



Request for Information on the Global Standard and Business Practices of Single Audience Measurement Model

RFI No: 2026080001

Issue Date: 17 August 2026 (17/08/2026)

Response Date: Before 12pm on 14 September 2026 (14/09/2026)

SECTION I - GENERAL INFORMATION

A. Purpose

1. The purpose of this Request for Information ("RFI") is to solicit information from research companies and subject matter experts pertaining to Single Audience Measurement ("SAM") models that have been developed and deployed worldwide. This includes understanding governance frameworks, methodological approaches, transparency standards and operational models that support independently governed, industry-accepted audience measurement systems used as market currencies.
2. This RFI seeks to explore SAM model that are most suitable to the demographic, cultural, media consumption, geographic profile of Malaysia while taking into consideration the evolution of SAM practices worldwide. Responses should address how proposed approaches align with Malaysia's media ecosystem, and comply with local regulatory and data protection requirements, including privacy-by-design principles and applicable personal data protection laws. *Additional Note: To add more narration for better scope rather than just demographic & geographical – Psychographic (What they think & feel), Technographic (How They Access & Use Technology), Lifecycle & Relationship scope (Where They Are in the Journey) & Engagement (quality).*

3. The issuance of this RFI does not constitute a commitment to issue a request for bids/proposals, award a contract, or pay any costs incurred in preparation of a response to this RFI.
4. Any information received in response to this RFI will assist Content Forum's Joint Industry Committee ("CMCF JIC") in finalising the scope of work and requirements which may be used at a future date in the issuance of a Request for Proposals ("RFP").
5. Submitting a response to this RFI is not a guarantee in any way that a supplier will be selected for any subsequent RFP, nor does it preclude any supplier from responding to future procurement opportunities.
6. Single Audience Measurement (SAM) is expected to deliver a unified, people-based, and de-duplicated view of audiences across multiple platforms and devices, including but not limited to television, radio, digital media, OTT/streaming services, social media, websites, mobile applications, and other emerging touchpoints. The objective is to establish a future-ready cross-platform audience measurement currency that accurately reflects evolving audience consumption behaviours and supports the current and future needs of the media ecosystem.

Note: The SAM model is intended to support cross-platform planning, trading, evaluation, and accountability, and to function as a credible, comparable, and scalable audience measurement currency for Malaysia's current and future media ecosystem. Responses should also consider modular and future-ready system architectures that allow for the future integration of Out-of-Home (OOH) measurement and additional platforms as media consumption patterns continue to evolve.

B. Contact Details

The point of contact for any inquiries can be referred to:

Name: Mawar Abd Latiff

Designation: Senior Manager

Email: mawar@contentforum.my

Contact No.: 018 - 2624822

C. Pertinent Dates:

Registration of Interest (RoI) Deadline: **12pm, 24 August 2026 (24/08/2026)**

Submission Deadline: **12 pm, 14 September 2026 (14/09/2026).**

D. Scope

1. CMCF JIC hereby calling upon organisations with expertise and deep knowledge in the field of audience measurement and who may be interested in presenting their credentials to CMCF JIC with their capabilities in this field, in a request for information regarding SAM with innovative methods and the practical applicability of those said methods covering multiple platforms and multiple devices across all geographic regions in Malaysia.
2. This RFI is conducted solely for fact-finding and market-learning purposes, with the objective of understanding existing SAM models and practices implemented in other countries. International research companies, audience measurement providers, and industry bodies are encouraged to participate in order for Malaysia to benefit from global best practices, lessons learned, and proven operating models, and to assess how such approaches may be adapted to Malaysia's media ecosystem.
3. The expanded SAM scope shall encompass the measurement of content consumption and advertising exposure across linear and non-linear

platforms, spanning both video and audio formats, and accessed via multiple devices, including but not limited to television sets, radios, computers, mobile devices, connected TVs, and other digital endpoints.

4. The SAM framework is expected to support cross-platform comparability, cross-device and cross-platform deduplication, and people-level and household-level reporting, in order to provide a unified view of audience behaviour. The scope of this RFI includes understanding how such approaches can meet the needs of broadcasters, advertisers, media agencies, digital and streaming platforms, content owners, regulators, and other relevant stakeholders, while supporting consistent planning, evaluation, and accountability across media.
5. The measurement approach should be designed as a future-ready, modular, and scalable architecture, capable of evolving over time. This includes the ability to integrate new platforms, devices, distribution models, and data sources without fundamental redesign, as well as the future incorporation of additional media platforms such as Out-of-Home (OOH), Digital OOH, print and other emerging media touchpoints.
6. Within the scope of this RFI, respondents are also invited to share insights into data governance, privacy-by-design principles, and regulatory compliance considerations, including approaches suitable for Malaysia's legal and ethical context, as well as methodologies that support transparency, auditability, and industry confidence in a national-level SAM system.
7. Scope to include "Cross Platform Media Planning Tools" to automate Media Plan Simulation. Especially for TV Planning where current practice requires manual spot by spot data entry for simulation table.

