

UAE Audience Measurement Committee Regroup

June 18, 2020

Competition Law Compliance

The ABG will at all times seek to comply with any antitrust or competition law, regulation, rule or directive relevant to its continued operation ("competition law rules").

Members of the ABG will not engage in conduct that could be construed as intended to exclude competitors from the market or create a barrier to market entry, or that could violate any competition law rules or otherwise impair full and fair competition.

Its members will not exchange confidential or commercially sensitive information, particularly any price related information, company financials, inventory discussion, market share, industry pricing, bids, and individual company plans.

As members you have a responsibility to ensure compliance with the competition law rules, and we ask that you inform the board of ABG of any discussion or meeting that might appear to violate the competition law rules.

ABG will provide regular reminders of the competition law rules to ensure ongoing compliance.

Quick Recap and Objectives

FB's Feedback – Tony Evans

ISBA Project Origin – Ibrahim Kadiri

Consultant's SOW & Proposal – Shadi Kandil

Comms Plan – Asad Rehman

Where we are

Phase 1

- High level scope outlined (measures, technical enablers, panel, outputs, technology)
- Standards and metrics clear (to flow from WFA)
- Phase one partners agreed in principle and advertiser advisory group established
- Phase 1 outputs clear (workplan, costings, governance and funding)

Phase 1 Output:

Partner(s) for Phase 2,
Funding for phase 2 & 3.
Scope for Phase 2.

Phase 2

- Phase 2 workplan, and resource plan agreed to deliver day one requirements
- Phase 2 governance agreed
- RFP to Partner
- Auditing Mechanism in place

Phase 2 Output:

RFP draft.
Auditor Appointment.
Partner Roster.

Phase 3

- Partner Selection Approach and Criteria
- RFP Process Management and Partner Finalization
- Aligned Design and implementation Approach (Panel, tech)
- Funding for Phase 4 agreed.
- Commercial Models and Governance Agreed.

Phase 3 Output:

Identified Partner.
Identified Approach.
Ongoing Funding in Place.

Phase 4

- Focus on beta launch
- Data Testing and Validation
- Industry Mobilization on Commercialization
- Stabilized Data, Mobilized Adoption

Phase 4 Output:

Service Rate Card in Place
Data Validation Conducted
Industry Alignment
Early Data Adoption in Place.

FACEBOOK'S PERSPECTIVE ON SCOPE

- Have global engagement with WFA & develop system that has industry-wide approved guidelines for Cross Media Measurement, which is not limited to video
- WFA introducing this in US and UK and onwards from there
- Questions to ensure we follow WFA guidelines in line with global effort:
 - Will we engage with WFA?
 - Will the appointed consultant ensure all WFA protocols are met? If this is the case, we should have a system that we fully support at the end
 - Advice is, we focus on all formats and not just video and take out 'primary focus on video' as this will alienate clients that want a measurement system that takes into account more than video

CROSS-MEDIA MEASUREMENT IN UAE

PROJECT CONSULTANCY PROPOSAL
SUBMITTED BY HOUDA KOUSSA

INTRODUCTION

The ABG Cross-Media Measurement committee has developed a roadmap to plan for and execute media measurement in UAE. The roadmap encompasses 4 phases:

01 PLANNING

High level scope of measurement outlined along with metrics defined and workplan being put in place.

02 CONCEPTUALIZATION

Phase 2 focuses on finalizing the research approach, developing RFPs, identifying winning vendor and auditor followed by POC execution.

03 EXECUTION

Following the outcome of the POC, a final solution will be executed to generate audience data. This phase focuses on conducting an establishment survey, solution implementation, data output

04 POST EXECUTION

Data Testing and Validation
Industry Mobilization and Commercialization
Data adoption

APPROACH

The below proposed scope of work was shared with Archers to submit a cost proposal:

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

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

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

OUTPUT NEEDED: 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

APPROACH

The below proposed scope of work was shared with Archers to submit a cost proposal:

PHASE 3

EXECUTION

- 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.

OUTPUT NEEDED: 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 4

POST EXECUTION

- 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

OUTPUT NEEDED: Monthly “Measurement Watch” report on the project to the ABG Board

TIMELINE/DURATION PER PHASE

Costing terms varies by phase as some are ad hoc and others are continuous

	NATURE	DURATION	RATIONALE
Phase 1	One-off	8 hours	Review and assess with the committee their plan, roadmap, measurement metrics, platforms coverage and recommend potential solutions
Phase 2	One-off	80 hours (estimated total of 3 months)	Develop the RFPs, finalize with committee, contact vendors, assess proposals, raise recommendation to committee, execute POC
Phases 3-Phase 4*	Ongoing	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.

