

Invitation to Tender

Content Identification System

1. Context

1.1. At present BARB operates two separate systems for the classification of programmes:

- a) The Programme Attribution System (PAS) for linear programming which links broadcast programmes to a brand and allows broadcasters to assign a genre to those programmes.
- b) The Content Data Masterfile (CDMF) for online content that populates classification information based on a programme's metadata to individual pieces of content, but does not assign genre.

There is currently no process to link the programme information across the two systems.

In order to ensure consistency of programme reporting and the linking of content across linear and on demand at the individual programme level BARB is seeking to create a unified Masterfile that enables related programmes (series, episodes and versions) to be grouped together and assigns a single genre code to all related programmes.

1.2. BARB invites tenders from interested vendors to create and operate a system for the identification and classification of broadcaster content, the Combined Content ID System (CCIDS)

1.3. Key deliverables of this contract are:

- To build a combined database of linear and online content that links programmes across all platforms and versions along with their key classification data (the CCIDS)
- The CCIDS will be a searchable database that allows the BARB Data Processor (currently Kantar) and BARB data bureaux to pull data on programmes, brands and genres to ensure accuracy and consistency of reporting output.
- To define, design and manage a process, or processes, for ingesting the relevant information from broadcasters
- To provide a QC function to ensure consistency of labelling and classification
- To assign an independently generated genre code to all linked programmes
- A secondary requirement (possible stage 2) is to provide a means of tracking content across channels

1.4. The scope of the system will cover traditional linear broadcast as well as online distribution of broadcast material, and in some cases online-only content.

1.5. The full specification is set out in Schedule A. Vendors may choose to work with specialist sub-contractors or partners but proposals should be from a single lead vendor who will assume overall responsibility.

2. Submitting Instructions

2.1. Vendors are requested to submit proposals by close of business on Friday February 24th 2017.

- 2.2. Questions relating to this proposal should be submitted to Rhiannon Griffiths (Rhiannon.griffiths@barb.co.uk). Vendors should note that BARB may circulate responses or additional information to all vendors if it is considered appropriate in the sole judgement of BARB.
- 2.3. BARB may choose to formulate a shortlist of vendors based solely on written submissions.
- 2.4. Shortlisted vendors should be prepared to attend proposal presentations at BARB or an alternative location in London. Presentations are expected to take place after March 13th with a project commencement in April 2017.
- 2.5. Proposals may be submitted electronically. Hard copy proposals are not required; however, vendors are requested to submit any large-scale schematics or technical illustrations in A3 format. Electronic submissions are requested in an unlocked, editable format (Word, PDF) and vendors should also submit a secure, locked copy for reference.

3. Details Required in Proposal

- 3.1. Vendors submitting a proposal should note the following requirements and inclusions as appropriate.
 - a) An executive summary setting out a concise statement of the vendor's understanding of the project and proposed solution.
 - b) Significant assumptions or areas to be agreed which may be material to cost or performance should be clearly stated and highlighted.
 - c) Exclusions or optional extras should be clearly stated and highlighted.
 - d) A plan for project implementation showing a critical path timeline and key project milestones for the setup period, operational launch and any subsequent project work. Vendors should work towards a launch date of August 2017.
 - e) An outline of staffing numbers and roles. This should cover and make a clear distinction between staff dedicated to setup and those engaged for operations and apply to the vendor and any sub-contractors.
 - f) Technical details of proposed software and databases.
 - g) Workflow process diagrams showing proposed process flows, actions and responsibilities. Vendors may propose alternative workflows for discussion.
 - h) Back up and disaster recovery plans.
 - i) The full name of the Tenderer together with any trading name, its registered number, the address of its registered office and the address for communications under any resultant contract;
 - j) The names and business telephone numbers and other contact details of the Tenderer's representatives whom BARB may contact in connection with the tender;
 - k) Details of the Tenderer's technical ability and track record so far as relevant to the tender. This should include background of the vendor's experience in relevant areas including any specific examples or case studies.
 - l) Audited accounts of the Tenderer for the most recently completed financial year (or draft accounts/management accounts if they are not yet available) and for the two preceding years;
 - m) A copy of the Tenderer's Memorandum and Articles of Association;
 - n) Details of the Tenderer's corporate structure and affiliations including details of any person holding more than twenty per cent of the equity share capital of the Tenderer or of any parent company of the Tenderer; and
 - o) Details of any financing arrangements required to fund the services to be provided.

