Credibility In Media

Request for proposal

CIM Out-Of-Home Study 2024

CIM Technical Committee OOH

13 December 2024

Centre d'Information sur les Médias A.S.B.L. – Centrum voor Informatie over de Media V.Z.W.
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Table of content

1 Introduction

The CIM is the multimedia Joint Industry Committee responsible for media audience currency studies in Belgium.

This document concerns the **CIM Out-Of-Home Audience Study.** Its primary goal is to provide the market with information necessary for the analysis of OOH audiences and media-planning.

The CIM Technical Committee OOH is preparing a request for proposal to renew the current OOH Audience Study. The new study should accommodate recent developments in the OOH industry and integrate the latest data sources and technologies. In this context, the Technical Committee wants to update its understanding of available **OOH-related data, technologies, and solutions.**

This document gives an overview of the current study, the main challenges for the future, and how these should be addressed in terms of methodology and output.

CIM invites potential suppliers to respond to this request by:

- Expressing their interest to participate in the coming tender,
- Providing a brief description of their overall methodological approach and the data sources considered.

2 The current OOH study in Belgium

The current OOH Study is based on a hybrid methodology and consists of three components:

1. **Traffic modelling** based on different sources:
   a. **Travel data** to define travel patterns of the population.
      a. Last available CIM OOH travel diaries
      b. Public mobility surveys (OVG, Beldam) & statistics
      c. Telco data (Proximus)
      d. Wifi sensors (Shopping & retail)
   b. **Traffic data** to validate / calibrate the results of the modelling.
      a. Fleet management data acquired through geolocation (Floating Car Data)
      b. Traffic measurements (loop detectors)
      c. Public transports & official statistics

   The mapping of the travels for an average week is done with Open Street Map (OSM) cartography.

2. **Inventory mapping | Visibility calculation (VAI) | Visibility Adjusted Contacts (VAC)**
   This part is managed through the web-based application IMS, developed by MGE Data.
   a. All panels and their characteristics are loaded in IMS and mapped in Open Street Map.
   b. Visibility (VAI) is calculated for each panel according to the International ROUTE visibility algorithm, using size, angle, distance to road, illumination, movement etc. of each panel.
   c. Traffic and VAI data are combined for individual panels and for networks to calculate Visibility Adjusted Contacts for all OOH universes (roadside & indoor). CIM is using specific approaches to measure contacts of indoor frames (in metro stations, railway stations, Retail & Shopping Malls).

3. **Reporting and evaluation tool**
   The CIM OOH Audience results are made available to the market through the reporting & evaluation software IDS (managed by MGE Data) that delivers media-planning metrics:

a. VA Reach, VA Frequency (avg. OTS and contact distribution) and VRP's (Visibility Adjusted Rating Points) at network level and by target audiences.
b. Net reach and reach accumulation per day over a week or the publication period (2 to 4 weeks).
c. Cross network & cross universe analysis (total reach, exclusive reach and duplication).
d. Media planning functionality allowing comparison of networks performance of different periods, durations or Share of Voice
e. Programmatic functionality allowing to calculate performance of programmatic campaigns.

These audience results can be calculated either:
- For an average week (based on the original travel data)
- Or for specific (52) weeks, thanks to the integration of seasonality indexes in the VAC calculation. These indexes are based on the variation of daylight hours and traffic volumes, allowing to reflect seasonal audience variations.

Detailed methodology can be found on CIM website (https://www.cim.be/fr/out-home/methodologie).

3 Scope of the request

This request concerns **all components** of the current survey and can be divided in 2 modules:

- Module 1: the **traffic modelling,** including:
  - Data collection/update;
  - Travel modelling;
  - Production of required outputs for module 2.
- Module 2: the **exploitation of the data**, including:
  - Inventory management tool;
  - Calculation of Visibility Adjusted Contacts according to international visibility standards;
  - Reporting and evaluation tool for media planning purposes.

The CIM OOH Technical Committee wants to **challenge** the current **data sources** and **technologies** as well as the approach in terms of **modelling.**

Furthermore, developments in the OOH industry require:
- A more flexible and more reactive measurement, especially **for the digital inventory**.
- To cover a broader range of environments: **roadside** as well as **indoor environments** (metros, train stations, retail & shopping malls)

The Technical Committee also considers to extend the scope of the survey to **moving transport** (e.g. trams, busses,…) in the future, requiring additional or more precise modelling.
Tendering parties are invited to describe if their solution could cover this additional environment. Pricing for this extension should be indicated separately.

The Technical Committee invites the participants to this RFP to answer:
- either to the traffic modelling part (module 1)
- or to the complete project (modules 1+2).

The participants are invited to clearly identify which modules they offer to deliver.

4 Output requirements

The Technical Committee is willing to consider different levels of outputs & granularity, depending on the type of inventory and the proposed solution:

4.1 Level 1: Minimum requirement

Objective:
The minimum requirement is the modelling of an average week to be updated at least once a year, with traffic granularity:

- For the full inventory
- By day and by hour
- By transport mode: Car, public transport, slow modes (pedestrians/bikes)

This output must allow frames and networks audience calculation in the exploitation system, and in particular:

- Calculate gross contacts per frames or networks by target audiences, per hour, day, week & multiple weeks;
- Calculate reach (accumulation) & frequency of frames or networks by target audiences, per hour, day, week(s);
- Cross networks and cross universe analysis (total reach, exclusive reach and deduplication).

4.2 Level 2: Expectations for digital inventory

Objective:
For the digital inventory, which is sold more dynamically and increasingly in programmatic environments, the CIM invites institutes to describe whether they have solutions allowing more frequent data updates, as a priority for this part of the inventory.

