovakia.sk](mailto:karpelova@iabslovakia.sk). The assignor shall confirm the receipt of bids sent electronically to the e-mail address of a contact person stated by the bidder in the bid.

## **7 ADDITIONAL INFORMATION**

The assignor will ask any bidders interested in the project implementation to confirm their participation in the tender by sending emails to contact persons within 7 business days from the tender announcement, with the confirmation of their interest to participate in the tender.

Bidders may ask the assignor for additional information related to the tender by 15 January 2018 at the latest by email to the email address [metodicka@iabslovakia.sk](mailto:metodicka@iabslovakia.sk). Any questions and additional or more specific information will be sent to all bidders which showed their interest in the tender by 19 January 2018 at the latest.

In order to ensure transparency of the tender, the assignor requires that any communication with contact persons shall be carried out only electronically. Any other method, e.g. meeting the members of the Methodical Committee or the IAB Slovakia for the tender in person is excluded, with the exception of the bid presentation by the bidder.

The assignor reserves the right:

- to supplement or amend the text of the tender assignment,
- to enter into a contract also for the partial tender assignment,
- to cancel the tender without providing any reason,
- to change the deadlines specified in the tender schedule,
- to reject all submitted bids,
- not to return submitted bids,
- to ask for any additional and supplementary information on submitted bids,
- to verify the data provided by bidders in bids,
- to negotiate on the final project form and contract wording with the bidder/bidders with the most appropriate bids,
- not to compensate any costs incurred by bidders in relation to their participation in this tender.

The project contract shall govern, in addition to the core specification of the service and

delivery conditions, the following:

- planned schedule of publication and disclosure of measuring results, the proposal for sanctions in case of delays, measuring errors or evaluation of results,
- the price shall include the definition of the conditions for the obligation to regularly suggest innovation and changes related to market development,
- rules for the communication between the assignor and the implementation provider,
- guaranteed availability of the implementation provider's workers,
- the standard way of providing information on the status of the project (informing on the monthly basis is preferred),
- definition of the cooperation with the Methodical Committee,
- informing about the problems, changes (the form, the deadline for informing etc.),
- sanctions for breaching the contract or for the failures in measuring,
- conditions and the notice period for the termination of the contract by both parties,
- drafting the supporting documents for invoicing,
- the implementation provider may delegate the part of the project to the subcontractor, but it has the same responsibility as if it implemented the given part of the project itself. The contract and the bid must specify the parts of the projects implemented by subcontractors and they must specify the subcontractors as well. The communication from the part of the IAB Slovakia will be carried out with the implementation provider which bears responsibility for the whole project,
- any disputes between the assignor and the implementation provider shall be settled under the legislation of the Slovak Republic,
- the contract shall also include the technical specification – bidders shall specify measuring technology. In case that this technology requires from the measured media to ensure the adjustment of their own media systems, bidders shall specify this requirement from the technological point of view and at the same time it shall specify time required by such operations,
- technical specification related to the contract shall also include: the measurement of the user's activity generated by AJAX, detection and correct inclusion of the user's inactivity in the measurement of time spent on a page.

In Bratislava on 11 December 2017