



Request to test passive radio measurement

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1 Introduction

The CIM is the multimedia JIC in Belgium responsible for audience currency studies in TV, Radio, Press, Out-Of-Home, Internet and Cinema. The CIM also organizes the TGM (Target Group Monitor) and Cross-Media studies.

The Technical Committee Radio of CIM is preparing its next request for proposal for its radio audience measurement. In the long-term, the future radio measurement will inevitably be a hybrid method, potentially including declared data, passive measurement and log file analysis.

In this context, the Technical Committee wants to:

- update its understanding of the existing solutions for radio passive measurement
- and organize a test with one or more providers to assess the quality and reliability of the proposed solutions.

This request therefore concerns the organization of a test of a passive measurement solution for radio.

However, CIM is also interested to know if the proposed measurement technology would allow also to measure other types of media consumption (tv, internet, travelling... - see section 3.4).

2 Scope of CIM radio measurement

The objective of the CIM radio audience measurement is to measure:

- Profiled audiences for at least national (= North or South of Belgium) and regional stations
- Both for audio and advertising content
- On all devices
- In all time windows (Live, TSL, and if possible AOD)
- From all "sources" (FM, DAB, IP, Cable, ...)
- With identification of:
 - o the listening location (at least: home, car, work, elsewhere)
 - o the source

The results of the radio audience measurement are used for usual radio results exploitation, including:

- Rankings of stations (reach, duration, ratings, ...)
- Calculation of listening curves over time
- Planning and evaluation of content (reach, reach accumulation and frequency)
- Planning and evaluation of advertising (reach, reach accumulation and frequency)

To allow assessment of the potential of proposed solutions for all of these use cases, institutes will state:

- The maximum granularity in time of its measurement technology
- The maximum speed and frequency of reporting



3 Scope of the request

The Strategic Committee Listen considers passive measurement of radio for 3 different objectives:

- Increase the granularity of the measurement,
- Create a single source measurement of different audio platforms (e.g. for calibration),
- Create an audio measurement with long term continuity and stability.

The Strategic Committee considers two other goals as a potential win, albeit not the primary objectives:

- The creation of a new currency based on passive measurement (only).
- The potential to create an integrated measurement of Radio, Total Video, Digital and Travels.

The Technical Committee envisions three tests:

- A technical test of the measurement technology
- A panel test of recruitment, panel management, compliance, ...
- An audience results test

The details of each test are described in the next sections.

3.1 Technical test

3.1.1 Parameters of the test

The test should allow the provider to demonstrate the requirements and the reliability of their measurement technology:

- Technical requirements for broadcasters (encoding (if any), impact on audio signal...)
- Accuracy of station recognition in standard conditions but also:
 - o with low audio volume,
 - o with low quality radio signal,
 - o with significant background noise,
 - o in specific measuring device handling conditions (device in pocket, handbag, ...),
 - o with headset usage.
- Correct measurement of time and granularity
- Correct identification of the listening location (at least home, car, work, elsewhere)
- Correct identification of the source (FM, DAB, IP...)
- Correct functioning of the hardware (battery duration, time to charge, ease of use, ...)
- Correct functioning of the measurement software in interaction with other devices or software
 - o impact on battery,
 - o interference with other software,
 - o specific issues or device limitations,
 - o management of OS updates,
 - o ...
- Data transfer technique
- Description of editing rules and impact on results
 - o Institutes are invited to describe their best practice for validation and editing rules to prevent or manage known measurement or technical issues (how and why these rules are implemented, estimated effect of rules on listening volumes, ...)



3.1.2 Practical organization

The test should consist of:

- A lab test allowing to test various measurement situations (see above).
- A live test to collect data, for a limited number of CIM persons (members Technical Committee, CIM employees), for a limited period (e.g. 1 week) and compare them with self-registered data (and for limited number of stations if audio referencing/matching is required).

3.1.3 Answer requirements

The Institutes should provide:

- A detailed description of the measurement technology they propose.
- The type of encoding used (fingerprinting, watermarking, audio matching).
- A detailed description of the technical requirements for encoding.
- A demonstration of your capacity to support broadcasters in implementing encoding.
- Track record and results of previous testing on parameters listed above.
- The set-up of the proposed tests.