- p) Details of any sub-contractors which the lead vendor proposes to involve, including
- similar corporate information as requested for the vendor above;
 - any financial relationship to lead vendor;
 - details of previous work carried out by the vendor in cooperation with the subcontractor. (If any).

4. Financial Details

- 4.1. Vendors should submit a cost proposal as a separate section with references as necessary to the main body of the proposal.
- 4.2. Setup and ongoing operational costs should be clearly distinguished.
- 4.3. Costing should be in GBP and exclusive of VAT.
- 4.4. Vendors should base costing on a contract period to the end of 2020, with an option to extend for a further two years. Exact dates to be finalised in negotiation. Notwithstanding general contractual rights, a review will take place after 12 months to consider performance and any technological or other relevant issues affecting the ongoing service.
- 4.5. Quotes should be valid for six months from the date of the proposal.

5. After submission of any bid:

- 5.1. BARB may call for additional information from the Tenderer to clarify any matter arising out of the proposal or tender and may require interviews with its personnel;
- 5.2. BARB may call for further tests to be conducted on or in relation to any equipment or systems proposed to be used by the Tenderer in the provision of the Service, in which event the results of any tests shall belong to BARB;
- 5.3. BARB may call for consultations with the Tenderer with respect to any matters relating to the proposal and/or tender with a view to agreeing terms (subject to contract); and
- 5.4. BARB may in particular call for consultations with the Tenderer on the Specifications.

6. Agreeing final terms

- 6.1. BARB envisages that, following the evaluation of the bids, there will be a period during which it will seek to agree final terms with its preferred tenderers upon such terms and in accordance with such procedures as it may notify in writing to those concerned.
- 6.2. Tenderers should ensure that they have sufficient and sufficiently qualified resources in place to meet BARB's timetable requirements for discussion of final terms, best and final offer submission and contract signature should the Tenderer be selected for this purpose. Such resources should include any necessary legal support and personnel with authority or the appropriate delegated authority to agree terms on the Tenderer's behalf.

7. Confidentiality and IPRs

- 7.1. Except as otherwise provided in this ITT, BARB and the Tenderers shall not make each other's confidential information available to any third party, or use each other's confidential information otherwise than for the purpose of the procurement process contemplated by this ITT. Confidential information shall mean all information that is marked as or otherwise indicated to be confidential at the time of disclosure and includes the Specification, or which otherwise has the necessary quality of confidence such to import an obligation of

confidentiality. To the extent that any aspects of the proposals submitted in response to the ITT are confidential, Tenderers should include them in a separate schedule to the proposals ("Confidential Schedule"). Financial information in a tender will be assumed to be confidential and should be so marked. To the extent that the Tenderer wishes information to be treated as exempt from disclosure under the Freedom of Information Act 2000 ("FOIA") if applicable it should designate that information accordingly by notice in writing to BARB.

- 7.2. Tenderers may disclose BARB's confidential information in confidence to their professional advisers. BARB may disclose the Tenderer's confidential information to its members, professional advisers, agents, contractors, affiliates and members of any BARB workstream as part of this procurement process for the purposes of researching, comparing, assessing and evaluating the Tenderer's submissions. Confidential information shall not include any information that:
- (a) is publicly known (except by breach of this obligation of confidentiality);
 - (b) is received from a third party, who is not under an obligation of confidentiality;
 - (c) is independently developed without use of, or reference to, the confidential information; or
 - (d) is required to be disclosed in accordance with the FOIA or otherwise by law.
- 7.3. If the FOIA is applicable, then BBC and Channel Four (which are members of BARB) may be required under the FOIA to release information that has been disclosed to them whether the information is held by them or another person on their behalf. In the event that either of them is requested to disclose confidential information in accordance with the FOIA (if applicable) BARB will provide the Tenderer with prompt written notice of any notice BARB receives from them in respect thereof and, if it is feasible and reasonable to do so on receipt of any such notice, will seek to ensure that they consult with the Tenderer prior to determining whether to disclose the information and/or the timing, manner and content of disclosure.
- 7.4. BARB may require a Tenderer to enter into a more detailed non-disclosure agreement during the course of this procurement process.
- 7.5. All intellectual property rights (including copyrights, trade marks and database rights) that subsist or are capable of subsisting in this ITT (or any additional material provided to the Tenderer by BARB or a third party for or on behalf of BARB) (the "Material") are or remain the property of BARB or the third party. The Tenderer may use the Material solely for the purposes of this ITT or as permitted by BARB during the procurement process in writing. Tenderers, by submitting a response to this ITT, grant BARB a royalty-free licence to use any material they provide for the purposes of researching, comparing and evaluating the Tenderer's submissions and otherwise for the purposes of this procurement process.

