

**January 2015**

**RFP for Improving Digital Media Measurement among Kids and Teens aged 2-17**

1. **Background & Objectives**

As part of its Cross-Platform Measurement initiative, the Coalition for Innovative Media Measurement (CIMM) is interested in innovative solutions for measuring the exposure to digital content and ads (including video, games and apps) for kids and teens aged 2-17 across computers, smart phones, tablets, smart TVs and connected TV devices – including gaming devices. These solutions also need to be in the context, or fit into a solution for full cross-platform measurement of exposure, including both linear and time-shifted TV (via DVR and VOD).

Cross-platform measurement is challenging for adults 18+, but it is even more challenging for kids and teens aged 2-17 due to COPPA constraints and general privacy considerations in surveying or measuring those under age 13. And the situation seems to be getting worse with each new device or platform. Site registration solutions such as Facebook are forbidden to register anyone under the age of 13, which also makes data for 13-17 year olds unreliable since those under age 13 often inflate their age to qualify. Additionally, both Google and Apple have taken the position that the use of IDFA (identifier for ads) by SDKs violates privacy provisions in their terms & conditions. There are no current measurement offerings either for games or apps on Smart TV/Connected TVs.

Note that we are making the assumption that kids and teens are growing up as “mobile natives,” and that kids as young as 10 can own their own smartphones. Additionally, kids younger than 10 are using apps on their parents’ smart phones and/or using apps on internet-connected devices such as iPod Touches or mini-tablets. Standard-sized tablet usage also occurs as young as age 2-3, and is now a device commonly used in schools starting in kindergarten. Many of these apps do contain ads.

CIMM member companies who are involved in buying and selling media for children have come together to prioritize solutions for the industry and work proactively with research vendors to develop a roadmap that could also involve pilot testing potential solutions.

1. **Method & Deliverable**

We are open to considering a variety of new methods or hybrid combinations of methods and data integration, such as increasing the size of single source opt-in panels with more kids and teens, the use of hybrid data matching or modeling that is privacy and COPPA-compliant, and/or COPPA-compliant surveys done on a regular basis that could then be used for attribution of demographics against other forms of usage data (such as audited server data).

We are seeking solutions from industry measurement vendors that meet the following criteria:

* Measures user (who) and usage (when, how often, and how long) metrics for individuals aged 2-17 within households, at the media brand level, as well as at the media platform level
* Captures unduplicated net reach of video, gaming, social media, and flat/interactive digital content across all digital platforms, with the ability to include TV (linear, DVR and VOD) via traditional TV devices, as well as through gaming devices, MVPD apps and SVOD OTT apps (Netflix, Hulu, amazon, etc) - including the ability to show incremental reach for each platform for a particular media brand (such as Cartoon Network, Nickelodeon, Disney Channel, etc)
* Represents the U.S. population as a whole, including users that only use one medium as well as users that use any different combination of screens
* Covers usage in as many locations as possible: home, school, commuting and other out-of-home locations
* Scalable, such that it can affordably track exposure across platforms to different combinations of cross-platform content
* Is able to measure time spent in simultaneous usage for various media combinations at both the site or app or video content level as well as at the broader inter-media level
* For mobile: measures across all platforms (including Apple IOS and Android) and includes smartphones, iPod Touch devices and tablets
* For online: measures PC and Macs
* For game devices: measures all platforms (including Xbox and Playstation); includes the ability to distinguish usage of linear TV, video, apps and games on gaming devices
* Is COPPA-compliant
* Uses a methodology that is transparent for the end users and can be easily audited by the MRC
* Needs a great user interface that enables data visualization techniques for increasingly multi-dimensional data
* Designed to add in new media as they are invented (extensible or future-proof)
* Is offered as a syndicated product, but can also be analyzed in a proprietary way
* Can be integrated in a privacy compliant way with other datasets (potentially at the household level), such as purchasing or other behavioral or proprietary datasets, for the purposes of media optimization and/or to demonstrate post-exposure purchase behavior (this may be less critical, if it can’t be done in a privacy compliant way)
1. **Proposal Schedule & Items to Include**

We are scheduling a meeting to discuss your proposals and have the Committee answer any questions. We would like for written proposals to be submitted by February 9, 2015. In the proposal, feel free to outline several approaches to address the challenges, each with their own cost and timing considerations, so that the Committee will have options to evaluate, including Pilot Test options. Note that Committee members can also be available for interim meetings to review and discuss potential approaches.