E. Information Requested from Suppliers

Suppliers are to respond to the questions listed in **Section II** of this RFI providing clear, structured and substantive information based on their experience and expertise in audience measurement. Suppliers are encouraged to recommend alternative approaches, enhancements, or refinements to the project if it is determined, based on their experience, a more effective or suitable solution may exist. CMCF JIC is seeking best practices in this area, as

well as lessons learnt from other markets, including practical challenges, limitations, dependencies, and key considerations relevant to the design and implementation of SAM for Malaysia.

Responses should focus on methodological approaches, operational feasibility, governance considerations, scalability and future readiness and should be presented in an appropriate detailed level or fact-finding and market understanding.

F. Supplier Presentations

CMCF JIC may request suppliers to provide a presentation as described in this RFI and for any other purpose deemed necessary in order to seek clarification, elaboration or deeper understanding of the information provided in responses to this RFI. All costs associated by such presentations will be borne by the supplier. Presentation shall be information in nature and promotional items shall not be provided at these presentations.

Additional Note: The presentation has to include with proof of concept (POC) to identify below:

- i. Technical risk - Confirms system works at required scale*
- ii. Integration risk - Tests compatibility with existing systems*
- iii. Operational risk - Reveals manpower, workflow, and process issues*
- iv. Market-fit risk - Shows suitability for local market conditions*

G. Confidentiality and RFI Ownership

1. This RFI is confidential and CMCF JIC reserves the right to recall the RFI in its entirety or in part. Suppliers agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of CMCF JIC's issuing office.
2. Suppliers shall not include or make reference to this RFI in any publicity without prior written approval from CMCF JIC, which, if granted, shall be granted by the issuing office. Suppliers must accept all of the foregoing terms and conditions without exception. All responses to the RFI will become the property of CMCF JIC and will not be returned to the suppliers.

H. Disclosure of Proposal Contents

1. Cost and price information provided in proposals will be kept confidential and will not be revealed or discussed with competitors, except to the extent required by the law.
2. All other material submitted becomes the property of CMCF JIC and may be returned only at the CMCF JIC's option. Proposals submitted may be reviewed and evaluated by any person other than competing bidders at the discretion of CMCF JIC.
3. CMCF JIC has the right to use any or all ideas presented in any reply to the RFI. Where confidential or proprietary information is required, or should the vendor deem it necessary to submit such matter, mark each page/section in large bold type (**PROPRIETARY INFORMATION**).

SECTION II - GENERAL REQUIREMENTS

A. General Supplier Information

Interested suppliers are invited to submit a response containing, at a minimum, the following information:

1. Description of the reason for your interest in possibly providing the information pertaining to SAM model in other countries;
2. Company profile;
3. A brief description of the supplier's past and current experience in the design, implementation, operation, or oversight of SAM, cross-media, or audience measurement systems, including examples of national or large-scale deployments in other countries;
4. Estimated time frame for preparation and submission of the RFP and SAM rollout in Malaysia;
5. Company brochure/literature if available;
6. Charging mechanism, commercial framework and cost model; and

7. Deployment framework including roles and responsibilities of a Regulatory Body, Joint Industry Body and others, as necessary.

B. Project Overview

1. Malaysia is a strong, emerging market in South East Asia with high TV penetration for satellite, terrestrial and IP TV. With the recent ASO ("Analogue Switch Off") of terrestrial TV, high ownership of smart-phone, falling mobile-broadband prices and the launch of 5G, digital infrastructure development has further accelerated the fragmentation of video consumption across platform and devices.
2. Currently two companies provide Television Audience Measurement ("TAM") services in Malaysia only, further adding to the complexity of ethnic-mix, demographic-mix, market-coverage issues and device-mix challenges. These structural limitations highlight the need for more holistic and future-ready measurement approach.
3. CMCF JIC is interested in examining the possibility of implementation of SAM model as a unified, cross platform audience measurement currency, that best captures the evolving audience behaviour across traditional and digital environments, leveraging innovative measurement methodologies aligned with ongoing technological and methodological advancements.
4. While following the global developments in the field, CMCF JIC is aware of available technologies and methodologies, including attempts to utilise new metering systems, mobile applications, Return Path Data ("RPD"), Automated Content Recognition ("ACR") solutions and hybrid measurement frameworks as means of measuring audiences. Such innovations are increasingly being explored internationally to support the implementation of single-currency cross-media audience measurement systems that deliver integrated, deduplicated and comparable audience metrics across television, radio and digital platforms.
5. With advances in data-science, improved computing capacity, new measurement technologies have been developed allowing for measurement of video content across multiple platforms including

broadcast, streaming, social-media (such as Meta, YouTube), websites and apps, and audio as depicted in Table 1 below.