8. General

- 8.1. Whilst all reasonable endeavours have been and will be used to inform Tenderers accurately in the Specification of BARB's requirements, Tenderers must form their own conclusions about the methods and resources needed to meet those requirements. BARB accepts no responsibility for any assumption or estimate that any Tenderer may make as to such methods or resources or for the results of any tests that the Tenderer may obtain through the use by the Tenderer of any facilities or information made available by BARB in connection with the proposed tender or otherwise. BARB have no responsibility or liability

to the Tenderers whether in contract, tort or otherwise for the content of this ITT and the Tenderers' participation in the process contained herein.

- 8.2. BARB reserves the right at any time to alter the timetable and otherwise vary or terminate the procedure set out in this ITT by notice in writing either given to all Tenderers of which it is aware or published in such manner and to such persons as BARB may think fit.
- 8.3. BARB shall not be liable to any Tenderer for any costs or expenses that the Tenderer may incur as a consequence of the Tenderer taking part in the bid procedure set out in this ITT including (without limiting the generality of the foregoing) any costs or expenses arising from any alteration of the timetable or other variation or termination of such procedure.
- 8.4. BARB does not undertake to accept the lowest bid or any tender that may be submitted to it in connection with the Service.
- 8.5. Nothing in this ITT or in any invitation or other communication passing between BARB and any person who submits or may submit a proposal or tender in connection with the Service with respect to the subject-matter of this ITT shall constitute a contract or any agreement or representation which is binding on BARB save for a contract made in writing by BARB pursuant to and in accordance with this ITT. Without prejudice to the generality of the foregoing, nothing in this ITT or any such invitation or communication shall constitute an agreement or representation that any contract will be made pursuant to or in accordance with this ITT or at all.
- 8.6. This ITT shall be governed by the laws of England and Wales.

Contents

Schedule A:	Content Specification
Schedule B:	Metadata Table with Vendor Actions Metadata Table tabulated into Broadcaster responses
Schedule C:	CDMF Specification
Schedule D:	BARB Genre List

Schedule A – Specification for Combined Content ID System

PART ONE – GENERAL INFORMATION

1. Background

“Content identification” for the purposes of this proposal means the following:

- registration of programme names in such a way as to be consistent and accurate across episodes, series and multiple transmissions;
- allocation of programme genre according to an agreed taxonomy;
- inclusion of additional metadata to be agreed and defined in discussion with BARB stakeholders.

As a minimum such metadata is expected to include Brand, Series, Episode, Title, Duration, Channel, Synopsis, Transmission Date & Time, and other information which may vary between linear and non-linear. BARB data needs to be cleaned, coded and classified before release. At present there are two systems in place to do this which operate independently:

A. The system known as PAS (Programme Attribution System) covering linear broadcast.

This relies on text-based matching from Transmission (TX) logs to identify programmes – unmatched programmes are given a new PAS code, matched programmes an existing one. It also requires broadcasters to manually allocate genres post-TX or correct errors.

The current PAS system adds genres to, and makes links between, programmes but **ONLY** for linear transmissions. It does not store details of individual programmes in a series, nor does it capture programme IDs to link viewing of linear and on demand to the same content identifier. The system has become unwieldy and inaccurate over time.

