

REQUEST FOR PROPOSAL

HUDI Standardization and portal audience measurement

Selection of the Contractor for the project “**Standardization and portal audience measurement**” (further: Project),

BY

Hrvatska udruga digitalnih izdavača / Croatian association of digital publishers,
Zavrtnica 17 (Wespa Spaces), 10000 Zagreb, Croatia; (further: HUDI)

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GENERAL INFORMATION

- **Standardization and portal audience measurement project shall provide relevant and meaningful data for Croatian online market with emphasis on (1) portal performance and (2) portal audience analysis.**
- **Subject:** HUDI Portal audience measurement Project
- **Project length:** 1.1.2025 – 31.12.2026. (two years), extension via annex possible.
- **Contact:** Ozren Kronja, ozren.kronja@hudi.hr, +385 98 380 560
- **Tender submission to be addressed to:** Hrvatska udruga digitalnih izdavača (HUDI), Zavrtnica 17 (Wespa spaces), 10000 Zagreb, Croatia
- **HUDI shall have the right not to select any of the Tenders received.**
- **Timeline** (can differ due to external influences):

Task	Start date	Work days	Deadline
Tender invitation			Thursday, 14 March 2024
Participation conformation			Friday, 29 March 2024
Clarifications and debriefing by HUDI	Tuesday, 2 April 2024	14	Friday, 19 April 2024
Tender preparation by Tenderer	Monday, 22 April 2024	15	Friday, 10 May 2024
Tender submission deadline			Monday, 13 May 2024
Tender validity check	Tuesday, 14 May 2024	4	Friday, 17 May 2024
Amendments and solution elaboration	Monday, 20 May 2024	20	Friday, 14 June 2024
HUDI tender evaluation & decision	Monday, 17 June 2024	10	Friday, 28 June 2024
DECISION			Friday, 28 June 2024
Notification to all Tenderers			Monday, 1 July 2024
Project plan by Contractor	Tuesday, 2 July 2024	9	Friday, 12 July 2024
Contract signature (in period)	Monday, 15 July 2024	5	Friday, 19 July 2024
Kick off meeting with Contractor (in period)	Monday, 22 July 2024	5	Friday, 26 July 2024
<i>Summer break</i>	<i>Monday, 29 July 2024</i>		<i>Friday, 13 September 2024</i>
Contractor preparation for measurement (requirements refinement, implementation, testing...)	Monday, 16 September 2024	55	Friday, 29 November 2024
HUDI approval of implemented solution (in period)	Monday, 2 December 2024	5	Friday, 6 December 2024
<i>Winter freeze</i>	<i>Monday, 9 December 2024</i>		
Contract and measurement start			Wednesday, 1 January 2025

TENDER CONDITIONS AND VALIDITY CRITERIA

General Criteria

1. Data availability as defined in this document
2. Methodology: (1) data gathering method, (2) secondary data sources if used, (3) sample definition, (4) statistical and other calculations, (5) data flow diagrams and (6) all other details which fully explains proposed methodology. Specification needs to be available in technical terms and in format for general public.
3. Working prototype (research instrument) – on live/true data or dummy data.
4. Collaboration process between Contractor and HUDI: (1) support in data analysis and interpretation, (2) maintenance resolving data issues, such as, anomalies, outage, etc. and (3) on further development of the study e.g., trainings, tool upgrades and development, etc.
5. Project cost per year, itemised as specified in PROJECT COST section.

Submission Criteria

1. Submission is limited to one tender for one legal entity.
2. Tenderers who submitted incomplete tenders may be invited to complete their tenders within 3 days of their opening. If Tenders are not complete even after this, they can be rejected by HUDI.
3. In no case will HUDI reimburse any Tenderer for the costs of preparing the tender or for any other costs associated with the preparation for the conclusion of the contract implementation and shall not be liable to unsuccessful Tenderers or to Tenderers with whom the contract for the Project implementation is not concluded.

Conflict of interest Criteria

For the whole duration of the Project, the Tenderers and their Subcontractors are not allowed to engage in publishing in online media, or brokering of advertising space, or any other business activity closely related to publishing in online media.

