

Audience Measurement Services of Canada's Radio and Television Industries – Diary Methodology

Solicitation # 17-0097

An Advance Contract Award Notice (ACAN) allows departments and agencies to post a notice, for no less than fifteen (15) calendar days, indicating to the supplier community that it intends to award a good, service or construction contract to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the requirements set out in the ACAN, the contracting authority may then proceed with the award. However, should a Statement of Capabilities be found to meet the requirements set out in the ACAN, then the contracting authority will proceed to a full tendering process.

You are hereby notified that the government intends to negotiate with one firm only as identified above. Should you have any questions concerning this requirement, contact the contracting officer identified herein.

DESCRIPTION OF THE WORK

Background:

The Canadian Radio-television and Telecommunications Commission (CRTC) is an administrative tribunal that regulates and supervises broadcasting and telecommunications in Canada. The CRTC seeks to ensure that Canadians have access to a world-class communication system. This overarching objective is supported by three pillars: create, connect and protect. The CRTC supervises and regulates over 2,000 broadcasters, including TV, AM and FM radio and the companies that bring these services to Canadians.

One of the tools used by the CRTC to assess the performance and health of the radio and television industries and of licensees is audience measurement data that provides insight on the tuning performance of Canada's radio and television stations and services as well as the performance of specific programs broadcast on these stations and services.

Examples of the types of data that are beneficial to the CRTC in its assessment of performance include viewing and tuning time and share of tuning to radio stations and viewing and television stations, demographic information relating to respondents, program-level viewing data for television, as well as information regarding the stations and their respective markets.

Among the methods commonly used to collect audience measurement information are radio and television diary surveys. Such surveys are done by mail, and panel members receive a diary and are asked to record their radio or television tuning. The data is then compiled and used to produce audience estimates and reports.

The CRTC does not have the internal capability to fulfill its needs for audience measurement data. As such, to fulfill its needs for comprehensive audience measurement data for both radio and television, the CRTC seeks to retain the services of an established independent contractor.

Definition of the Requirement:

The contractor must be an organization with experience in providing a breadth of audience measurement data and services for radio and television.

The contractor must provide the following:

Radio broadcast measurement

- A) Record audience measurement data using radio diary methodology, conducting a minimum of two surveys per annum:
 - a. One survey in the fall of each year that covers at least 95 of the markets identified in Appendix A of this document, based on a minimum total of 80,000 diary returns from across the markets covered.
 - b. One survey in the spring of each year that covers a minimum of 20% of the markets identified in Appendix A, based on a minimum total of 20,000 diary returns from across the markets covered.
- B) An electronic report that provides an overview of all measured Canadian markets, counties and census divisions, showing top-line reach and share of hours for all reported radio stations across a series of demographic groups in all measured areas (All persons aged 12+, All persons aged 12-17, All persons aged 18+, All persons aged 18-34, All persons aged 25-54, Males aged 18+, Males aged 18-34, Males aged 25-54, Females aged 18+, Females aged 18-34, Females aged 25-54) organized by area and member station.
- C) A reference book that provides an overview of national, provincial and local radio tuning based on the latest radio survey and the previous four surveys.
- D) A geographical reference guide containing detailed provincial and market maps, including population estimates for each reported age/gender subgroup in every defined area and market. The guide must also contain populations for counties and provinces as well as an area and cell guide that advises users of the cells contained within each area or boundary used for a survey.
- E) A radio station guide that outlines information about stations and their respective markets. The guide must be made available in Excel format and contain information about radio stations such as station profiles by market, station profile changes, station groups, repeaters, off air & reduced power periods and format names.
- F) A guide pertaining to each survey that provides information relating to policy changes, sample sizes and return rates by market, terminologies and methodology.

Television broadcast measurement

- A) Recording audience measurement data using television diary methodology, conducting a minimum of two surveys per annum:
 - a. One survey in the fall of each year that covers 36 of the markets identified in Appendix B of this document, based on a minimum total of 50,000 diary returns from across the markets covered.

