

UAE X Media Measurement Update

ABG Board Meeting

July 9, 2020.

Consultant's Scope of Work and Costs – Shadi

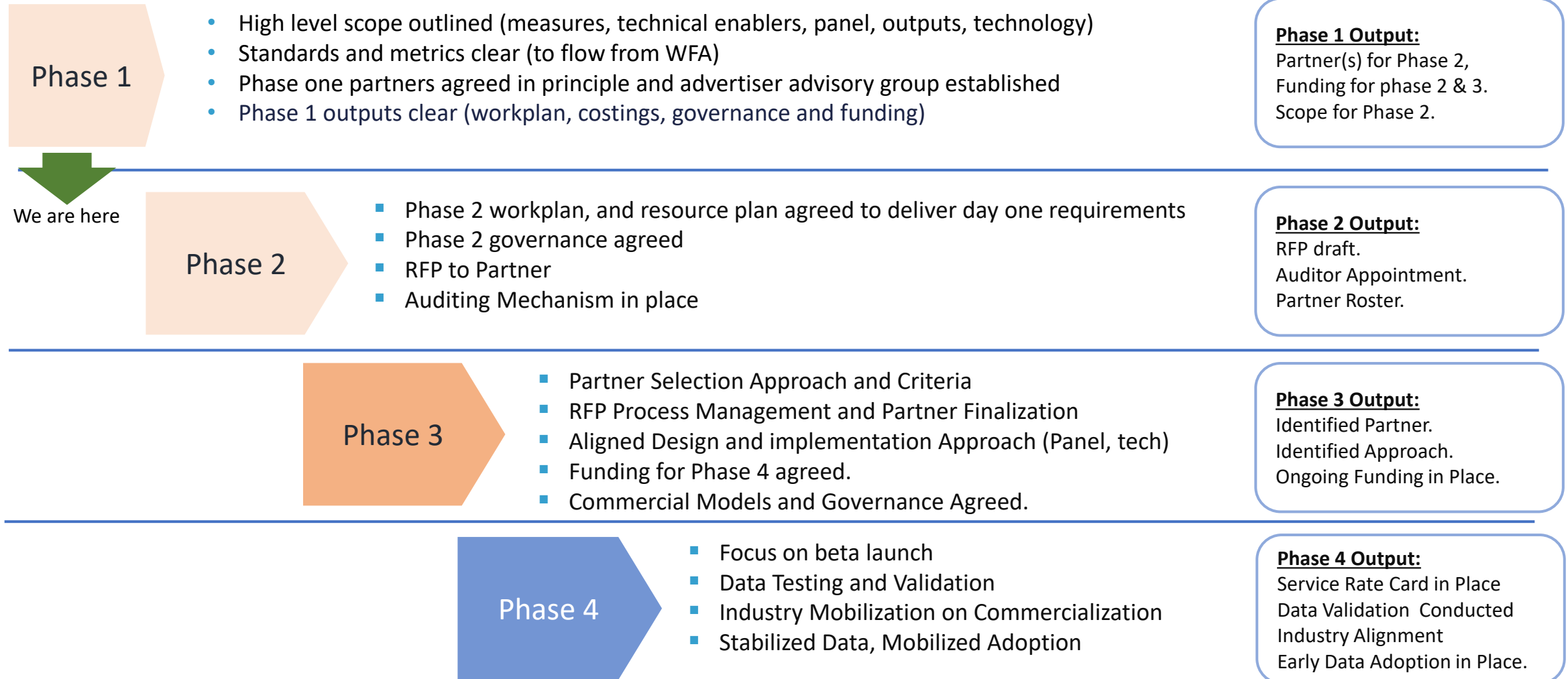
Thoughts on Funding – Asad

KSA Audience Measurement Update – Shadi

Comms Plan – Asad

WFA Engagement Update - Asad

UAE X-Media Project Roadmap





Consultant's scope of work

Scope of engagement

Phase 1: Planning

- Validate committee's conclusions
- Validate/assess high level scope
- Offer expert advice on proposed metrics and research approach (i.e. online first)
- Reaffirm viability and practicality of initial thoughts: research approach, POC, research partners, costing and audit