B. A similar system exists for online content whereby content is identified as part of a data stream into a Content Data Master File (CDMF). The CDMF process uses broadcaster-generated proprietary ID codes and includes metadata generated and exported in a prescribed XML format.

The CDMF uses these ID codes to provide title, series and episode details for every individual programme that is available via the broadcasters’ online player apps but does **not** apply genre coding and cannot link programmes to a parent “brand” level.

A new Masterfile is required to ensure that viewing to both linear and on demand is linked and stored at the individual programme level; that related programmes (series, episodes and versions or matches within a tournament) can be grouped together; and that a single genre code is allocated to all related programmes.

These tasks need to be done in-time for programme viewing files to be produced by the data processor (currently 7 days after transmission, but with the aim of moving to overnight reporting). The resultant consistent data will be used by the data bureaux to ensure accurate and consistent reporting of linear and on demand content at brand/series/episode/version level and by genre.

2. System Outline

BARB has conducted an extensive process of consultation and discussion with key stakeholders as a background to this ITT.

While our intent is not to be overly prescriptive about the system proposal or to discourage alternative suggestions, this system outline reflects a consensus of views. It should help indicate where the stakeholders believe they can most effectively work with vendors to establish and implement a practical solution having regard to timing and resources.

Note that for the purposes of this section the Genre allocation task is discussed separately from Programme Identification and other metadata.

In short there are two essential requirements.

- A. Unambiguous identification of content across linear and non-linear.**
- B. A timely source of rich and accurate metadata and relationship information.**

After discussion with stakeholders BARB believes that the most effective solution is likely to be based on the following elements, and that these are available from the major broadcasters and stakeholders.

- Use of alphanumeric Broadcaster Content ID (BCID, i.e. the broadcaster's House ID) as the key identifier to match linear and non-linear content and, where possible, programme relationships. N.B Stakeholder broadcasters have been briefed to include the same BCID for linear and on demand transmission for each individual programme going forward. All key stakeholder broadcasters to be compliant by June 2017.
- Direct access to or from broadcaster Content Management Systems for broadcast data (online data will be sourced from CDMF) by means of API or data export.
- Use of Transmission (TX) Logs may be required for linear specific data. These are currently delivered to Kantar for production of viewing files and will include the BCID enabling linkage with the CCID file.

Discussion with BARB and stakeholders is expected to determine the appropriate process and workflow timing to complete this.

BARB has held discussions with a wide range of broadcasters and service providers to determine the feasibility of this concept and preparedness for cooperation.

A number of detailed examples of metadata from core stakeholders are discussed and attached in Schedule B 'Metadata and Technical Details' along with a list of current fields and proposed vendor responsibilities. The final list of metadata fields will be confirmed with BARB. *[Note: Further metadata examples and API specifications will be provided.]*

3. Programme Identification

The overall requirement is to identify and match programmes and programme relationships as outlined below.

This means that any programme broadcast on linear TV or published in non-linear formats can be correctly and consistently identified with:

- a) An overall Brand (e.g. Panorama, Premier League)
- b) Programme Name (e.g. The Great British Bake Off, The Simpsons, Paw Patrol; Premier League 2016-2017)
- c) Episode Title (e.g. 2016 Final, The Springfield Files)
- d) Series Number
- e) Episode Number
- f) Broadcaster ID (e.g. BBC)
- g) Channel on which the programme was transmitted (e.g. BBC2) – *This should conform to the channel code within the BARB AP04 file*
- h) Area Information (e.g. regional programming) *
- i) TX Date
- j) TX Duration (net, exclusive of advertising breaks) *
- k) Parent information ('Parent BCID') which identifies sub-versions of the same programme (e.g. an edited version)
- l) Duration
- m) Assigned Genre
- n) Broadcaster Genre

* Refers to linear-specific content

Additional information may include:

- a) Originating Owner (e.g. content on Sky, originating with Disney)
- b) Synopsis
- c) Year of Production
- d) Further metadata related to independent data registries such as EIDR

Consideration should be given to how to classify multiple programmes from different genres e.g. news programmes which may be ongoing such as News 24; daily; multiple times per day etc. Sports programmes such as Premier League games may be complex to log due to the nature of their "titles" being fixtures. The vendor will be expected to engage with stakeholders to ensure metadata is correctly attributed.