Tender Validity and Format

Tenders need to be final and binding up to and including 02.12.2024 or until signature of the contract; After the submission, tender content may not be modified, except at the express request of the HUDI, which may, during the validity period of the tenders, invite any Tenderer to negotiate a contract for the Project implementation or, to amend the tender if this is deemed necessary.

Tenderers must submit their tender in on an electronic medium via online accessible platform (e-mail with complete documentation or a link on a documentation, etc.) and as a permanent copy (CD/DVD or similar digital permanent record media).

Conditions to establish financial, commercial, and technical capacity:

1. **Tenderer's human resources and organisational structure:** The Tenderer must provide information on the number of employees and other collaborators (staff structure of the tenderer indicating the key collaborators in the field of the tenderer's R&D activities). Tenderers must also provide references to demonstrate a general market research work track record.
2. **Evidence of specific competence to carry out projects in the field of online media research:** Tenderers are required to provide references and information on additional qualifications to carry out specific research in the field of online media. The Tenderer may also demonstrate compliance with the criteria set out in this point by providing references from previous experience of participation in similar projects and references from persons related to the tenderer, proving that these persons have successfully carried out the same or similar projects.
3. Submission of authentic **credit rating data of the company**, not older than three months.

Contract Termination

The Client must be able to terminate the contract with immediately effect on no liability basis, early in at least the following cases:

1. if the significant parties withdraw from the study
2. if there is a significant change in the relevant laws or in the way the internet works in a domain that affects the study
3. If there are continues flaws in data collection, calculations, methodology, reporting or any other activity for which Contractor is responsible, and they are not corrected in 30 calendar days after HUDI's formal warning, or in case of repeated flaws over a period on time, without a warning for the last breach.
4. in the event of objective and insurmountable obstacles that prevent the project from proceeding within the set frames.

Data Use and Confidentiality

All data generated on basis of this Tender (hereinafter the Data) are strictly confidential and can only be used exclusively for this Project. For clarification, below listed use cases of Data (but not limited to only those) are not permitted:

1. Online ad serving
2. Advanced targeting and segmentation
3. Other (competition) portal audience measurement projects in Croatia
4. Any Data use with Contractor's third parties
5. Advertising measurement (in this phase)

For all other purposes other than for this Project, usage of Data by the Contractor will have to be approved by HUDI in writing specifically for each activity.

The Contractor shall contractually assign to HUDI all copyright, any and all neighbouring rights and all exclusive copyrights in and to the works of authorship which the Contractor will produce under the Contract, either by itself or in collaboration with the Client or subcontractors (databases, reports, presentations and any other works of authorship which the Contractor will be obliged to produce under the Contract).

For purpose of using tool / web application, Contractor shall transfer to HUDI a non-exclusive and transferable right (licence) to use the tool / web application and to transfer these licences to third parties.

After the conclusion of the Project or the termination of monitoring, the Contractor is obligated to grant HUDI access to all data collected during Project period, for which the HUDI has been assigned all rights, including the ability to perform analysis on said data, without additional cost.

To be compliant, HUDI and / or portal measurement users will enter into Data Processing Agreement (DPA) agreement as necessary.

All Data Use and Confidentiality item will be fully specified in an agreement with a Contractor.

Preparing the Contract

A contract will be signed with the successful Tenderer - the Contractor - for the implementation of the Project Standardization and portal audience measurement, which will specify, inter alia, the deadlines, the manner in which the survey will be carried out and the amount and payment dynamics of the contractually agreed sums to be paid to the Contractor.

HUDI and the selected Contractor will agree on the final text of the contract on the basis of the draft Project contract to be submitted to the selected contractor by HUDI. The tender of the selected Contractor will form an integral part of the Project contract.

Decision-making Authority

The decision on the choice of Contractor will be made by **HUDI Portal audience measurement taskforce** and **HUDI Executive Board**. Final decision is reserved for HUDI Executive Board.

TENDER CONTENT

General goal of audience measurement is to provide an overview of the Croatian online market (websites and applications) for **market analysis and media comparison**.

Users of audience measurement data from this Project can be grouped into 4 different categories: Publishers, Agencies, Advertisers, and Institutions.

