



IAB Europe Competitive Tender & Request for Proposals (RFP)

**AdEx Benchmark and European Programmatic
Market Sizing projects**



Section 1 - Introduction and Background

IAB Europe is requesting research suppliers to respond to this RFP with regards to undertaking its annual digital advertising spend study (AdEx Benchmark) and its annual Programmatic Market Sizing study.

You can see the description of the current methodology for both studies in the appendices. The latest versions of the reports are available via the following links:

- AdEx Benchmark FY 2017 Report - <https://www.iabeurope.eu/research-thought-leadership/iab-europe-report-adex-benchmark-2017-digital-ad-spend-in-europe/>
- AdEx Benchmark H1 2018 Report - <https://www.iabeurope.eu/research-thought-leadership/resources/adex-benchmark-h1-2018-study/>
- European Programmatic Market Sizing FY 2017 Report - <https://www.iabeurope.eu/research-thought-leadership/programmatic/iab-europe-report-european-programmatic-market-sizing-2017/>

Section 2 - Invitation to respond

This RFP is open to response from research/analyst companies that are located in Europe and have suitable experience and expertise with regards to the required services.

All companies will need to take into consideration the timelines and selection criteria outlined below.

Section 3 - Overview of required services

For the AdEx Benchmark study the supplier is required to collect the data from the national IABs that run an ad spend study (current 27 markets) and collate, analyse and harmonise. The following data splits are required:

- Display
- Mobile (display, search and messaging, web vs. app if data available)
- Video (in-stream and out-stream)
- Social

The report needs to cover 27 markets as per previous reports plus any new markets if the national IAB can provide the relevant data. The report should include each of the above data splits for each market where possible.

The study will need to be ready to be presented at IAB Europe's annual Interact conference in May / June of each year (this year 4 -5 June in Warsaw) and the report then ready to be published by the end of June.

For the European Programmatic Market Sizing study the supplier is required to provide a Pan-European assessment of the programmatic advertising market. The study should be based and related, but not limited to IAB Europe AdEx Benchmark data. It will need to be supplemented with supplier data, insight and statistical models where necessary to provide a holistic view of the market. It should include a regional level split into Western European and Central Eastern Europe for FY 2019. The following data splits are also required:



By format:

- Display
- Video
- Mobile Display

By mechanism:

- Real-time bidding
- Non-real time bidding

The study will need to be ready to be presented and published early in September.

Section 4 - Deliverables

AdEx Benchmark Deliverables

The required deliverables from the supplier are are:

- Working sessions with the national IABs / IAB Europe committees as required
- Shared folder of data submitted by national IABs
- Full harmonised data set by market
- Executive summary
- Written report with key trends, headlines covered (co-branded IAB Europe and supplier)
- Recommendation on free-to-market vs member only/paid-for outputs
- Presentation at IAB Europe's annual Interact conference in early June
- Presentation in an IAB Europe webinar

European Programmatic Market Sizing Deliverables

The required deliverables from the supplier are are:

- Working sessions with the national IABs / IAB Europe committees as required
- Data set with WE and CEE breakouts
- Executive summary
- Written report with key trends, headlines covered (co-branded IAB Europe and supplier)
- Presentation at relevant third-party industry event e.g. DMEXCO
- Presentation in an IAB Europe webinar

Section 5 - Selection Criteria

The criteria for selection will include the following considerations:

- adherence to the RFP timelines
- submission of a clear and thorough response to each question outlined within the RFP as well as submission of required supplementary information
- demonstration and evidence of suitable experience, expertise and capabilities to provide the required services
- demonstration of methodology to deliver the required services including modelling approach for large platforms which do not submit data to national markets
- demonstration of ability to engage and work with the large group of project stakeholders



Section 6 - RFP Timeline

1. 04.02.19: RFP to be published.
2. By 08.02.19: Respondents to submit any initial questions and confirm, if possible, intention to provide a formal response to the contacts at the end of this document.
3. By 18.02.19: Formal responses to the RFP to be submitted.
5. By 20.02.19: IAB Europe to request any additional information.
6. By 22.02.19: Respondents to submit any requested additional information
7. By 01.03.19: IAB Europe to make a decision.