Additional note: Content reporting to capture following hierarchy "Content IP", "Season", "Episode", "Live" and "Repeat".

		Devices				
Content Platform	Content Consumption Matrix	Television / Connected TV	Desktop / Laptop	Smartphone / Mobile	Tablet	Console
	Set-top box (Linear / Mainstream / IPTV)					
	Broadcaster OTT / Catch-Up Services (RTMKlik, Tonton, Astro GO, MYTV Mana-Mana, Sooka etc.)					
	Global Streaming / OTT Services (Netflix, Disney+, Prime Video, iQIYI, Viu etc.)					
	Social Media Video (YouTube, Facebook, TikTok, Instagram, RedNote, X etc.)					
	Websites and Online News Portals (Awani, The Star, Malaysiakini, Berita Harian, Gempak etc.)					
	Broadcast Radio (FM/AM)					

Music Streaming (YouTube Music, Spotify, Joox, Apple Music, Jukebox etc.)					
Podcasts and On- Demand Audio Content (Spotify, Apple Music, SYOK, Audio+ etc.)					
Vodcast (YouTube, Spotify etc.)					

Table 1

6. By accurately measuring the viewership of television, e-news, articles, videos and radio content, such as Free-To-Air TV and Pay TV channels, across traditional and digital platforms, including but not limited to simulcasts on social media platforms, SAM intends to offer a comprehensive and precise evaluation of viewership and enable targeted television/ audio content and effective advertising campaigns in future.

7. This RFI will assist the SAM model to be established by keeping pace with the trend of technology evolution, media convergence, growth of the digital broadcast and evolving television consumption habits and listenership in media industry.

8. Broadcasters across both television and radio, will be able to acquire, schedule, and distribute programmes more effectively by gaining deeper insights into audience behaviour, preferences, and reach across platforms.

9. Advertisers can reach their target audiences more effectively across television, radio and digital platforms through strategic planning, evaluation and optimization of integrated campaigns.

10. Content producers will also be able to understand viewers and listeners' preferences. These valuable insights into viewer preferences will enhance the creativity and quality of content for the viewers, listeners enabling the development of content that is tailored to the audience's tastes and consumption habits.

C. Questions

CMCF JIC requests that suppliers answer the questions in **Appendix 1** as part of the response to this RFI. The areas that we would like to solicit for information include the following:

1. Company Credential;
2. Organisation Structure and Collaboration with Industry Body;
3. Timeline and key implementation phases;
4. Commercial and Funding Framework;
5. Governance;
6. Managing Conflict;
7. Audit and Data Validation;
8. Key Success Factor and Risk;
9. Research design/framework/methodology;
10. Technology (hardware, software) including system architecture;
11. Reporting/Global Standard/ADEX Viewership and Listenership Data; and
12. Other Information

D. Response Format

Responses are to be straightforward, clear, concise and specific to the information requested. Submissions should focus on methodologies, operational approaches, governance, feasibility, and indicative costing. Any indicative costing provided should be for planning and budgeting purposes only and should not be construed as a binding commercial quotation.

In order for submissions to be considered complete, suppliers must provide the following information:

- a. Response to Section II-A, General Supplier Information
- b. Response to Section II-C, Questions
- c. Other: any comments, observations or suggestions which may assist CMCF JIC in drafting a procurement solicitation

E. Cross-Platform Measurement, Cross-Device Tracking and Deduplication Requirements

Suppliers are required to describe their capabilities and methodologies for measuring, integrating, and reporting audiences across multiple media platforms within a unified audience measurement framework, including but not limited to:

- a. Linear Television (Free-to-Air, Pay TV, IPTV)
- b. Time-shifted and On-Demand Television (Catch-up TV, DVR, VOD)
- c. Over-the-Top (OTT) and Streaming Platforms (SVOD, AVOD, BVOD)
- d. Digital Video Platforms and Social Media (e.g. YouTube, Facebook, Instagram, TikTok)
- e. Radio (FM/AM), Online Radio and Audio Streaming
- f. Podcasts and other digital audio formats
- g. Publisher websites, broadcaster apps and owned digital properties

Suppliers should explain how their solution measures, integrates, and deduplicates audiences across multiple platforms and devices to provide a unified view of audience reach and consumption. This should include audience identification and cross-device tracking methodologies, measurement of content and advertising across different formats and platforms, calculation of unduplicated and incremental reach, and the management of concurrent media usage. Suppliers should also describe the accuracy, transparency, auditability, limitations, and scalability of their approach, including its ability to support future devices, platforms, and emerging media channels such as out-of-home (OOH) media. In addition, suppliers should indicate whether their deduplication methodology is transparent and auditable by the Joint Industry Body (JIB) and/or any appointed independent audit entity.

