



REQUEST FOR INFORMATION (RFI)

MOC TV (an industry organisation representing the television market) is launching a project aimed at developing a market standard for measuring media outcomes within the video ecosystem.

As part of this process, we invite entities with expertise in media effectiveness analysis, multi-source data integration and modelling the impact of communication on business results to participate in the RFI (Request for Information).

CONTACT REGARDING RFI:

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LEGAL NOTICE:

This document is issued solely for the purpose of enabling MOC TV to obtain information regarding potential solutions and prospective suppliers thereof. It shall not, in whole or in part, be interpreted or relied upon as an offer, solicitation, request for the performance of any activity, or as a promise or commitment to procure any solution from any party.

Information received from the market, as well as any meetings conducted in connection with the publication of this RFI, may be used for the preparation of the final competitive procurement document and a subsequent invitation to participate in such procurement procedure (RFP).

ABOUT MOC TV:

The Association of Polish Television Media Employers (MOC TV)

MOC TV (Media Owners Committee) is an organisation comprising 15 television broadcasters operating on the Polish market.

The Association's members collectively account for 93% of the television advertising market in the 16–59 age group and 85% of the audience share in the 4+ age group. The organisation was established in 2019.

MOC TV is a voluntary employers' organisation, independent in its statutory activities from public authorities and political, social and professional organisations.

The aim of MOC TV is to represent the common interests of the Association's members, in particular in the development of market standards in the field of media consumption research and analysis (with particular emphasis on television and online video), as well as to support and promote television media and develop market expertise through educational and certification initiatives.

MOC TV MEMBERS include: BBC Studios Distribution, CANAL+ Polska, Fundacja Lux Veritatis, Grupa Kino Polska, Idea4Broadcasting, R.D.F. Entertainment, Telewizja Polsat, Telewizja Polska, Telewizja Puls, The Walt Disney Company Polska, TVN Warner Bros. Discovery, TVS, Viasat World, VIMN Poland (ViacomCBS) oraz Wirtualna Polska Media.

A MODEL FOR MEASURING THE EFFECTIVENESS OF VIDEO MEDIA (TV & ONLINE)

1. PROJECT CONTEXT

Rapid changes in the video media ecosystem and the growing fragmentation of content consumption mean that the advertising market has an increasingly clear need for consistent and comparable methods of assessing the effectiveness of different communication channels.

In particular, there is a growing demand for reliable, data-driven evidence of the impact of media on:

- brand awareness (brand outcomes)
- sales performance (business outcomes)

The aim of the project is to develop an empirical methodology for measuring media effectiveness, enabling the comparison of the impact of individual channels within the video ecosystem, with particular emphasis on the role of television.

2. RESEARCH GOAL

Main goal

To identify and quantify the impact of advertising exposure across various media on:

- brand awareness
- sales performance
- the effectiveness of media campaigns, understood as the relationship between expenditure and results achieved

Specific goals

1. To determine the relationship between media exposure and changes in brand awareness
2. To determine the relationship between media exposure and sales performance
3. To compare the effectiveness of different media within the video ecosystem (TV vs online)
4. Estimating the cost per result (awareness/sales) for individual media
5. Developing an approach to standardising advertising contact (e.g. models based on exposure time or attention)

3. SCOPE OF DATA

The study should be based on data that meets high quality standards, particularly in terms of continuity, representativeness and interpretative consistency. The use of transparent and auditable sources is expected.

3.1. Brand tracking data

- Data sourced from reputable providers that ensure transparency and auditability
- An analysis period that allows for the formulation of reliable and statistically sound conclusions
- A methodology that allows the project to be scaled according to scope and timeframe

3.2. Sales data

- Data sourced from reputable providers, ensuring transparency and auditability
- An analysis period consistent with brand tracking data, extended by an additional

3.3. Media data

- TV: full broadcast data (e.g. Arianna or equivalent sources)
- Online: available campaign data (e.g. Gemius or other market sources)

4. SAMPLE SELECTION

The study should cover selected sectors that ensure adequate diversity across product categories and enable a reliable assessment of media effectiveness across a significant portion of the market.

It is recommended to select at least several sectors, allowing for a comparison of results across different market contexts, including, for example: pharmaceuticals, food, hygiene and personal care, leisure, automotive, and finance.

- Selection criteria:
 - availability of data across all three areas (brand, sales, media)
 - sufficient scale of media investment
 - data continuity over the analysed period
 - no significant gaps in measurement
 - preferred categories with a limited proportion of impulse purchases

5. DATA PROCESSING

The purpose of data processing is to ensure that data is comparable and to enable a consistent analysis of the effectiveness of different media.

5.1. Valuation of media investments

- conversion of gross data to net value estimates
- use of market benchmarks or other justified estimation methods

5.2. Standardisation of advertising exposure

Recommended approaches include:

- an exposure-time-based model (e.g. 'people × time')
or
- a contact quality-based model (attention-based, weighted media contact)

The use of other approaches proposed by the research partner is also permitted, provided they ensure comparability of contact across media.

An approach that allows for differences in the characteristics of advertising contact between media is expected.

6. SCOPE OF ANALYSIS

As part of the project, the research partner is expected to:

1. Ensure an appropriate level of data anonymisation (where required)
2. Integrate data from various sources
3. Identify key factors influencing:
 - a. brand awareness
 - b. sales performance
4. Assess the relationship between media exposure and the results achieved, including:
 - a. the impact of individual media
 - b. the effectiveness of communication channels
 - c. the cost per outcome
5. Provide an interpretation of the results in a way that enables their use in media decision-making

7. OUTPUTS

7.1 Key project deliverables

- a strategic report covering insights and the methodology used
- a media effectiveness model enabling the assessment of the impact of individual communication channels
- a comparison of channels within the video ecosystem (TV vs online)
- recommendations for the advertising market

7.2 Presentation format

- public presentation of results (e.g. at an industry event)
- full report including an executive summary

8. KEY EXPECTATIONS OF THE PARTNER

The research partner is expected to have:

- experience in integrating data from multiple sources
- expertise in econometric modelling (e.g. marketing mix modelling)
- the ability to work with heterogeneous and complex data
- a transparent and auditable methodological approach
- the ability to scale the project according to scope and timeframe
- responsibility for data quality, including data supplied by third parties

9. ADDITIONAL STRATEGIC CONTEXT

The project aims to:

- create a benchmark for the advertising market in Poland in terms of media effectiveness measurement
- support the development of an outcomes-based approach and attention-based advertising
- strengthen the role of quality media engagement in campaign planning and effectiveness evaluation

10. RFI PROCESS

10.1 Entities interested in participating in the project are requested to submit:

- a proposed methodological approach
- experience in implementing similar projects
- a preliminary data integration concept
- the recommended scope of analysis and sample selection
- an indicative implementation schedule

Responses to the RFI will be used to evaluate available market approaches and select partners for the next stage of the project (RFP).

10.2 Timetable:

- collection of RFI responses: 8th of May
- selection of partners for the next step: 29th of May

10.3 Project coordination: The project is coordinated by MOC TV.