# *Request For Proposal No. 2*

## In the scope of:

- Research samples for PC, Mobile, CTV, and cross-media platforms
- Methods and tools for creating a synthetic population of Poland
- Analytical applications
- Additional data sources or tools supporting project implementation

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**Legal Notice:**
This document constitutes an invitation to submit proposals for the solutions we are seeking. It must not, in any respect, be regarded as an offer on our part, nor as a commission of any activity, nor as a commitment to procure any solution from any entity. Based on the proposals received, we will proceed to discussions and final negotiations with selected parties.
We reserve the right to discontinue the process at any time without providing a reason.

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# 1. Introduction

As Polskie Badania Internetu (PBI, the Contracting Authority), for 20 years we have successfully organized, conducted, and published the results of internet audience measurement studies - the Polish standard for measuring online audiences (currently Mediapanel, previously Megapanel). For the past 5 years, thanks to cooperation with other MOCs and publishers, Mediapanel has evolved into a cross-media project covering four types of media: internet, radio, TV, and OOH. PBI data is used by representatives of publishers, media agencies, research departments of large companies, and interactive agencies.

In connection with the expiration of the current contract for internet measurement within the Mediapanel study in April 2027, and in order to implement PBI's development strategy, we are announcing an open tender for the delivery of methodological and technological solutions for the target media measurement system in Poland, covering:

- Research samples for PC, Mobile, CTV, and cross-media platforms (recruitment, retention, measurement technology, and sample extrapolation to population data)
- Methods and tools for creating a synthetic population of Poland
- Analytical applications
- Additional data sources or tools supporting project implementation

This procedure has been launched in the context outlined in the preceding document entitled *"Description of the PBI organization, its strategy, planned activities, and an overview of the Polish media and advertising market, including other industry organizations"* [1] (hereinafter referred to as the "RFI"), published on November 19, 2025. It is conducted in parallel with the request for proposals for the technological component of site-centric measurement and a Universal ID class system (PBI ID), published on November 24, 2025, in the document "*Request for Proposals (RFP) for site-centric measurement and related products*" [2] (hereinafter referred to as "RFP No. 1").

Each potential supplier may submit a proposal for any component or subset described in this request. This document outlines the core and optional substantive requirements related to internet audience measurement in Poland. However, bidders are encouraged to propose alternative or additional components if, in their opinion, these would lead to improved outcomes. Similarly, proposals may include alternative approaches to implementing measurement within a given component. Please indicate in the description which variant is recommended by the bidder.

# 2. Research Samples

The Contracting Authority assumes that in the target architecture, the study will utilize research samples dedicated to each segment, i.e., Desktop, Mobile, and Connected TV, as well as a single-

[1] Information regarding PBI's organization, strategy, and roadmap, as well as an analysis of the Polish media and advertising landscape and other industry bodies, can be found in the document: Request For Information: https://pbi.org.pl/wp-content/uploads/2025/11/RFI-PBI-Sp.-z-o.o.-v.20251119-ENG-FINAL.pdf

[2] Request for Proposal (RFP) for site-centric measurement and related products: https://pbi.org.pl/wp-content/uploads/2025/11/RFP-Site-Centric-ID-CMP-.-20251124-ENG-FINAL.pdf

source sample of individuals covering all four types of media: television, radio, internet, and out-of-home (OOH) advertising.

This tender has been divided into the aforementioned research samples to optimize the total budget, based on the assumption that each sample has a different cost profile (e.g., recruitment, measurement technology, and retention). Nevertheless, bidders are not obligated to maintain this division if their proposed solution meets PBI's functional requirements.

## 2.1. Common Requirements for All Samples

### 2.1.1. Target Population

The target population for the study consists of Polish residents aged 7–75. Depending on the specific segment being studied, the population definition is further constrained by technical accessibility, such as mobile phone ownership, internet access, etc.

The specified age range is defined as a minimum requirement. However, bidders may propose extending this range as an option within their proposal. Should a bidder wish to submit a proposal for a narrower population range (e.g., 15–75 years), they are requested to contact us in advance to discuss the rationale for such a limitation.

