

UAE X Media Measurement Update

July 14, 2020.

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.