- On-going project mgt per phase 3 scope of work
- Promoting the project to industry stakeholders, especially validating quality and viability of output
- Continuously searching for future proof solutions to enhance the project and use the latest up-to-date measurement solutions

Phase 4: Post-Execution

Phase 2: Conceptualization

- Develop Measurement and Auditing RFPs
- Identify potential solutions/vendors and auditors available locally and globally
- Short list the vendors and auditors w/ work group
- Send out RFPs
- Review proposals and present final recommendation to work group for final review before presenting to ABG
- Lead/participate in all meetings and provide regular updates
- Execute POC
- Draft the detailed scope of work for the vendor(s) and auditor(s) and present to working group
- Overlook the execution of the project from planning stage till final deliverable of output.

Phase 3: Execution

Expected outputs

Phase 1: Planning

- Project Validation and Scope of Work Document that will be used to get approvals of funding from the ABG Cross Industry Board

- Monthly “Measurement Watch” report on the project to the ABG Board
- Participate in industry meetings and promote the efficacy+robustness of the findings

Phase 4: Post-Execution

Phase 2: Conceptualization

- RFP documents for Measurement and Audit. RFP Process and Governance Document. Process Management and documentation at each stage of RFP process; Overlook and Report POC findings
- Draft the detailed scope of work for the vendor(s) and auditor(s) and present to working group
- Overlook the execution of the project from planning stage till final deliverable of output.
- RFP response Evaluation Framework, as well as evaluation process management and documentation. Conclusive recommendation (working with the industry committee) on the Auditor and partner selection.

Phase 3: Execution

Resource commitment

Phase	Engagement	Duration	Scope
Phase 1	One-time off	8 hours	Review and assess with the committee their plan, roadmap, measurement metrics, platforms coverage and recommend potential solutions
Phase 2	One-time off	80 hours (estimated total of 3 months)	Develop the RFPs, finalize with committee, contact vendors, assess proposals, raise recommendation to committee, execute POC
Phase 3-Phase 4*	On-going	12 months	If project goes into execution, an establishment survey would be required prior to the implementation of the measurement tool. It is estimated that the ES would take at least 3 months, measurement implementation plus data stability and market mobilization would need another 9 months.

**** Phase 4 can go in parallel with phase 3.**

Required funding (Consultant)

Phase	Engagement	Estimated time	Fees (AED)
Phase 1	One-time off	8 hours	10,000
Phase 2	One-time off	80 hours	140,000
Phase 3-4	On-going	12 Months	65,000 (Monthly payment)

It is the committee's recommendation to sign up with the consultant for the first two phases, and then assess the scope and need post the proposals.

Thoughts on Funding Mechanisms

Funded by ABG Members

Total = 150,000/-
21 members
Per member cost = 7,143/-

Funded by the Committee

Total = 150,000/-
11 members + ABG Contribution
Per member cost = 12,500

Underwritten by a Few

Total 150,000/-
4 companies
Per Company cost = 37,500

FB, CG, Google have indicated interest to help underwrite the Phase 2 costs.