### 2.1.2. Required Demographic Variables

The study must enable population segmentation based on the following demographic characteristics:

- Gender,
- Age,
- Education level,
- Occupation,
- Professional status,
- Individual income,
- Household size,
- Household income,
- Town/City size,
- Type of locality,
- Voivodeship (Administrative region).

The list above serves to identify potential dimensions for segmentation. The bidder should propose a solution that ensures an optimal balance between research costs and analytical value (including an indication of which variables should serve as the primary basis for reporting).

### 2.1.3. Reference Population Structure

The Contracting Authority will provide data on the demographic structure of individual media users for the purpose of defining the structure and quotas for each research sample. However, bidders may concurrently submit a proposal to provide such data or to conduct a study to obtain it. In such a

case, please clearly separate this component in the proposal, both in terms of functionality and cost.

### 2.1.4. Sample Measurement Technology

The objective of the Contracting Authority is to obtain information regarding the media consumption time of the population. To this end, any technology proposed by the bidder must enable the measurement of interaction time with media channels, which for the purposes of this proceeding are defined as:

- TV channels,
- Radio programs,
- Domains and websites,
- Mobile applications,
- SmartTV applications,
- HbbTV applications,
- Out-of-home (OOH) advertising media.

The measurement of time should account for:

- Active session time only;
- Differentiation between static content and streaming;
- In the case of streaming – the actual playback time, excluding pauses and buffering.

We expect a detailed description of the measurement coverage. To this end, the bidder should specify the supported operating systems and device types, and clearly indicate environments, systems, or technical configurations that are not covered by the measurement.

Depending on the technological capabilities of measurement within a specific media segment, we are also interested in the measurement of content and advertisements. Within the proposal for measurement technology, we expect a detailed description of the metadata collected regarding the respondent's activity. Simultaneously, we expect information concerning their quality (systematic measurement error).

We accept sample measurement technologies that require integration with site-centric measurement providers. In such instances, the proposal should include general information regarding the requirements for the integration process with such a provider.

#### *2.1.4.1. Mobile Activity Measurement Application (iOS/Android)*

The primary panel meter. The following technologies are accepted:

- **Android**: Accessibility Services or Usage Stats API for monitoring applications and URLs;
- **iOS**: Local VPN profile (Local VPN Loopback / Network Extension Framework) with SNI header filtering – without MITM mechanism;
- **Rooted phones** are not a required approach; however, equivalent measurement methods ensuring the same data quality are permissible.

The application should operate passively in the background with minimal impact on battery life (**≤5–8% per day**) and data transfer (**≤5 MB per day**) and must be resilient to OS-level "forced sleep" or app standby mechanisms.

### *2.1.4.2. Cross-media Meter – ACR and Location Methods*

Extension of the mobile application to include traditional media measurement. We accept:

**Audiomatching / ACR (Automatic Content Recognition):**

- Passive ambient sound sampling and local digital signature (fingerprint) generation on the device – original audio must not leave the phone/device;
- Watermarking support – optional collection of raw watermarking codes, if present in the signal;
- Dedicated audiomatching devices are acceptable as an alternative or supplementary solution.

**Location / OOH:**

- GPS Geofencing – mapping the panelist's position against a database of OOH/DOOH advertising points;
- BLE Beacons (Bluetooth Low Energy) – precise detection of indoor advertising contact (malls, transit stops) where GPS is insufficient;
- Mobile devices for tracking panelist location are acceptable.

### *2.1.4.3. Web Browser Extensions (PC/Laptop)*

The Contracting Authority accepts browser extensions for:

- **Chromium** (Chrome, Edge, Opera) – Manifest V3 architecture preferred;
- **Gecko** (Firefox);
- **Safari** (macOS) – welcomed.

