

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

File 21-0022

Advance Contract Award Notice (ACAN)

An ACAN is a public notice indicating to the supplier community that a department or agency intends to award a contract for goods, services or construction to a pre-identified supplier, thereby allowing other suppliers to signal their interest in bidding, by submitting a statement of capabilities. If no supplier submits a statement of capabilities that meets the requirements set out in the ACAN, on or before the closing date stated in the ACAN, the contracting officer may then proceed with the award to the pre-identified supplier.

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 work will involve the following:

Radio broadcast measurement

A) Record audience measurement data using the continuous measurement model, conducting continuous measurement throughout the year:

- a. continuously measuring every other week (avoiding the last two weeks of December and the first two weeks of January) using a rolling average methodology. Each release will be 24 weeks of measurement over a 12 month period. Fall 2019 is a hybrid of the last available survey for that station (either Fall 2018 or Spring 2019) and six weeks between August 12th and October 27th. Every release after that, the oldest 12 weeks are dropped and the newest 12 weeks are added.
 - b. This model will also entail recruitment throughout the year which will increase success and is a proactive approach to prevent market suppression. In addition to the prevention of market suppression this method gives the valuable benefit of having full coverage of all markets and stations in both releases instead of the Fall only. Finally, having samples throughout the year will allow for adjustments to be made as needed and reduce measurement fluctuations.
- 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.
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- 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:

- A) The potential supplier must be able to provide audience measurement data for both the radio and television markets in Canada using diary methodology;
- B) 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;
- C) 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. Canadian Free Trade Agreement (CFTA),
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 2020 until 31 August 2021 with two (1) one year option periods:

1. Option year 1 – 1 September 2021 to 31 August 31 2022
2. Option year 2 – 1 September 2022 to 31 August 31 2023

ESTIMATED COST

The estimated cost of the proposed contract, including option period(s), is \$715K 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 file #, 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 17, 2020 @ 15:00 Eastern Standard time.

INQUIRIES AND SUBMISSION OF STATEMENT OF CAPABILITIES

Inquiries and statement of capabilities are to be directed to:

Sophie Roy, Junior Procurement and Contracting Officer, Procurement and Contracting
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: 819-712-0811

Fax: 819.953.5107

Email: sophie.roy@crtc.gc.ca

LIST OF RADIO MARKETS

BRITISH COLUMBIA

Abbotsford
Chilliwack
Kamloops
Kelowna
Penticton
Prince George
Victoria

ALBERTA

Camrose
Lethbridge
Red Deer

SASKATCHEWAN

Regina
Saskatoon

MANITOBA

Brandon
Winnipeg

ONTARIO

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

Sault Ste Marie
Smiths Falls
St Catharines-Niagara
Sudbury
Thunder Bay
Timmins
Windsor
Wingham
Woodstock

QUEBEC

Alma
Amqui
Avignon-Bonaventure
Baie Comeau
Charlevoix
Gaspé
Granby
Lachute
Matane
Québec
Rimouski
Roberval
Rouyn
Saguenay
Saint-Jérôme
Sept-Iles Port-Cartier
Sherbrooke
Trois-Rivières
Val-d'Or

NEW BRUNSWICK

Fredericton
Moncton
Saint John
Shediac

PRINCE EDWARD ISLAND

Charlottetown

NOVA SCOTIA

Halifax
Sydney

NEWFOUNDLAND

Carbonear
Clarenville
Corner Brook
Gander-Grand Falls
Marystown

St John's

Stephenville

LIST OF TELEVISION MARKETS

ATLANTIC

St. John's-Corner Brook
Halifax
Saint-John/Moncton

QUEBEC

Québec
Sherbrooke
Trois-Rivières

ONTARIO

Kitchener/Cambridge/Waterloo
Kitchener/Cambridge/Waterloo-London
London
Ottawa-Gatineau Anglo
Ottawa-Gatineau Franco

MANITOBA

Winnipeg

SASKATCHEWAN

Regina-Moose Jaw
Saskatoon

BRITISH COLUMBIA

Kelowna
Prince George/Kamloops

DATABASES

Excel Reach Report
Excel Special Demographic Reach Report