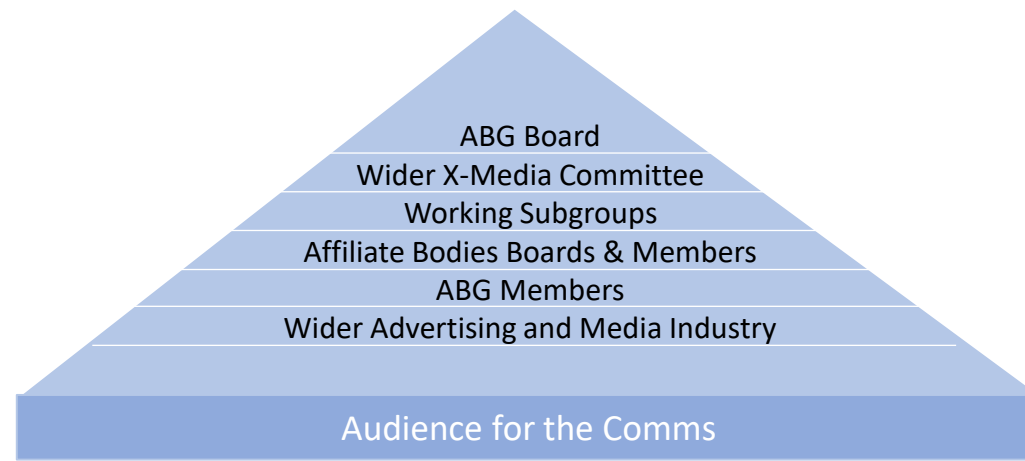
ABG to Raise PO and Contract the consultant
ABG to Manage Payments regardless of the funding mechanism.

KSA Measurement project and setup of MRC

Update from the KSA measurement project

- SBC & MBC joint partners in MRC with 50% shareholding for each, targeting July 2020 to formally launch.
- Shareholder agreements and Articles of Association of MRC are being finalized
- Nielsen's Commercial offer and contract reviewed and submitted it to Nielsen for their review. (capturing lessons from the SMMC/GfK project).
- Nielsen Technical Proposal reviewed and technical committee reverted with comments – next update report July 12th
- Nielsen submitted for a license to establish the Nielsen Media KSA organization
- MRC targeting a launch date in the month of July

UAE X-Media Comms Plan



Elements of Communication

Phase 1	Phase 2	Phase 3	Phase 4
<ul style="list-style-type: none"> - Scope of the project - Minutes of Meetings - Decisions and Actions Taken - Appointment of the Consultant 	<ul style="list-style-type: none"> - Aligned RFP - Shortlist of Partners - Auditor Shortlist and Selection - Progress on RFP Process - Proposals Back from Suppliers 	<ul style="list-style-type: none"> - Funding & Governance Framework - Supplier & Auditor appointment - Thought Leadership Work - Audited Accounts. 	<ul style="list-style-type: none"> - Project Prospectus – KPI details and cost of service. - Data Validation & Quality - “Insights” to promote adoption of service.

Core Pieces of Comms to be Developed and Issued

- Minutes of Meetings
- ABG Board Updates
- ABG Member Update Email
- Affiliate Body Update Email
- ABG Website Posting of all Content
- Thought Leadership Pieces in Industry Publications (Campaign, Communicate etc.).

All decisions taken at any stage of the process to be a) Proposed by the working group, b) Agreed by the X-Media Committee, C) Blessed by the ABG Board, and d) to go on our website for a two week “consultation process” for wider industry to comment on and feedback on. No decisions to be finalized before the two weeks consultation period is over.

WFA Update

WFA Global X-Media Journey

Stage 1

Complete

WFA developed **advertiser requirements**

Called for **creation of a technical blueprint** by platforms

Stage 2

In Progress

Technical blueprint was shared with the industry

Open Comment & Peer Review Process welcomed feedback and input

Peer Review Panel will determine additional work required to address open questions in stage 3

Evolve that group as the WFA forum to oversee development

To be completed: July 2020

UAE X-Media Project

Proposed Next Stages (pending Panel Review)

Stage 3

Subject to peer review panel discussion, **global & pilot local programmes (UK / US) each develop requirements and validation plans** for:

- **Common components** (ex. Evaluation Framework for R/F estimator)
- **Local components**
- **Implementation plans**

Local markets to propose overall governance, funding and delivery/ integration approach

Proposed kick off: August 2020

Stage 4

Testing and implementation begin in pilot markets

Pilot markets **establish a blueprint for future local markets**

Proposed kick off: EOY 2020