### *2.1.4.4. Summary of Accepted Measurement Methods*

**Required Methods:**

| **Method** | **Status** |
|---|---|
| Mobile application (passive process measurement) | Required |
| Browser extension (PC) | Required |

**Accepted Methods:**

| **Method** | **Status** |
|---|---|
| Mobile VPN (Local VPN Loopback) | Accepted (iOS) |
| Mobile Audiomatching (ACR) | Accepted |
| Watermarking | Accepted (Optional) |
| Geofencing (GPS) | Accepted |
| BLE Beacons | Accepted |
| Dedicated ACR/location devices | Permissible |
| Router-based network meter | Accepted (for CTV/home panel) |

**Optional Methods – Subject to Conditions:**

| Method | Conditions for Acceptance |
|---|---|
| Rooted phone | Not required; equivalent methods are permissible. |
| MITM (Selective traffic decryption) | Permissible only provided: (1) informed respondent consent, (2) whitelist limited to media domains, (3) exclusion of banking/medical/government traffic, (4) compliance with App Store and Google Play policies. |
| Accessibility API (Screen content reading, Android) | Permissible only provided: (1) informed respondent consent, (2) whitelist limited to media apps, (3) exclusion of banking/medical/government apps, (4) compliance with Google Play policy. Note: Google actively restricts this permission – verification of admissibility is required before implementation. |

**Prohibited Methods:**

| Method | Status |
|---|---|
| MITM (Full content interception) | Prohibited |
| Accessibility API (Without whitelist restrictions) | Prohibited |

### 2.1.5. Recruitment, Selection, and Rotation Methods

We do not impose a single specific method for sample construction or recruitment. Bidders are required to provide a description of: the panelist recruitment model, recruitment sources, the sampling method, and the frequency of updating established metrics (panel size, population updates) and the resulting sample quality standards.

The bidder is also expected to provide recommendations on the following issues:

- Optimal panel size based on the assumed requirements (overall and by demographic cross-sections);
- Assumptions regarding the degree of representativeness relative to the internet user population in Poland;
- Assumptions regarding the degree of representativeness relative to behavioral indicators relevant to online content consumption (e.g., time spent);
- Methods for conversion control and optimization of panelist acquisition costs.

### 2.1.6. Sample Maintenance Procedures

We expect a description of procedures for managing research sample maintenance to guarantee the quality of daily measurements. From our perspective, the key processes are::

- Onboarding (adding to the sample);
- Measurement integrity (functioning of data collection technology);
- Panelist data verification (consistency of the profile with the actual state);
- Offboarding (removal from the sample/termination of participation);
- Outlier detection mechanism, including the statistical criteria for their identification.

The bidder is expected to cooperate fully in the quality control process of the sample implementation.

### 2.1.7. Incentive System

We assume that an incentive system is required to build and maintain the sample at a specific level. Therefore, we expect basic information regarding:

- System operation,
- Gratification methods,
- Logistics of delivering rewards,
- Legal and tax aspects.

The Contracting Authority requires the estimated cost of the incentive system to be presented as a **separate line item** in the proposal.

### 2.1.8. Legal Compliance and Security

The implementation of each research sample must comply with applicable laws. The provider should ensure and present:

1. A mechanism for obtaining panelist consent,
2. Methods for data anonymization and pseudonymization,
3. Information on the location of data processing and storage,
4. Security procedures and audits,
5. Transmission encryption,
6. Procedures preventing the collection of form data and sensitive information,
7. A procedure enabling data deletion upon request.

### 2.1.9. Sample Size for Pricing Purposes

We expect a proposal aimed at building and maintaining a daily **net sample** size in three variants:

1. 1250
2. 2500
3. 5000

A "net sample" is defined as panelists who, on a given day, had verified demographic information and a functioning assigned measurement device. We expect a guarantee of the net sample size for a minimum of 90% of days in the year, as well as a definition of the **gross sample** size based on the proposed methodological assumptions.

The provider should present:

- Recruitment costs, including the unit cost of recruiting a panelist;
- Maintenance costs, including a normalized unit cost to allow for proposal comparison;
- Costs of measurement technology and data sharing.

Please note that final sample sizes will be determined with the selected providers during further stages of cooperation prior to signing the final contract.

## 2.2. Specific Requirements for Individual Samples

The Contracting Authority assumes that specific research samples must be recruited to conduct the media study. Since each sample may have its own methodology tailored to a specific media segment, the following sections provide information specific to each sample.

### 2.2.1. PC Panel

The objective of the study is the passive measurement of online content consumption by personal computer (PC) users.