Project needs to ensure following:

1. Tracking of all portal performance metrics and their composite measures
2. Comparing and evaluating portals considering domain hierarchy (publishers, main domains, sub domains, sections) and usage platforms (websites via desktop, websites via mobile devices, applications)
3. Analysing relevant audiences and the socio-demographic profiles considering portals hierarchy and usage platforms
4. Analysing the selected target groups considering portals hierarchy and usage platforms in order to plan optimum campaigns (increase reach, manage cost)
5. Selecting the most appropriate publisher, main domain, sub domains, sections, considering usage platforms, for advertising purposes
6. Analysing the audience overlap between websites considering portals hierarchy and usage platforms and comparison with other media channels.
7. Analysing online habits of users and the market

Methodology

Specific methodology solution will be provided by Tenderers. HUDI has the right to control and influence the methodology. The methodology must provide solutions to the following challenges:

1. disabling of measurement (3rd party scripts (including measurement scripts) from platforms (iOS, Android, ...) and browsers.
2. measuring traffic/users of websites of different technologies (Ajax, SPA, etc.) and native applications.
3. a solution to eliminate duplicate users.
4. detecting and filtering out automatically generated traffic.
5. detecting foreign traffic with insight, separated from reference data.
6. automatic detection of defunct or incorrectly installed scripts by publishers.

The Tenderer shall have **an already working application (or prototype)** and the ability to carry out the research according to most of the Client's requirements.

Measurement variables

Final measurements variables will be defined with chosen Contractor in Project Agreement.

Data and Reporting Requirements can be split into three categories specified in a table: **(1) Main dimensions, (2) Metrics** and **(3) Segmentation variables**. All specified data needs to be transparently collected, analysed, and presented.

(1) Main dimensions	Device used for access	All Desktop devices: 1. Total 2. <i>Split: Desktop / Laptop, Smart TV, Other desktop smart devices...*</i>
		All Mobile devices: 1. Total 2. <i>Split: Mobile device, Tablet, Smart Watch, Smart car, other mobile smart devices...*</i>
	Browser type*	Chrome*
		Mozilla*
		Edge*
		Other (specify)*
	Portal platforms	Website
		Applications
	User location	Croatia
		Abroad (specify)
	Hierarchy	Section(s), e.g., lifestyle, tech, etc.
		Sub brand domain
		Main brand domain
		Publishers
	Time resolution	Daily
		Weekly
Monthly		
Specific chosen period		

*Not mandatory, but optional variables.

Hierarchy should abide to the following rule: if specific website part is a sub brand domain (e.g. <https://www.mainbrand.hr/specifpart> OR [www. https://specifpart.mainbrand.hr/](https://specifpart.mainbrand.hr/)) data will be calculated in main brand domain.

Commercial portals (e.g. Classifieds & Directories, etc.) need to be reported separately as main brand, i.e., they should be included in Publisher level.

Final decision on Hierarchy will be decided by HUDI Executive Board and HUDI Portal audience measurement taskforce.

(2) Metrics	Total Internet users' universe (Croatia only)	Number of all Internet users
		Number of all devices
	Total portal universe (Total vs. Worldwide vs. Croatia)	Number of all Internet users who visited Portals
		Number of all devices which visited Portals
	Unique users (UU) / Reach (RCH)	Unique visitors
		Exclusive visitors (just on specific website/portal in a given period)
		Users overlap with specific websites
	Visits (V)	Total visits
	Time on Site (ToS)	
	Pageviews (PV)	
Gallery views (GV) - e.g. Ajax		
All views (AV = PV + GV)		

For all metrics:

1. different measures of central tendencies and dispersion needs to be available (e.g., averages, proportion, ranges, etc.)
2. composite measures of all possible combinations must be available (e.g., per visit, per user, target group PV per total PV per specific portal or section, etc.)
3. Different type of **UU** (unique, exclusive, overlap) should be used to determine **TURF (Total Unduplicated Reach and Frequency)** for specific Publishers Websites or specific Website/Portal or specific Section or any communities, i.e., analysis of unduplicated reach for selected item in hierarchy compared to others.

Provide definition on calculation of unique users, such as deduplication method, which variables and dimensions are used and in which way, e.g. flow diagram with technical and general public explanation.