INVESTMENT (in AED)

Costing terms varies by phase as some phases are one-time off and others are continuous

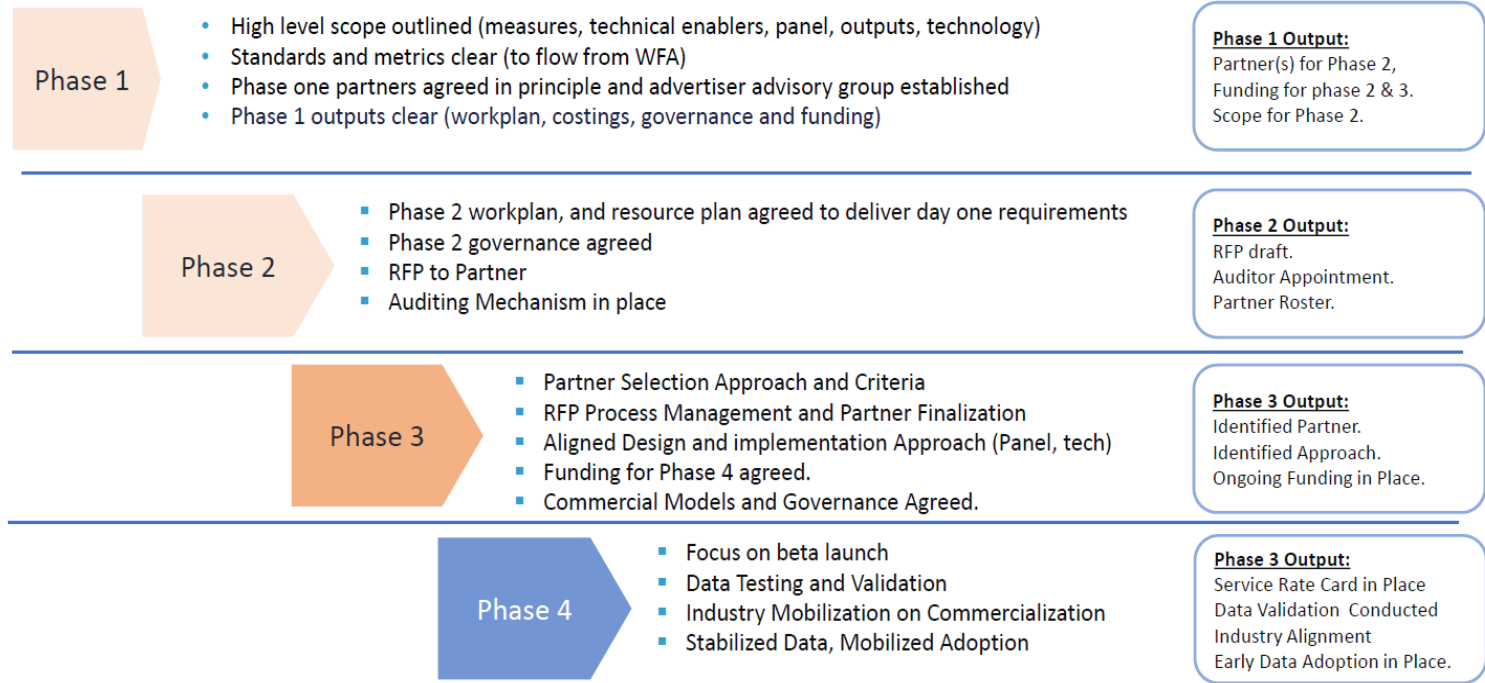
	NATURE	TIME NEEDED	INVESTMENT (AED)
PHASE 1	One-off	8 hours	10,000
PHASE 2	One-off	80 hours	140,000
PHASE 3-4	Ongoing	12 Months	65,000 (Monthly payment)

- 5% VAT is applicable on all invoices
- Payments to be made 15 working days from invoice date (please check this is feasible)

UAE X Media Measurement Comms Plan

Asad ur Rehman

An online first ongoing cross platform and media measurement with primary focus on video and upper-funnel metrics. Linear TV measurement to be taken into consideration.

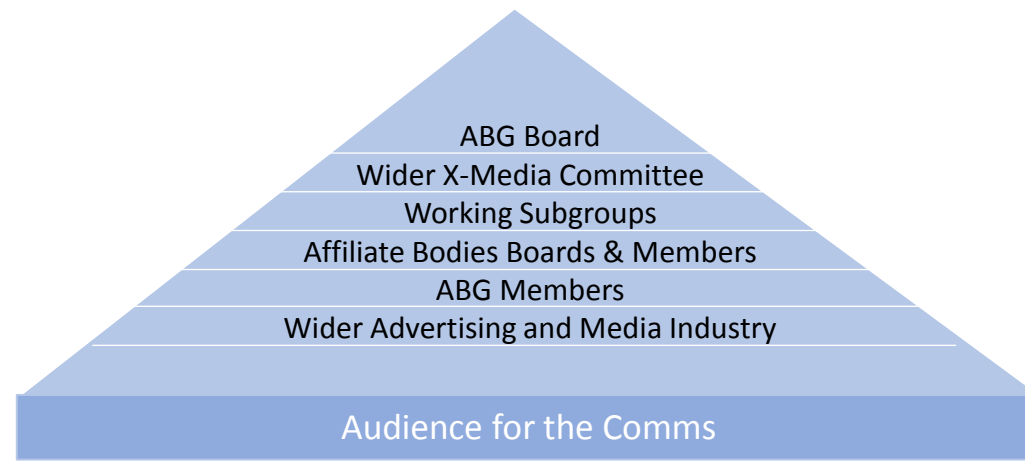


Industry Alignment

Funding Commitment

Transparency

Speed & Agility



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.