**Target Population** For this segment, the population definition is narrowed down to individuals who have the technical ability to use a personal computer (own or have access to one) and are the primary users of the device.

**Device Sharing** We assume that the sample will consist of primary users and that the phenomenon of device sharing will be negligible. If the bidder possesses measurement technology capable of attributing data to individual users (e.g., household members), we are interested in such a proposal as a primary or optional solution, provided the pricing differs significantly.

**Recruitment** We assume that within the study architecture—specifically the part covered by site-centric measurement—it will be possible to serve online surveys inviting users to join the research panel. Every bidder may assume that we will provide such inventory as one of the recruitment sources. A bidder who has submitted a concurrent proposal for survey distribution or the entire site-centric measurement suite may include this in their response to this inquiry.

### 2.2.2. Mobile Device Panel

The objective of the study is the passive measurement of online content consumption by users of mobile devices: smartphones and tablets.

**Target Population**

For this segment, the population definition is narrowed down to individuals who have the ability to use a smartphone or tablet (own or have access to one). In cases where the bidder’s solution splits the mobile sample into two separate groups for smartphones and tablets, the condition "(...) and are the primary users of the device" is added to the tablet population definition (analogous to the PC sample).

**Device Sharing**

We assume that a smartphone is a personal device. Regarding tablets, we assume the sample will consist of primary users and that the phenomenon of device sharing will be negligible. If the bidder possesses measurement technology capable of attributing data to individual tablet users (e.g., household members), we are interested in such a proposal as a primary or optional solution, provided the pricing differs significantly.

**Recruitment**

We assume that within the study architecture—specifically the part covered by site-centric measurement—it will be possible to serve online surveys inviting users to join the research panel.

Every bidder may assume that we will provide such inventory as one of the recruitment sources. A bidder who has submitted a concurrent proposal for survey distribution or the entire site-centric measurement suite may include this in their response to this inquiry.

### 2.2.3. Connected TV (CTV) Panel

The objective of the sample is to provide reliable measurement of audio-video content consumption within the Connected TV (CTV) environment.

**Target Population**

The target population consists of individuals with internet access who own an internet-connected device of the Connected TV class. We accept both individual-based and household-based samples. A household-based sample should reflect the demographic structure of households in Poland, specifically in terms of:

- Household size,
- Demographic structure of residents,
- Region of residence,
- Internet access,
- Ownership of devices enabling digital media consumption.

The measurement technology used in the sample must be appropriate for the sample type.

### 2.2.4. Cross-media Panel (Single-source)

The Contracting Authority expects a proposal for the conceptualization and implementation of an individual or household sample for the passive measurement of media consumption:

- Internet (PC, Mobile, CTV);
- Television (Live & TSV);
- Radio;
- Location (Out-of-home, Cinema).

We expect a proposal for the implementation and maintenance of a single-source cross-media panel, enabling the measurement of multi-media consumption by the same respondents. The primary objectives of the measurement are:

- Identifying media consumption patterns at the individual respondent level;
- Estimating contact duplication across different media;
- Providing input data for data fusion and modeling of data originating from other media studies.

We assume the single-source sample will include individuals from the target population equipped with the required set of meters to measure panelist activity across the aforementioned media. Measurement devices may overlap with devices used in other media-specific samples; however, we allow for different solutions (or same-class solutions from different providers) within each sample. For bidders submitting comprehensive proposals for more than one sample, we adopt a model where panelists may belong to more than one sample.

We prefer individual-based panels, but we also accept household-based panel proposals, provided the measurement technology ensures the attribution of events to individual household members and each member is equipped with a meter that covers out-of-home media exposure.

# 3. Alternative Data Sources

In addition to the implementation of research samples, we are seeking data sources that can be utilized in the audience modeling processes for the Polish media market. By alternative sources, we mean:

- Existing media studies;
- Existing research samples (e.g., online panels) to which we will provide appropriate measurement technology;
- DMPs (Data Management Platforms);
- Mobile application data, e.g., regarding user location;
- Data from telecommunications companies, Internet Service Providers (ISPs), or cable TV providers.