(3) Segmentation Variables	<i>Content categorization of main brand domain, sub brand domain (e.g., 24sata as general news, BUG as technology, etc.)*</i>	<i>Same categories as sections in main dimensions, with add-on category for general news*</i>
	Socio-demographic characteristics (ensure representation of all categories and ranges with highest discriminatory values)	Gender (male/female)
		Age (from age xy to xz, available by year, and as pre-defined age groups)**
		Employment status
		Work industry***
		Education level
		Personal monthly income
		Household monthly income
		Household decision maker
		Number of household members
		Number and age of children in the household
		Primary device for accessing the Internet
		Current device for accessing the Internet
		Number of current device users
		Frequency of using Internet
	County	
	Settlement population size	
	Media consumption - usage (Tenderer shall determine appropriate scale)	Linear TV
		Streaming TV
		Radio
Internet portals		
Social networks		
Daily newspapers		
Interest & lifestyle	Paper magazines	
	Topics of interest on the Internet***	
	Reasons for using Internet	
	Rogers' Innovation Adoption Curve	

*Not mandatory, but optional variables.

**Tenderer to propose age range and age groups

***Contractor to specify categories considering different B2B & B2C advertisers needs

There should be a possibility to compare different hierarchy levels (e.g., specific sections vs. main brand or sub brand domain). Idea is to be able to compare whole thematic main brand domain with specific section of general news portal (e.g., BUG portal which is categorized as "Tech" with "Tech" section in 24sata portal).

Media consumption categories in segmentation variables should be used to estimate total reach of different sub-brand domain, main brand domain and/or Publisher considering all media channels.

All metrics and their composite measures need to be able to be displayed for all combinations of main dimensions and segmentation variables, both separately and/or aggregated.

Universe

Universe should be national representative and reflect Croatian population and it's Internet users. Preferred source should be Croatian Bureau of Statistics (DZS) <https://dzs.gov.hr/en> when possible.

Universe update should be done minimum once a year.

Considering data requirements, **Establishment survey** can be proposed if necessary.

HUDI Tool / Web interface

Following data should be accessible via HUDI subdomain (working name: <https://portals.hudi.hr/>). Presentation of all results within tool should be in HUDI design and under HUDI brand.

Following functionalities are necessary:

- Automated table reports for all possible combinations (metrics, composite metrics, split and/or filter on all dimensions and segmentation variables)
- Affinity Indexes for all Publishers/Portals/Sections considering main dimensions and segmentation variables in selected time period – non-public.
- Possibility to create different profiles / profile groups within tool considering all available variables.
- UX functionalities, such as: custom reports, data exports, report sharing within company, user groups, etc.
- *Automated visualizations of key results**
- *Visitors flow across different Websites/Portals in table report and as visualization**

*Not mandatory, but optional functionalities.

Publicly available data

HUDI tool / web application will not be available to public.

On HUDI Portals subdomain monthly trends information will be available to the public, considering following criteria:

1. Main dimensions:
 - a. Monthly data only (last 12 months)
 - b. Aggregated data for all devices used for access.
 - c. Aggregated data for all portal platforms (website and application)
 - d. Data for only Croatian market / audience

- e. For main domain (portal) only Aggregated
2. No segmentation variables split will be available.

Specific metrics or composite measures which will be available publicly shall be agreed upon by HUDI Executive committee before measurement start or in case there is no alignment no public data will be available.

Contractor will be responsible for creating graphics and textual interpretation and publishing it on HUDI Portals subdomain.

Presentation of all content should be in HUDI design and under HUDI brand and according to HUDI's prior express approval.

Tenderer activities:

- Support in data interpretation and report preparation for HUDI members per request / specific needs
- Continuous tool use training for all Stakeholders (Publishers, Agencies, Advertisers, Institutions) per request / specific needs.
- Cooperation with HUDI in workshops for all existing and potential Stakeholders – general education and presenting new concepts in audience measurement (minimum 2 times a year)
- Continuous PR activities related and promotion the Project:
 - monthly
 - via HUDI sub domain and other channels
 - with presentation of publicly available data and derived insights (e.g., trends, peaks, etc.)