- b. One survey in the spring of each year that covers a minimum of 75% of the markets identified in Appendix B, including, at a minimum, at least one market within each province among those identified in Appendix B.
- B) An electronic report(s) that includes TV station reach and share information for a series of demographic groups in all measured areas (All persons aged 2+, All persons aged 2-11, All persons aged 12-17, All persons aged 18+, All persons aged 18-49, All persons aged 25-54, Males aged 18+, Males aged 18-49, Males aged 25-54, Females aged 18+, Females aged 18-49, Females aged 25-54) organized by area and member station.
- C) A guide containing detailed provincial and market maps as well as population estimates for each reported age/gender subgroup in every defined area and market. The guide should also contain populations for counties and provinces as well as for specific areas and cells.
- D) An annual publication that provides an overview of television viewing habits in Canada by demographic group and market.
- E) A guide pertaining to each survey that provides information relating to policy changes, sample sizes and return rates by market, spill buy in, methodology and glossary.
- F) A television station guide that outlines information about stations and their respective markets.

CRITERIA FOR ASSESSMENT OF STATEMENT OF CAPABILITIES

Any interested supplier must demonstrate by way of a statement of capabilities that it can meet the following requirements:

- 1) The potential supplier must be able to provide audience measurement data for both the radio and television markets in Canada using diary methodology;
- 2) The potential supplier must be able to provide audience measurement data for radio and television to the markets outlined in the definition of the requirements;
- 3) The contractor must have significant experience in providing a breadth of audience measurement data and services for radio and television in Canada. For this ACAN, significant is defined as 10 years or more experience.

TRADE AGREEMENTS

This procurement is subject to the following trade agreements:

1. Agreement on Internal Trade (AIT),
2. World Trade Organization – Agreement on Government Procurement (WTO-AGP),
3. North American Free Trade Agreement (NAFTA).

JUSTIFICATION FOR THE PRE-IDENTIFIED SUPPLIER

The CRTC considers Numeris to be in a unique position to fulfill the requirements for the following reasons:

1. Numeris has extensive knowledge and experience in the area of broadcast measurement. Using viewing diaries, Numeris surveys more than 100 Canadian radio and television markets.
2. Numeris is widely recognized by the industry as the standard for radio and television audience measurement within Canada's television and radio industries and the vast majority of broadcasters who require audience measurement services subscribe to Numeris for such

services. Numeris provides the industry with a common point of reference for analysis and decision-making on issues related to broadcast audience measurement.

3. Numeris currently provides radio and television broadcast audience measurement data using the diary methodology.
4. Numeris conducts its radio diary surveys twice per annum, in the fall and spring. Its fall survey currently includes coverage of the 97 radio markets identified in Appendix A of the document and its spring survey covers 27 markets among those listed.
5. Numeris conducts its television diary surveys twice per annum, in the fall and spring. Its fall survey currently includes coverage of the 39 television markets identified in Appendix B of the document and its spring survey covers 37 markets among those identified.
6. Numeris uses a random sampling approach to select the homes it will ask to complete the radio and television surveys. For its fall survey, a sample of homes across Canada is selected to represent the entire radio and television audience. The sample includes all types of homes.
7. For its radio diary survey, each member of the household, 12 years or older, receives a diary and is asked to record their radio tuning. This data is extracted from the diary surveys and is then compiled and used to produce audience estimates and reports, which are released to members twice per year.
8. For its television diary survey, each member of the household, 2 years or older, receives a diary and is asked to record their television viewing. This data is extracted from the diary surveys and is then compiled and used to produce audience estimates and reports, which are released to members twice per year.
9. For its annual fall radio survey, Numeris generally receives more than 85,000 completed diaries from across Canada, including over 66,000 from central markets. For its spring radio survey, Numeris generally receives more than 30,000 completed diaries from across Canada.
10. For its annual fall television survey, Numeris generally receives more than 60,000 completed diaries from across Canada. For its spring survey, Numeris generally receives more than 35,000 completed diaries from across Canada.
11. Numeris provides access to the following radio meter data reports through a secure site including:
 - An electronic report that provides an overview of all measured Canadian markets, counties and census divisions, showing reach and share of hours for all reported radio stations across the series of demographic groups. in all measured areas (All persons aged 12+, All persons aged 12-17, All persons aged 18+, All persons aged 18-34, All persons aged 25-54, Males aged 18+, Males aged 18-34, Males aged 25-54, Females aged 18+, Females aged 18-34, Females aged 25-54) organized by area and member station.
 - A reference book that provides an overview of national, provincial and local radio tuning based on the latest radio survey and the previous four surveys.
 - A geographical reference guide containing detailed provincial and market maps, including population estimates for each reported age/gender subgroup in every defined area and market. The guide also contains populations for counties and provinces as well as an area