The CIM is willing to consider several options, for example:

- Increasing the granularity of the base model by applying traffic evolution indexes;
- Dynamic modelling of traffic data at a higher frequency level than an average week;
- Separate model for digital inventory.

Whatever option is chosen, institutes are invited to describe their solutions in more detail:

- Which data sources/measurement systems would be used to increase granularity?
- To what level could the granularity of data updates be increased?
    - Region, city, panel, ...
    - Month, week, day, hour...
    - How frequently
- Whether this implies any limitations in the outputs (e.g.: gross contacts only, no variations by socio-demographic profile, etc.)
- Whether and under what conditions this increase in granularity for the digital inventory could be extended to the full inventory.

5 Answer requirements

CIM invites potential suppliers to clearly specify in which modules they are interested in and to provide a description of their methodological approach.

5.1 Description of data used for modelling

As explained in section 2, the current study is based on a mix of data:

- Sample data (travel surveys) and "big data" (traffic counts, …)
- CIM Owned data (CIM travel survey), public data and statistics, third party data (Telco, …)

However, the recency and the quality of data is not equivalent across all sources and transport modes (e.g. CIM travel data have been updated for the last time in 2014, the quantity and quality of data is better for cars than for other transport modes, …).

The suppliers are invited to identify and describe the relevant data source they consider using for their traffic modelling.

The description should include:

- **the source and ownership of the data (CIM, owned, public, third parties…)**
- **if you consider new data collection (travel survey or passive data collection using new technologies)**
- **the methodologies and technologies used in case of new data collection,**
- **the role of each data sources considered in the modelling process,**
- **a detailed description of the content of the data (type, quantity, granularity and limitations),**
- **the frequency of update that will be used.**

5.2 Description of the modelling

Suppliers are invited to describe their methodological approach, including:

- **What are the different stages of the modelling you propose?**
- **How is each output element modelled (profiles, travel patterns and their characteristics, routes, …)?**
- **Which validation methods do you use?**
- **With which mapping systems are you able to work?**
- **Which of these mapping system do you recommend to use for the modelling?**
- **What is your experience? Do you already have a similar model in other countries and in collaboration with which partners?**
- **What is your experience of audience measurement in indoor environments (train stations, metro stations, Retail/Shopping Malls)?**

The CIM OOH Technical Committee is willing to consider all valuable modelling options that meet current industry standards and other mapping systems than OSM (if the added value outweighs the cost of converting current panel mapping). Tendering parties are invited to take the output requirements into account in their modelling proposal.

Providers offering integrated solutions are invited to describe their offer / area of expertise on top of the traffic modelling part.

5.3 Description of outputs

The current data production and data processing is very time-consuming and does not meet the requirement of the Technical Committee to have more regular updates. The current study works with the CIM synthetic population of 9.9 million Belgians and an output of 188 million trips. But this creates complexity at the level of exploitation and software capacity issues.
Suppliers are invited to describe:

- **What is the total processing and modelling time of your modelling approach?**
- **What is your recommendation in terms of output database (size, structure, granularity, …)?**
- **How can you ensure faster modelling processing and output data production with easier processing for media metrics calculation while ensuring all requirements described in this tender:**
    - **trips modelling allowing reach and frequency calculation,**
    - **with all travel characteristics (motive, transport mode, …),**
    - **with profiled characteristics of traffic by segment and combination of segments.**

Visibility Adjusted Contacts are currently calculated according to the International ROUTE model. Providers should also describe:

- if they consider other parameters than ROUTE to calculate panel visibility
- if they have specific / additional approach in terms of repeated contacts and the problematic of Attention.

5.4 Description of exploitation software

As explained in section 3, CIM is willing to consider **providers offering integrated solutions** also covering inventory management, visibility calculation and delivery systems. If your proposed solution includes these elements, please describe your methodology and your delivery system, e.g. functionalities, user interface…

Suppliers are also invited to describe specific functionalities linked to programmatic campaigns, e.g. API to DSP/SSP, integration of Impression multiplier in digital calculation…

6 Contract & budget

CIM invites providers to tender for a 3-year contract period (with possible yearly renewal).
Providers should present a budget for the 3 years as well as a price per extension-year.

The estimated budget for the 3 years is around 1.2 million euros (including exploitation software).

CIM invites the suppliers to describe the cost of their solution in as much detail as possible:

- **by module (traffic modelling, exploitation software)**
- **by level of granularity (general model, increase of granularity for digital or total inventory)**
- **identify one-off investments for set-up and yearly running costs;**
- **with at least the following budget items:**
    1. **Data collection/updates and management.**
    2. **Model development.**
    3. **Model application and production of modelled databases.**
    4. **Controls and validation.**
    5. **Management and supervision.**

7 RFP modalities

Beside the answer requirements described in point 5., suppliers are also invited to include the following information in their response to this RFP:

- The proposed service level agreement;
- The exact number of people (full time equivalent) who will be working on the study and their experience;
- A detailed timeline for the implementation of the project, including the estimated duration for:
    - the first data production
    - the following data update.

Answers to this RFP will be written in English and sent by email to Michaël Debels, Research Director (md@cim.be) and to outofhome@cim.be.

Timeline	
CIM to send out RFI to solution providers	13/12/2024
Confirmation & scope of interest by mail	Before 10/01/2025
Additional questions from solution providers to CIM	Before 31/01/2025
Answers from CIM to additional questions	Before 10/02/2025
Offers to be delivered to CIM	**28/02/2025**

Brussels, 13 December 2024