

ANSWERS ON THE QUESTIONS OF TNS CENTRAL ASIA LLP ON TECHNICAL SPECIFICATION TO TENDERING PROCESS FOR MEDIA MEASURER

**1. Category “Obligatory conditions (Single source panel)” 1 and 2 options:**

**1.1. Enrollment methods**

Explanation on the proposed enrollment methods in CAPI panel is required. Usually either CATI or F2F recruit are used for enrollment in panel.

*- You applied F2F technology using a tablet within the recent years. Essentially, we mean this. Based on the definition of the methods CAPI (Computer Assisted Personal Interviewing) is a variety of face-to-face interview, when an interviewer interviews a respondent personally in front of a computer”. Or tablet in the present case.*

**1.2. Screens**

There are no usual TV screens. Such type of the content must be measured on mobile and desktop devices (only measurable TV channels, or something additional).

*- The comment is accepted, will be corrected. Only measurable channels.*

**1.3. Kinds of the research results presentation**

The concept “all types of media reports” must be disclosed, what types?

*- Reports for work with time intervals of TV channels including migration, planning. Reports for work with programs, reports for work with advertising events (with all elements of monitoring)*

What does the possibility of “raw data” modification mean?

*- Unloading of raw data in the initial format, which can be modified to the format required for the customer (using means of the customer). And submission of data in the format/standard agreed in the contract*

**1.4. Creation of individual user-declared variables of the social and demographic profile**

The ability to acquire goods according to expensiveness degree – does it mean individual purchases? To our opinion this variable is more suited for description of the household.

*- The variable is related to the households.*

**1.5. Measurement accuracy. Sample error mitigation can be achieved due to RPD data**

Wording on permissible sample size for any form of the analysis and confidence interval 95% is unclear. Does it mean that the sample must provide at least 30 respondents for any form of the analysis, regardless of type of the analysis and analyzed entity? The actual sample size during the analysis depends not only on the panel size but on indicators of the channel(timeslot etc.

*- Working with the Sample of 30 persons (current recommendations of Kantar on minimal sample), a confidence interval at level 95% must be preserved regardless of the report type and selected TV-channel. Reduction of the confidence interval is allowed for sample at least 30 respondents, more than 30 is not allowed.*

**1.6. Establishment survey. Procedure**

Is it possible to select one of the procedures? Or is it necessary to use all three?

*- F2F/CAPI are in priority. But yes, possible. Comma means “or”. Hybrid application of questioning technique is allowed. Key objective is achievement of the required quantity of interviews with refusals minimization.*

**1.7. Control of measurement panel**

Is forced rotation of the households supposed according to lifetime in the panel? If yes – then rotation level can be more than 25% depending on threshold value according to lifetime in the pane.

*- Not supposed within the framework on a new contract (recruiting from scratch). Within the context of the work continuation with Kantar such condition on “lifetime in the panel” is preserved. Rotation more than 25% is allowed.*

#### 1.8. Contract conditions

Is audit carried out at the expense of the Customer? Or cost of the audit must be included in the cost of the contract with the Measurer?

*- Audit is at the expense of the customer.*

### 2. **Category “Census / TV RPD / Big Data. Aggregation with data of TV panel (1 and 2 options)”:**

#### 2.1. General questions

In what favor is addressing the issue of RPD-data receipt, in favor of the measurer or ALE “HMA”?

*- An issue on agreement on data submission from the “source” combined HMA+Kantar. Technical aspects and standardizations are in favor of Kantar. Cost for work of Kantar (exclusive of costs for receipt of RPD data from operators) is required.*

#### 2.2. Geography

Geography is not restricted/not related with geography of the home panel (100 000+ or 0+)?

*- Geography is not restricted, however data of panels Census/TV RPD/Big Data and Single source are correlated, considering that their aggregation is required (from 100 000+ or 0+)*

#### 2.3. Enrollment methods

Using RPD\Census, recruit per se is absent. Explanation on necessity of the recruit is required.

*- Accepted. Recruit has been excluded.*

Explanation on the proposed enrollment methods in CAPI panel is required. Usually either CATI or F2F recruit are used for enrollment in panel.

Is it possible to select one of the procedures? Or is it necessary to use all three?

*- See previous answer.*

#### 2.4. Consumption type

Out-of-home viewing cannot be fixed technically using feedback devices (STB).

*- Similar to subparagraph 2.2. out-of-home viewing is related to the panel Single source*

#### 2.5. Screens

There are no usual TV screens. Measurement of mobile and desktop devices using feedback devices (STB) is technically impossible. Or is possibility of Internet-Census data integration stipulated? If this is the case – there is a contradiction with description of the methods for determination of demography for RPD data (based on TV-panel).

*- Traditional TV-set or any screen with the connected feedback device. Corrected.*

#### 2.6. Optional upgrades to the survey

An option “capability of measurement “evolution” in the format of Big Data (+ digital, radio, other media)” is unclear. Shall the proposal include an optional refusal of panels and adoption of Big Data?