Consideration may also be given to inclusion of broadcaster-proprietary information, for example deal agreements or rights. This would not form part of the core CCID system but may be available to broadcasters who choose to opt-in by one-to-one agreement. Vendors may include separate details of functionality, operational requirements and cost factors as an appendix to their core proposals.

A list of metadata fields and their application to linear and non-linear content is included in Schedule B. 'Metadata Table'. The table also describes the source and vendor responsibilities for each field, specifying whether information is added through the import process, maintained from other sources and is to be harmonised or edited.

It is essential that relationships between content are identified consistently and accurately classified. This should include the facility to classify all types of programme genre: films; entertainment, news and sports each of which have slightly different programme relationships and complexities in terms of naming conventions. The nature of the relationships may be thought of as vertical (e.g. Brand/Series/Episode; Programme/Version) for example:

	Example 1	Example 2
BRAND:	Masterchef	Premier League
SERIES:	Masterchef / Series 1,2,3... Masterchef – The Professionals / Series 1,2,3... Junior Masterchef / Series 1,2,3...	Premier League 2016-2017
PROGRAMME:	Masterchef / Series 1,2,3... / Episode 1,2,3... Masterchef – The Professionals / Series 1,2,3... / Episode 1,2,3... Junior Masterchef / Series 1,2,3... / Episode 1,2,3...	Premier League 2016-2017 / Chelsea v Manchester City
PROGRAMME VERSIONS:	Masterchef / Series 1,2,3... / Episode 1,2,3... / Welsh language Masterchef – The Professionals / Series 1,2,3... / Episode 1,2,3... / Audio Described/ Pre/post 21:00 edits etc Junior Masterchef / Series 1,2,3... / Episode 1,2,3...	Premier League 2016-2017 / Chelsea v Manchester City / Short Highlights

Where these are consumed as tagged online content they will be picked up initially in the CDMF workflow but will be linked to the linear content in the CCID database.

It is hoped that relationships can be derived primarily from CMS metadata. However some QC may be necessary.

TX Logs are currently provided directly to Kantar, the provider and operator of the BARB TV panel and Player Report. These logs are typically delivered 1-3 days after transmission and it is not expected that this process can be substantially or universally improved. It is expected that the TX logs will therefore enter the workflow when available. It will not be the responsibility of the vendor to combine TX logs with the CCID data for the purpose of producing final viewing figures.

4. Genre

While Genre allocation should be considered integral to the CCID metadata it is discussed separately here in the expectation that a different approach will be required.

Currently Genre is assigned to new programmes after TX and becomes associated with the programme PAS code. Once allocated to a programme with a PAS the genre remains the same and can only be changed by the first broadcaster.

Genres are assigned using a BARB genre list (Schedule D). While there is a central taxonomy it relies on subjective interpretation and application of this by broadcasters and is therefore inconsistent. Some broadcasters indicate that internal factors such as pressure from commissioning departments play a role in the selection of genres.

BARB therefore requests that vendors address genre by providing two genre fields, Assigned and Broadcaster-Generated.

- First by proposing a system for independent assignment of genres based on a central taxonomy. It may be assumed for the purposes of this ITT that the BARB genre taxonomy will be used and we are working on the assumption that this will be limited to a two-level genre code. The vendor will be responsible for agreeing the final scope and nomenclature of the genre codes along with conventions for how programmes are BARB genre-coded with the broadcasters. Once defined, it is the sole responsibility of the vendor to decide on and assign the BARB genre codes. However broadcasters will be able to raise a query where they believe programmes have been miscoded. Vendors should note the source of BARB assigned genre classification may be subject to amendment in future pending a final decision. Vendors should clarify any alternative sources they wish to propose. Genres should be assigned by the vendor to programmes as part of the workflow leading to production of overnight logs. It is expected that a pre-TX export of data from broadcaster CMS will be sufficient for genre to be confirmed for known programmes and allocated to new content. The system Operator will also be required to use a similar process to assign genres to non-broadcast material – i.e. content which has not been given a linear transmission but is part of broadcaster output and appears in broadcaster non-linear services. Each such content item is assigned a BCID and therefore has a CDMF record. The Operator will be required to review this record and assign a genre consistent with those applied to Broadcast TX content and following the same process with regard to subsequent flagging and potential correction.
- Secondly to include an additional field for a broadcaster-generated Genre (Broadcaster Genre) which will be derived from the CMS or CDMF. This will not be managed or edited by the vendor and it will be the responsibility of the broadcaster to ensure that it is correctly populated in the CMS or CDMF. Where no broadcaster genre is available the field will be left blank.