Section 7 - About IAB Europe

IAB Europe is the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by acting as a multi-stakeholder representative body for the digital advertising industry, shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised and standardised business practices that take account of changing user expectations and enable digital advertising to scale in Europe.

Section 8 - Submission section

Introductory company information (e.g. name, market position, geographic focus, size, services, contact person and details)
Expertise with regard to the provision of third-party research services (online or offline) <i>If possible, please provide examples and evidence.</i>

Geographic coverage within Europe and worldwide

i.e. physical offices, variance in experience and expertise by market/region, language skills etc.

Suggestion for approaching current methodology including modelling requirements

See current methodology in Appendix 1

Alternative methodology suggestions

IAB Europe would like the supplier to suggest any alternatives it may have to the approach outlined above.

Proposal for data submissions to IAB Europe and process e.g. direct submissions or tool

Please outline your proposal for how the data should be submitted to IAB Europe from the national markets, i.e. via a manual excel spreadsheet or other.

Suggestions for survey / product development over 1/2/3 years

IAB Europe is keen to ensure that the products remain useful and relevant for the industry. Please outline any suggestions you have for developing the two research products over the coming 1, 2 or 3 years including your ideas on free-to-market vs member-only/paid for outputs with pricing suggestions in the case of any paid-for proposal.

Cost proposal

Please outline the costs for undertaking the AdEx Benchmark study and European Programmatic Market Sizing study. If possible, please outline the cost for both projects and each project individually.

Timeline proposal

Please outline your proposed timeline for meeting the deadlines outlined in the brief. As noted in the brief, the AdEx Benchmark study needs to be presented at IAB Europe's Interact conference in June and the report delivered also in June; the European Programmatic Market Sizing study needs to be delivered in September.

Expertise / team that would work on the project



Section 9 - Key contacts for questions and submission

Alison Fennah, Executive Business Advisor, IAB Europe – fennah@iab europe.eu

Marie-Clare Puffett, Business Programmes Manager, IAB Europe - puffett@iab europe.eu

Appendix 1 - AdEx Benchmark methodology

Each national IAB runs its own annual online advertising spend benchmark study. The method for the studies varies by market. Consequently, IAB Europe and its research partner standardises the data so that the findings in the European report are comparable. This involves re-adjusting figures to allow for different original methodologies, adjusting currencies where local data is not collected in Euros and ensuring the year average exchange rate has been used.

To provide data for previous year growth rates, the prior year's figures are also re-calculated using the current report's year-average exchange rate (i.e. the 2018 exchange rate is used on the 2017 figures) in order to give an accurate depiction of each national growth rate.

Where ad spend is unavailable or incomplete, the data is modelled based on public company reports, macroeconomic variables, ad spend in other media, interviews with key industry players and econometric modelling, subject to the approval of the each national IAB.

Appendix 2 - European Programmatic Market Sizing methodology

The study looks at programmatic from a publisher perspective. In order to have programmatic data that is consistent with AdEx Benchmark gross, publisher revenue incl. SSP costs is used.

Additionally, the study distinguishes between RTB and Non-RTB inventory within programmatic to understand fixed-price automation vs auction-based automation. This translates into:

- Programmatic Guaranteed
- Unreserved Fixed Rate
- Private Auction
- Open Auction

Definition of programmatic

Advertising spend that is generated through transactional or workflow automation mechanisms embedded in an infrastructure that relies on a set of rules applied by software and algorithms that draw on data, commonly known as 'ad tech'. Following the IAB's proposed taxonomy, 'programmatic' here is an aggregate category that is composed of four discrete transactional models, each of which we consider a sub-set:

1. Automated Guaranteed
2. Unreserved Fixed Rate
3. Invitation-Only Auction
4. Open Auction.

Advertising spend is recognised as 'programmatic' whenever any of those mechanisms applies, irrespective of the inventory owner's awareness of their involvement. This means that revenue is also



considered programmatic if inventory that is originally sold to an intermediary through non-programmatic means (e.g. agency bulk buying) is re-sold to an end-buyer programmatically. Revenue is recognized as programmatic irrespective of whether the inventory owner acts directly or indirectly via an intermediary.