*- Here “evolution capability” means: “yes, it is possible”, “impossible”, “not now, but tomorrow” etc. Technology of this evolution is subject of the separate assignment in the future.*

### 3. **Category “TV delayed viewing 1-option” + “TV + TV delayed viewing 2-option”:**

### 3.1. General questions

It is necessary to explain the term DELAYED VIEWING. What type of viewing and viewing of what content, on what platforms and screens are delayed viewing in this case?

*- Delayed TV viewing – consumption of tagged content (including tagged advertising) from the official players of TV-channels within 7 days after air on TV in the context of home consumption via wi-fi on all devices.*

For Option 2 – it is necessary to explain the wording “Aggregation of TV panel data + data of delayed TV viewing in the context of the separate database”. Does this requirement mean absence of data integration on the delayed viewing with data of TV-panel?

*- Data must be integrated.*

### 3.2. Measurement type

It is necessary to explain the term “monitoring data” in terms of the audience measurement of the delayed viewing. Does it mean an additional monitoring apart from monitoring in the basic TV-panel?

*- See previous answer.*

### 3.3. Screens

Is it necessary to include usual TV screens which are used for delayed TV-viewing? Depends on description of the term DELAYED TV VIEWING.

*- Delayed viewing stipulates VoD, AVoD content from measurable channels on any screen. Sometimes it can be a record of air event (we suppose that this occurs enough rarely)*

### 3.4. Kinds of the research results presentation

The concept “all types of media reports” must be disclosed, what types?

What does the possibility of “raw data” modification mean?

*- All available in InstarAnalytics as of the current date. “Raw data modification” – data submission in standards which are required for work in “programmatics”, but for which recalculation is not required. Only format of data submission.*

### 3.5. Creation of individual user-declared variables of the social and demographic profile

The ability to acquire goods according to expensiveness degree – does it mean individual purchases? To our opinion this variable is more suited for description of the household.

*- That's right for households. Demography of measurements is similar to the panel Single Source.*

### 3.6. Registration and classification are performed for the following air events

It is necessary to explain the wording “identification of platforms through which monitoring is implemented”.

Types of events for monitoring - breaks, TV programs etc. – does it mean an additional monitoring, besides monitoring in the principal TV-panel? For example, the event “service break” is not relevant to measurement of the DELAYED VIEWING.

*- For example, this is a platform “Megogo”. I. e. AVoD operator. The event break has been deleted. In other respects, this is probably incomplete but separate monitoring.*

### 3.7. Advertising messages includes

It is necessary to explain the terms “Advertising clips”, “Dynamic bumpers” etc. in the context of the delayed viewing audience measurement.

Does it mean an additional monitoring apart from the monitoring in the principal TV-panel?

*If the event is necessary and repeats an air version, all advertising events are denoted similarly to the TV-panel. If advertising messages are integrated in favor of AVoD operator, then classification of this message must be fixed in the terms of the delayed viewing, for example, “pre-roll”, “mid-roll” etc. In case of integration with data of the*

*principal TV panel, it is necessary to bring into conformity with the classification of TV advertising. Question for discussion. In other respects, this is probably incomplete but separate monitoring.*

### 3.8. Optional upgrades to the survey

As Mobile devices are specified in the parameter Screen, it is necessary to explain the wording “capability of measurement “evolution” in the context of addition into the survey mobile”

*- Out-of-home consumption of the delayed viewing.*

## 4. **Category “Internet”:**

### 4.1. Enrollment methods

It is necessary to explain the proposed enrollment methods to the CAPI panel. Usually, CATI, CAWI or Online-recruit are used for enrollment in online-panel. These recruit methods are widely used for enrollment of participants in the projects on Internet audience analysis.

*- CAPI, CATI, CAWI (the use of one and more methods from the list or their combination are allowed)*

### 4.2. Measurement type

It is necessary to explain the term “monitoring data” in terms of the audience measurement of the Internet.

*- The concept of monitoring data is disclosed in the line 23 and 24 “Advertising messages includes” (this is cell range I23-J24 in the file).*

### 4.3. Kinds of the research results presentation

The concept “all types of media reports” must be disclosed, what types?

*- The next sections in lines 18-24 (Statistics, Creation of user-declared variables of the social and demographic profile, Registration and classification are performed for the following air events, Advertising messages include) clarify the concept “all types of media reports”.*

*For example, description of reports’ kinds:*

*1. General report – indicating total number of broadcasts on the website and page views;*

*2. Audience survey – indicating number of users/new users;*

*3. Report on sex and age – indicating sex and age of users;*

*4. Report on website sections – indicating number of broadcasts/views on website sections;*

*5. Report on interests – indicating interests of users (for example, sport, cars, vacation and travels, cat and dogs’ lovers, beauty and health, family and children, etc.);*

*6. Report on percent of refusals/time on the website – indicating % of visitors left the website within 3 seconds, as well as the time spent by the user on the website;*

*7. Report on traffic sources – indicating channels which are traffic sources on the website (for example, socials, search engines, etc.);*