PART TWO – VENDOR REQUIREMENTS

Vendors are requested to provide a detailed proposal showing their approach to dealing with the issues raised above. In summary, the vendor will be required to:

6. Develop systems to ingest programme metadata.

- A. Develop a standardised direct interface API capable of importing data from broadcaster Content Management Systems (CMS) with a minimum set of metadata to be agreed with BARB. Note, this may also refer to scheduling or playout systems - the term CMS is used in a broad sense to indicate the most appropriate source of metadata within a broadcaster.**
- B. Produce a standard CCID XML file format specification suitable for export from broadcaster CMS with a minimum set of metadata to be agreed with BARB.**

The vendor should expect some variation in the way the broadcasters manage the generation and export of content. For example, some broadcasters may choose to produce export files and others to work through an API.

Vendors should quote on the basis of producing a single standard API/XML format which broadcasters would need to comply with. Additionally they should detail how they might work with individual broadcasters to adjust these to meet their specific requirements, providing illustrative cost estimates where possible. N.B. any additional investment required to set up bespoke solutions would need to be agreed with and invoiced direct to the broadcasters.

The data flows should be periodic and updated as necessary (see Timing section for further details).

The specification and format should be consistent with the BARB CDMF specification for player content, and the CMS data and CDMF data will be combined into a CCID Masterfile

- 7. Note also that playout Service Providers (for example Arqiva) may be included in the API/Export process acting on behalf of smaller broadcasters. **Process content which does not have data sourced from CMS, CDMF or in the CCID file format i.e. broadcasters (typically small channels).****

In this case the metadata will be minimal and available only from TX logs. It may nevertheless be included in the CCID database with the addition of at least basic genre, for which the vendor will be responsible.

- 8. Provide a Quality Control (QC) function with the following objectives. Please also reference the Metadata Table (Schedule C) for specific details of vendor responsibilities in regard to quality control.**

- a. Harmonisation – intervention to ensure high-level consistency. For example if a programme name is used inconsistently between two seasons or two channels or between linear and non-linear.
- b. Correction – where changes have been made or proposed by the Operator or requested by Broadcasters for either Identification or Genre.
- c. General QC – review metadata which is incomplete or anomalous.

For the purposes of this ITT, vendors should assume that the harmonisation task corrects basic errors in key fields such as Brand and Programme Name level. BARB acknowledges that the level of intervention will have an impact on resource and may be further defined and agreed. Vendors may outline different options and costs.

The vendor will be required to develop and publish QC Rules and Guidelines in conjunction with BARB and the broadcaster stakeholders to govern the practice and application of harmonisation and correction.

It is expected that this function may be a mix of automation/software and human resource and that vendors may have different approaches. Vendors should clearly detail all aspects of QC (including the Genre assignment function, see below) and review process including:

- a) Staffing levels
- b) Capabilities (languages etc)
- c) Current or previous experience (corporate or individual)
- d) Location
- e) Hours of operation
- f) Expected volume of content and capacity
- g) Service levels
- h) Any variations or service level proposals should be clearly costed.
- i) Options for 7 day or 5 day operation and any cost impact.

The system must address the following requirements, issues and features:

9. Stakeholder Access

The system will allow for broadcasters, subject to initial BARB authorisation, to gain access through an ID and logon for the purposes of content review.

Whilst they will not be able to edit the contents directly, the system will provide for authorised users to flag discrepancies in order to propose corrections to (any) content which will be reviewed by QC subject to the QC Rules and Guidelines.

Users will be able to search by field and return results. Vendors should indicate the search capabilities e.g. fuzzy, Boolean and any limitations. An ability for flexibility in search will be considered useful.