Next-Phase Functionality:

Solutions which will be needed to be implemented in future tool upgrades.

- **Advertising KPIs** - future possibility / readiness to measure advertising KPI's (reach, CRT, visible impressions, native articles PV, etc.) for specific campaigns across all tracked portals and platforms.
- **Video content** – future possibility / readiness to measure views, views duration for in-stream and out-stream video formats on the website and apps.
- **Audio content** – future possibility / readiness to measure listens, listen duration for all audio formats (e.g. podcast) on the website and apps.
- **True Total Reach** – comparison of HUDI Publishers / Main brand domains / Sub brand domains / Sections with the reach of other media channels using different methodologies (objective tracking, secondary data, market research) and with clear comparison logic on similar tracking projects (e.g., TV measurement).
- **Other** – all other solution, analysis, tools which can be offered by Tenderer to increase value of the Project.

Reporting time-plan

Contractor shall submit report to HUDI on the **1st working day of the following month**, which will include all methodological and performance analysis for previous month, including, but not limited to, (1) survey reach, (2) anomalies, deviations, etc., and (3) key results and trends.

Data will be available at HUDI subdomain no later than the **4th days after receiving report**, following approval by the HUDI Portal audience measurement taskforce.

Final dates and specification of requested data will be defined in a Contract or in a later period. For that purpose, Tenderer shall present a proposal of detailed timeline for monthly reporting.

PROJECT COST & TIMELINE

Price specification for Project in Euros:

- Yearly, broken down by phase, service, or cost items (special markation of optional features).
- Implementation and tracking costs need to be differentiated.
- All new functionalities which are proposed needs to be separately specified – compensations will be done only after approving inclusion in tracking by way of signing of an addendum to the Contract.
- If necessary, several pricing options can be provided.
- Total cost based on the Project contract.

Timeline specification:

- Availability of all functionalities needs to be marked on calendar timeline from start of the Project.
- New functionalities shall be presented in a timeline by development phase.

The Contractor is entitled to financial payment from the start of the measurement, pursuant to the terms and conditions to be defined by the Contract.

Sales Stimulation

Contractor shall engage on proactive sales of HUDI portal measurement tool, on an agency basis. List of potential clients for Contractor needs to be pre-agreed with HUDI.

For stimulation purposes, Contractor will be entitled to variables sales stimulation subject to signing of the agency agreement, following below logic (full logic, thresholds, and number of categories a will be defined in a Contract):

- up to XY € annual revenue → x% sales share
- between XY € - XYZ € annual revenue → additional y% sales share
- over XYZ € annual revenue → additional z% sales share

A delay in the launch of a phase may consequently also affect the realisation of the variable part of sales.

SELECTION CRITERIA

The evaluation of the Tender will be carried out on behalf of the Client by the Tender Evaluation Committee according to the following criteria:

Criteria	Maximum score
Professional credentials	5
Unique users / reach methodology transparency and clarity	20
Sample characteristics (representativeness)	15
Historical comparability of data	15
Web interface capabilities, functionalities, and upgrade options	10
Dedicated team, flexibility, and responsiveness	15
Price	20
Compliance with applicable regulations and the highest professional standards (GDPR, ESOMAR, etc.)	Qualification criterion
	100

The Tenderer with the highest weighted value among the tenders received will be selected, at the discretion of HUDI.

AMENDMENTS AND CANCELATION

HUDI may decide to discontinue (cancel), prolong or amend the Tender procedure at any stage in the process up to the moment the successful Tenderer is selected, at its discretion and without stating the reasons, without the obligation to compensate the Tenderer/s.

The decision to discontinue, prolong or amend the Tender procedure shall be communicated to the Tenderers in the same manner as this Tender.

HUDI may enter separate negotiations with any Tenderer/s at any time during or after the Tender process.

GOVERNING LAW AND JURISDICTION

This Tender is governed by the substantive law of the Republic of Croatia, excluding the application of the Vienna international sales convention or any other international agreement.

All disputes arising out of this Tender (including in respect of its validity or termination) shall be solved by the competent court in Zagreb, Croatia.

ENTRY INTO FORCE

This Tender enters into force as of its publication on March 14th 2024.