*8. Report on Brand Safety – indicating broadcasts, not meeting the requirements of Brand Safety and quality of accessories /illegal content;*

*9. Report on void broadcasts (Fraud) – indicating traffic inflated by bots, fake websites, created by a template and not containing the current content, domains using services of the traffic generator, etc.*

### 4.4. Statistics

Key indicators of the website performance:

Explanation with the below terms, which are mostly technical and not related to measurement of Internet audience, is required:

\*the most popular sections of the website (heat map) – *the mostly attended sections of the website where their high activity is evident (many clicks, scroll of pages, cursor hovers, highlighted elements).*

\*bounce rate (% of visitors left website within 3 seconds) – *basically this is a Bounce Rate – bounce rate indicating percentage ratio of number of visitors of the website to number of left the login page after opening of the website.*

\*visitors' demographic data – *these are sex, age and interests of the user.*

\*visitors' traffic sources – *these are websites and platforms, from which users can go to the certain website by links. Traffic sources can be search engines (Google, Yandex), socials (Facebook\*, VKontakte), email and many other platforms.*

\*Fraud (invalid traffic) – verification of invalid traffic – *Fraud – is fraudulent traffic, artificially inflated by bots, invalid traffic.*

\*Brand safety of the site and divisions – *compliance with the reputational brand safety, i.e., absence of advertisement message demonstration in unwanted (negative content), fraud absence.*

#### Key indicators on previews:

Explanation with the below terms, which are mostly technical and not related to measurement of Internet audience, is required:

\*transitions (clicks) – CTR – *this is click-through rate, ratio of click number to number of broadcasts, measured in %.*

\*VTR – View-through rate (VTR) – *indicator of subjective attraction of advertising media consisting of the advertising vehicle and advertising message, assessed as percentage ratio of number of views to number of broadcasts of the advertising message, as well as assessment of number of the implemented advertising contacts.*

\*Viewability – *metric assessing possibility of the user's visual contact with the advertising material, based on the assessment of creative area in the visible range and time interval during which a creative idea was in the visible range of the screen in active tab.*

#### According to MRC (Media Rating Council) standard:

*An announcement is considered as viewed in case of video advertising if at least 50% of the clip is in the visible range for a continuous period of at least two seconds.*

*An announcement is considered as viewed in case of media advertising if at least 50% of banner is in the visible range for a continuous period of at least one second.*

#### 4.5. Creation of individual user-declared variables of the social and demographic profile

The ability to acquire goods according to expensiveness degree – does it mean individual purchases? To our opinion this variable is more suited for description of the household.

- *The variable is related to the households.*

#### 4.6. Establishment survey. Quantity of interviews

Is establishment survey separated from home panel required, or combination is possible?

- *Quantity of interviews in the establishment survey is provided for the establishment survey separated from the home panel. Due to the fact that Internet is an optional condition, there are no requirements on performance of the separate or combined establishment survey.*

#### 4.7. Establishment survey. Methods

Is it possible to select one of the procedures? Or is it necessary to use all three?

- *CAPI, CATI, CAWI (the use of one and more methods from the list or their combination are allowed)*

#### 4.8. Optional upgrades to the survey

An option “capability of measurement “evolution” in the format of Big Data (+ digital, radio, other media)” is unclear. Shall the proposal include an optional refusal of panels and adoption of Big Data?

*- Here “evolution capability” means: “yes, it is possible”, “impossible”, “not now, but tomorrow” etc. Technology of this evolution is subject of the separate assignment in the future.*

### 5. **Category “Radio”:**

#### 5.1. Enrollment methods

Explanation on the proposed enrollment methods in CAPI panel is required. Usually either CATI or F2F recruit are used for enrollment in panel.

*- You applied F2F technology using a tablet within the recent years. Essentially, we mean this. Based on the definition of the methods CAPI (Computer Assisted Personal Interviewing) is a variety of face-to-face interview, when an interviewer interviews a respondent personally in front of a computer”. Or tablet in the present case.*

#### 5.2. Creation of individual user-declared variables of the social and demographic profile

The ability to acquire goods according to expensiveness degree – does it mean individual purchases? To our opinion this variable is more suited for description of the household.

*- The variable is related to the households.*

#### 5.3. Measurement accuracy. Sample error mitigation can be achieved due to RPD data

Wording on permissible sample size for any form of the analysis and confidence interval 95% is unclear. Does it mean that the sample must provide at least 30 respondents for any form of the analysis, regardless of type of the analysis and analyzed entity? The actual sample size during the analysis depends not only on the panel size but on indicators of the channel\timeslot etc.

*- Working with the Sample of 30 persons (current recommendations of Kantar on minimal sample), a confidence interval at level 95% must be preserved regardless of the report type and selected TV-channel. Reduction of the confidence interval is allowed for sample at least 30 respondents, more than 30 is not allowed.*

### 6. **Category “OOH”. 2<sup>nd</sup> option:**

#### 6.1. Geography

Explanation on formation of TOP-5 cities is required

*- TOP-5 cities according to the population size in 2022*