3.2 Panel test

Institutes will propose a ranking of recruitment strategies (i.e. methods or combination of methods). They will be invited to demonstrate the recruitment power of their preferred recruitment strategy in a live test.

The test should allow to:

- Evaluate the capacity of the institute to
 - o Recruit panelists
 - o Give them the appropriate briefing
 - o Install the required measurement technology
 - o And to compare both recruitment methods
- Evaluate the participation, acceptance rates of respondents at the different stages of the recruitment (number of contacts, intake questionnaire, installation, training period, in tab reporting, ...)
- Evaluate response rates by method and by target groups (esp. young respondents)
- Evaluate compliance on usual compliance KPI's (% carrying, data transfer, device usage, ...)
- Compliance by daypart and target groups (esp. young respondents)

3.2.1 Practical organisation

This test should approach as much as possible real-life conditions (including incentive strategy, panel management, etc). Panelists should be invited to participate in a panel (with a participation duration that seems ideal to the institute) and be followed for at least 1 month.

The minimum number is 100 by region (North, South).

The minimum number of stations tested is 6 for each region.

CIM may decide to limit the test to specific target groups or specific region in order to increase the number of observation by target group.



3.2.2 Answer requirements

The Institutes should describe:

- The proposed recruitment method(s) (online/offline, recruitment source...)
- The panelist briefing (What are the panelist requirements?)
- The measurement criteria used to evaluate compliance
- Track record and results of previous tests on parameters listed above (even if in other markets)
- The proposed number of recruited panelists and measured radios (cfr. minima in 3.2.1)

3.3 Audience test

This test will be an extension of the panel to 2x200 panelists. If the parameters of the panel test (participation rates, compliance) are considered sufficient, the size of the panel test will be increased to compare results of the proposed solution with current currency results on high level audience parameters such as:

- Total radio listening curves
- Number of stations listened
- Number of sessions listened
- Avg. listening duration
- Etc.

Evidently, the goal is not to replicate current results but to understand the differences.

This test still implies that the complete processing procedure is applied on full test panel data (cleanings on compliance, application of editing rules, weighting, ...)

3.4 Additional measurement capabilities

CIM is interested to know to what extent the proposed solution can measure other media consumption or travel behavior (as part of a larger calibration panel), e.g.:

- Total Video (classic tv and other screens),
- Digital consumption (URL visits, app usage; level of content identification, esp. online video, advertising exposure, ...),
- Geolocation and travels (GPS, ...).

Institutes are also asked to describe to what extent these additional measurement capabilities could be integrated in the proposed tests.

3.4.1 Parameters of the test

In case of additional measurement capabilities, specific additional parameters will be added to the test, such as:

- Correct identification of TV channels and viewing duration,
- Correct capture of URL's and viewing duration
- Degree of precision of geolocation and correct measurement of travels.



4 Tender requirements

Institutes are free to indicate whether they want to participate in the technical test only, in the technical and panel test, or in all three tests.

The answer of the institute should describe:

- A detailed description of the proposed measurement techniques (devices, measurement technology, technical requirements, ...)
- A detailed description of the tests set-up, according to the guidelines in this document.
- A pricing per test. The description of the pricing must be as detailed as possible.

Institutes are free to collaborate with another institute for this test.

Proposals will be written in English and sent by e-mail to Michaël Debels, Research Director. Due date is the 10/12/2018.

Proposals will be evaluated on paper by the Technical Committee radio. Depending on this evaluation, Institutes may be invited to present their solutions live at CIM to the CIM Technical Committee Radio. After this evaluation, the Technical Committee will select the institute(s) with whom a test is organized.

4.1 Milestones

Milestones	
CIM sends out RFP to institutes	29/10/2018
Additional question institutes to CIM and feedback	12/11/2018
Offers delivered to CIM	10/12/2018
Pre-selection institutes	17/12/2018
Presentation institutes	xx/01/2019
Testing period and evaluation	Asap in 2019

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