In cases where the bidder possesses such data, we do not impose any specific requirements regarding the structure of the proposal. We only require a description of the metadata, the data volume, and the price in any preferred business model.

# 4. Synthetic Population – Data Integration Module

The objective of this module is to integrate data originating from:

- Panel studies (PC, Mobile, CTV);
- Site-centric measurement and the PBI ID user identification system;
- TV currency studies, radio studies, and out-of-home (OOH) advertising studies;
- Alternative sources acquired by us,

based on a synthetic population model, for which we will provide the reference structure.

The module serves as the central estimation layer and is responsible for establishing a consistent market currency covering all platforms. The final configuration of input data sources will depend on the outcomes of the tender procedures for the individual research components.

## 4.1. Assumed Input Data

We assume the following possible configurations for input data:

**1. Research Samples (Panel-based)**

- **Disjoint Variant**: Separate samples describing PC, Mobile, and CTV segments individually.
- **Single-source Variant**: In which the separate samples from the Disjoint Variant are enriched with single-source samples.

**2. Site-centric Data and PBI ID**

- **Simplified Variant:** Based on two datasets:
    - i. Site-centric data aggregated by segments (e.g., Media Group, Brand, Domain / App / Player) and time horizons: day, week, 28 days;
    - ii. A PBI ID subset containing completed online surveys (PBI ID panel).
- **Full Variant:** The complete PBI ID dataset, including measured events and the demographic profiles assigned to individual PBI IDs. In the Full Variant, the following PBI ID configurations are possible, where the identifier represents:
    - **Browser Instance** (a unique identifier for a person within browsers);
    - **Device** (a unique identifier for a person within a device);
    - **Person** (a unique identifier for a person, independent of device or browser).

**3. Cross-media Variant:** In this variant, it is assumed that in addition to PC, Mobile, and CTV data, PBI will provide data sources describing other media (TV, Radio, Out-of-Home Advertising).

At this stage of the inquiry, we do not pre-determine the final configuration of input data, recognizing that individual providers may have systems tailored to specific data architectures. Therefore, we expect the bidder to describe which input data (derived from ready-made systems) can be used to configure the offered system.

## 4.2. Expected Output Data

The data processing is expected to result in a target database describing the studied Polish population and their media activities, which will serve as the official study results.

We assume two possible output data formats, depending on the selection of source components and the intended function of the data:

1. **Synthetic Panel Variant:** This variant assumes that the resulting data will be reduced to a fixed number of synthetic panelists—for example, by defining a constant population weight for each synthetic panelist (e.g., a weight of 100).
2. **Synthetic Population Variant:** This variant assumes that the resulting data will match the size of the studied Polish population (in other words, each synthetic panelist has a population weight of 1).

We accept that the bidder may provide separate pricing for each variant.

## 4.3. Data Processing Module Functionality

The module should enable:

**1. Population Modeling of Research Samples**

a. Assigning population weights to respondents based on the structure defined by PBI;
b. Analyzing changes in weights and net sample rotation;
c. Reporting quality indicators that will serve as feedback for the sampling firm regarding required adjustments.

**2. Construction of the Synthetic Population**

a. Generating a user population consistent with the reference structure provided by PBI;
b. Updating the synthetic population at specified intervals (e.g., quarterly, annually).

**3. Attribution of PBI ID to the Synthetic Population**

a. Assigning and maintaining the relationship between PBI IDs and the synthetic population over time;
b. Monitoring the assignment of PBI IDs to synthetic panelists over time;
c. Imputing demographic data for IDs that lack such information.

**4. Multi-source Integration**

a. Attribution for internet channels not covered by site-centric measurement (e.g., YouTube, Facebook, etc.) based on research samples;
b. Attribution of activity in other media based on data from official studies of those media;
c. Deduplication of panel data across devices and platforms based on single-source samples.

**Methodological Requirements**

We expect the bidder to provide:

- A description of the synthetic population model initialization;
- A description of the algorithm for extrapolating input data to output data;
- A description of the deduplication method based on a statistical model or a single-source data model;
- A trend control mechanism;
- Quality metrics (error margins, confidence intervals);
- Model update procedures.