and cell guide that advises users of the cells contained within each area or boundary used for a survey.

- A radio station guide that outlines information about stations and their respective markets. The guide is available in Excel format and contains information about radio stations such as station profiles by market, station profile changes, station groups, repeaters, off air & reduced power periods and format names.
- A guide pertaining to each survey that provides information relating to policy changes, sample sizes and return rates by market, terminologies and methodology.

12. Numeris can provide access to the following television meter data summary reports through a secure site including:

- An electronic report(s) that includes TV station reach and share information for a series of broad demographic groups in all measured areas (All persons aged 2+, All persons aged 2-11, All persons aged 12-17, All persons aged 18+, All persons aged 18-49, All persons aged 25-54, Males aged 18+, Males aged 18-49, Males aged 25-54, Females aged 18+, Females aged 18-49, Females aged 25-54) organized by area and member station.
- A guide containing detailed provincial and market maps as well as population estimates for each reported age/gender subgroup in every defined area and market. The guide generally contains populations for counties and provinces as well as for specific areas and cells.
- An annual publication that provides an overview of television viewing habits in Canada by demographic group and market.
- A guide pertaining to each survey that provides information relating to policy changes, sample sizes and return rates by market, spill buy in, methodology and glossary.
- A television station guide that outlines information about stations and their respective markets.

To the best of the CRTC's knowledge, there is no other provider in Canada with the capability to supply the CRTC with the breadth of diary audience data measurement tools, reports and information that it requires.

GOVERNMENT CONTRACTS REGULATIONS EXCEPTION(S)

The following exception to the Government Contracts Regulations is invoked for this procurement under subsection 6(d) "only one person is capable of doing the work."

OWNERSHIP OF INTELLECTUAL PROPERTY

Ownership of any Foreground Intellectual Property arising out of the proposed contract will vest in the Contractor.

PERIOD OF THE CONTRACT

The suggested contract period will be from 1 September 2016 until 31 August 2017 with three (1) one year option periods:

1. Option year 1 – 1 September 2017 to 31 August 31 2018
2. Option year 2 – 1 September 2018 to 31 August 31 2019
3. Option year 3 – 1 September 2019 to 31 August 31 2020.

ESTIMATED COST

The estimated cost of the proposed contract, including option period(s), is between \$165,213 and \$712,088 including all applicable taxes.

PRE-IDENTIFIED SUPPLIER

The purpose of this Advance Contract Award Notice (ACAN) is to signal the Canadian Radio-television and Telecommunications Commission's (CRTC) intention to enter into a sole source contract with:

Numeris
1500 Don Mills Road, 3rd Floor
Toronto, ON
M3B 3L7

SUPPLIERS RIGHT TO SUBMIT A STATEMENT OF CAPABILITIES

Suppliers who consider themselves fully qualified and available to provide the services described in the ACAN may submit a statement of capabilities in writing to the contact person identified in this notice on or before the closing date of this notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

When submitting a statement of capabilities, the following information must be included: The CRTC solicitation #, the contracting officer's name, and the closing date of the ACAN must appear. In the case of a facsimile transmission, such information must appear on the covering page while for email submissions; it must appear in the text of the email.

Canada retains the right to negotiate with suppliers on any procurement.