10. Reporting

The system will be capable of delivering reports to BARB on usage, QC activity and data quality (e.g. timing, field population) in aggregate or by user in selected time frames. Number of changes, change requests and actions should also be reported.

11. Genre Assignment

The proposal should detail the vendor's approach to Genre assignment as noted above regarding Assigned Genres and Broadcaster Genres.

Assigned and Broadcaster Genres should be identifiable and searchable at each level of the taxonomy e.g. Children -> Entertainment -> Animation and in combination e.g. Children Animation.

The Broadcaster Genre field will be imported from the Broadcaster CMS and should allow for broadcaster variation

The system should be capable of allowing broadcasters to review the independently-Assigned genres and flag items where a different genre is suggested.

The system Operator will be required to process and respond with explanation as necessary.

12. Timing

Although data from broadcasters may be updated when available it is expected that the CCID data will be accessed at fixed points by the vendor responsible for delivering BARB viewing data, currently Kantar. These points may be subject to change but are currently: Pre TX (24-48 hours TBA), Day After TX, TX+7 and TX+28. The vendor will agree a process for exchange with Kantar, however changes to the CCID database from update of CMS or CDMF records may occur at any time

The purpose of the pre-TX access is to create a programme record that includes Assigned Genre which can be used by the Data Processor to match with viewing data when they create Panel Viewing Files for publication. CDMF data may also be imported pre-TX.

Day After TX – the purpose of the day-after TX is to update any information from the CMS which may have been altered from Pre-TX. Additional CDMF data will also be available.

TX+5 – At this stage it is not expected that there will be significant changes to CMS data but all TX logs should be available for matching. Further CDMF data will be available.

13. Backdata

Vendors will be expected to import a reasonable amount of backdata from both the existing PAS and CDMF systems, at least to Jan 1 2017.

Existing PAS content, including codes, should be retained and accessible subject to consistency with the new database. The vendor should describe how historical links will be maintained for search purposes. It is expected that the existing PAS system will continue to operate in parallel until the new system is fully established.

Potential Stage 2 Requirement:

14. Tracking content items across channels

An issue identified by BARB stakeholders is the ability to track content across channels, which may be broadcast channels or online players. Relying on a House ID (BCID) correctly identifies content per channel but does not confirm that a particular piece of content has been broadcast independently on multiple channels, although it is expected that improved accuracy and consistency will alleviate this problem to some degree.

EIDR is a third-party database originating in the US and increasingly used by a number of networks and studios. While not widespread in the UK it is being adopted by some BARB stakeholders.

Vendors are invited to propose a solution to enable stakeholders to track content which is broadcast on third-party channels, either by including EIDR in the CCID workflow; or by populating the Originating Owner BCID or alternatively by generating a new ID. Although this may represent a later stage of development and is not essential for launch, a roadmap and timeline should be indicated.

For example a piece of content owned by a US network or studio (e.g Disney, Fox) may be broadcast on a UK channel (e.g. Sky, ITV) before being broadcast on the networks' UK channel. Assuming an EIDR number is included in the CMS metadata from the UK broadcaster the system should be capable of using this in preference to (or in parallel to) the Content ID for identification.

Alternatively it may be possible for the 'owner' network to submit content from outside the CMS workflow in order to obtain an ID which may then be passed on to the broadcasting network as a means of identification.

A field of Originating Owner BCID is included in the metadata table. Using this to track content would involve broadcasters both passing on and retaining an original in-house BCID. This is not currently consistent but could be developed with stakeholders,

While not essential, vendors should include details of compatibility or existing interfaces with external third party databases (e.g. commercial databases such as Gracenote and IMDB or industry registries such as DPP or EIDR) for both input and output. .

15. Service Levels

Vendors should include a statement of expected performance levels.

Vendors should note BARB's assumption that detailed KPIs will form part of the negotiated contract. However the precise nature of such KPIs may be determined by the nature of the solution.

Therefore vendors are requested to provide suggested areas for performance metrics having regard to the overall objectives of:

- accuracy and consistency of identification across linear and non-linear content
- reduction of manual input from broadcasters
- timing and delivery of outputs.