**Technical Requirements**

- Computational infrastructure required to ingest data from research samples and process it into the synthetic population;
- Integration with site-centric data and PBI IDs;
- Output Data API: PBI accepts any efficient method of data storage and access for analytical applications. The Contracting Authority assumes that analytical query calculations will be performed within the analytical applications themselves; therefore, the Synthetic Population component API will only handle daily data requests;
- Technical tools for the PBI team to analyze results for quality control purposes.

# 5. Analytical Layer

Within the analytical applications layer, we are seeking two types of solutions:

1. A Standard Analytical Application for every recipient of the study results, featuring limited functionalities;

2. An Advanced "Over-the-top" Analytical Application offered to any interested entity requiring in-depth, granular analysis.

Accordingly, this inquiry defines the following minimum functional requirements for the application mentioned in point 1:

- Data Granularity: Daily – the application may operate on pre-aggregated data.
- Target Group Analysis: Capability for resampling the synthetic population to reduce data volume.
- Segments:
    - Media channels and their groupings;
    - Time (any set of days, potentially limited for computational efficiency);
    - Target groups;
    - Formats (Video, Audio, Display);
    - Media (Television, Radio, Internet (PC, Mobile, CTV), Out-of-Home);
    - Broadcast type (Linear/Broadcast, On-Demand).
- Reports:
    - Rankings of selected segments;
    - Time trends (daily, weekly, monthly) for selected segments;
    - Demographic profiles of selected segments.
- Metrics:
    - Basis:
        - Time spent;
        - Visits;
        - Contacts (page views, plays, etc.);
        - Audience size (number of users, viewers, listeners, etc.).
    - Percentage-based:
        - Reach (Audience Size / Target Group Size);
        - GRP (Total Contacts / Target Group Size);
        - Share of Time.
    - Composite:
        - Averages (e.g., ATS – Average Time Spent, ATV – Average Time Viewed);
        - Averages within time segments (e.g., average daily reach).

As part of the proposal, we expect:

- For Application Version 1: A total annual license fee for PBI, including an access limit for 100 users, plus a specified unit price for each additional user exceeding this limit, along with free-of-charge administrative/control access for PBI employees.
- For Application Version 2: A total annual license fee for PBI, including free-of-charge administrative/control access for PBI employees.

# 6. Proposal Submission Procedure

In the submitted proposal:

1. Each component must be priced separately;
2. Each potential provider may submit a proposal for any subset of the components;

3. The Contracting Authority permits the submission of proposals by consortia;
4. The Contracting Authority permits parallel proposals by a single bidder, provided that the potential provider has an individual solution and is simultaneously part of a parallel proposal submitted by a consortium to which the bidder belongs;
5. Proposals must be binding for a minimum of 90 days from the date of submission;
6. The proposal price must be expressed in Polish Złoty (PLN).

Linking proposals with those submitted in the current RFP No. 1 proceeding is permitted.

In addition to the description and pricing of the individual components offered in the preceding chapters, bidders are required to provide:

1. A proposed Service Level Agreement (SLA);
2. A description of the team involved in the execution of the proposal, including those providing product and technical help desk support; in particular, a description of professional experience in fields related to media research and AdTech systems;
3. A proposed implementation schedule for the offered services, starting from the date of contract signing.

The following schedule is anticipated for the tender process:

| Date | Tender Stage |
|---|---|
| **March 17, 2026** | Publication of this Request for Proposal (RFP) |
| **March 27, 2026** | Deadline for submission of comments and questions from potential providers and systematic provision of answers |
| **April 8, 2026** | Publication of responses to submitted bidder questions |
| **April 19, 2026** | Submission of proposals by bidders |
| **May 29, 2026** | Selection of entities for the negotiation process; meetings with bidders |
| **June 30, 2026** | Readiness for contract signing |

We reserve the right to modify the above deadlines at any stage of the proceedings.

**CONTACT regarding the RFP:**

For general questions concerning the RFP, please contact: PBI_tender2026@pbi.org.pl

***The original language of this document is Polish. This translation was prepared with the support of AI. In case of any doubts, please contact us.***