Documents may be submitted in either official language of Canada.

CLOSING DATE FOR A SUBMISSION OF STATEMENT OF CAPABILITIES

The closing date and time for accepting a statement of capabilities is July 28, 2016 @ 15:00 Eastern Standard time.

INQUIRIES AND SUBMISSION OF STATEMENT OF CAPABILITIES

Inquiries and statement of capabilities are to be directed to:
Andrew McMillan, Procurement and Contracting Officer
Canadian Radio-television and Telecommunications Commission (CRTC)
Administrative Services
Les Terrasses de la Chaudière
Central Building
1 prom. du Portage
Gatineau, QC K1A 0N2
Tel: 819.997.4267
Fax: 819.953.5107
Email: andrew.mcmillan@crtc.gc.ca

APPENDIX A - LIST OF RADIO MARKETS

BRITISH COLUMBIA

Abbotsford
Chilliwack
Kamloops
Kelowna
Nanaimo
Penticton
Prince George
Vernon
Victoria

ALBERTA

Camrose
High River
Lacombe
Lethbridge
Red Deer
Taber

SASKATCHEWAN

Regina
Saskatoon
Yorkton

MANITOBA

Brandon
Winnipeg

ONTARIO

Barrie
Belleville-Trenton
Brantford
Brockville
Chatham-Wallaceburg
Cobourg
Cornwall
Guelph
Hamilton
Kingston
Kitchener-Waterloo
Leamington
Lindsay
London
Midland
North Bay
Orillia
Oshawa-Whitby
Ottawa-Gatineau
Ottawa-Gatineau Anglo
Ottawa-Gatineau Franco
Owen Sound
Pembroke
Peterborough
Sarnia
Sault Ste Marie
Smiths Falls

ONTARIO (CONT'D)

St Catharines-Niagara
Sudbury
Thunder Bay
Timmins
Windsor
Wingham
Woodstock

QUEBEC

Alma
Amqui
Avignon-Bonaventure
Baie Comeau
Charlevoix
Drummondville
Gaspé
Granby
La Tuque
Lachute
Matane
Mont-Laurier
Québec
Rimouski
Roberval
Rouyn
Saguenay
Saint-Gabriel-de-Brandon
Saint-Georges
Saint-Hyacinthe
Saint-Jean
Saint-Jérôme
Sainte-Marie
Sept-Iles Port-Cartier
Sherbrooke
Trois-Rivières
Val-d'Or

NEW BRUNSWICK

Edmundston
Fredericton
Moncton
Saint John

PRINCE EDWARD ISLAND

Charlottetown

NOVA SCOTIA

Antigonish-Port Hawkesbury
Halifax
Kentville
Sydney

NEWFOUNDLAND

Carbonear
Clareville
Corner Brook
Gander-Grand Falls
Marystown
St John's
Stephenville

APPENDIX B -

LIST OF TELEVISION MARKETS

ATLANTIC

St. John's-Corner Brook
Charlottetown
Maritime
Halifax
Sydney-Glace Bay
Saint-John/Moncton

QUEBEC

Carleton
Montréal Anglo
Québec
Rimouski/Matane/Sept-Iles
Rivière-du-Loup
Rouyn-Noranda
Saguenay
Sherbrooke
Trois-Rivières

ONTARIO

Barrie
East Central Ontario
Kenora
Kingston
Kitchener
Kitchener-London
London
Ottawa-Gatineau Franco/Anglo
Pembroke

ONTARIO (CONT'D)

Peterborough
Sudbury-Timmins-North Bay/Sault Ste. Marie
Thunder Bay
Windsor

MANITOBA

Winnipeg

SASKATCHEWAN

Prince Albert
Regina-Moose Jaw
Saskatoon
Yorkton

ALBERTA

Lloydminster
Medicine Hat

BRITISH COLUMBIA

Dawson Creek
Kelowna
Prince George/Kamloops
Terrace-Kitimat

DATABASES

Excel Reach Report
Excel Special Demographic Reach Report