APPENDIX 1

No.	Questions	Response
1	Company Credential a. Kindly share a credential of your company with details including, among others: ▪ Years of establishment; ▪ Name the markets in which you provide a similar service; ▪ The scope in those markets in context to this RFI (please tell us about your differentiator for this scope); ▪ Service offerings; and ▪ Contact Details b. Kindly provide a maximum of five references from your customers and the scope of the service. It will be best if three of those references are from different countries and closest to our market scenario.	
2	Collaboration with Industry Body a. If requested by CMCF JIC, will you be able to work with Commercial Radio Malaysia (CRM), Malaysia Digital Association (MDA), Audit Bureau of Circulations or the print, Outdoor Advertising Association of Malaysia (OOHAM) etc., to create a Malaysian Multi-Media Measurement?	

3	Timeline Please provide an indicative timeline for the full service to be LIVE. Please provide a Gantt-chart with as many details as possible and highlight the key milestones.	
4	Commercial Framework a. Given that CMCF JIC is looking for a service-provider who is committed to Malaysia and the long-term nature of these projects, how would you structure your commercial project for the implementation, operation and continuous enhancement of the SAM model across Television, Radio and Digital Platforms? b. Please describe the typical contract duration and commercial arrangements for implementing and operating a SAM model. This should include the initial contract term and renewal options, and recommended contract duration to ensure panel stability, data continuity, and return on investment, as well as transition arrangements at the end of the contract period. Please also outline your approach to supporting methodology enhancements, platform expansion, and technology upgrades throughout the contract lifecycle, and provide examples of similar audience measurement contracts implemented in other markets, including relevant industry practices. c. Please provide your indicative cost drivers and proposed charging model (CAPEX and OPEX) for the implementation, operation, maintenance and continuous	

	enhancement of the SAM Model in Malaysia under the following measurement scenarios: Scenario i: Television + Digital Video Measurement Measurement of audiences across: • Linear Television (Free-to-Air Television, Pay Television and IPTV). • Broadcaster OTT and Catch-up Services. • Global Streaming and OTT Services. • Social Media Video Platforms. • Vodcasts. • All relevant viewing devices, including Smart TVs, Connected TVs, Desktop Computers, Laptops, Smartphones and Tablets. Scenario ii: Radio + Digital Audio Measurement Measurement of audiences across: • Broadcast Radio (FM and AM). • Music Streaming Services. • Podcasts. • On-Demand Audio Services. • All relevant listening devices, including Radio Receivers, Smart Speakers, Connected Cars, Desktop Computers, Laptops, Smartphones and Tablets. Scenario iii Integrated Cross-Media Measurement Measurement of audiences across: • Linear Television (Free-to-Air Television, Pay Television and IPTV).	
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	• Broadcaster OTT and Catch-up Services. • Global Streaming and OTT Services. • Social Media Video Platforms. • Vodcasts. • Broadcast Radio (FM and AM). • Music Streaming Services. • Podcasts. • On-Demand Audio Services. • All relevant viewing and listening devices. The proposed solution should support a single-currency cross-media audience measurement framework, including audience deduplication, cross-platform reach and frequency measurement, audience profiling and cross-media reporting. d. Please list down the possible pricing structures for purchasing data from the SAM model, taking into consideration different levels of data access, comprehensiveness of data procurement and stakeholder requirements, including, but not limited to: ▪ Regulators and government agencies. ▪ Broadcasters (FTA Television, Pay Television, Radio and Digital Media Operators). ▪ Advertisers and advertising associations. ▪ Media agencies and media buying organisations. ▪ Content producers and content owners. ▪ Digital platform operators. ▪ Academic and research institutions. ▪ Public users and educational users.	
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	Please provide examples of audience measurement data commercialisation models implemented in other countries, including, but not limited to, JIC models, regulator-supported models, subscriber-funded models and other cost-recovery frameworks. This would assist CMCF JIC in evaluating the commercial sustainability, affordability, industry adoption and long-term viability of the proposed SAM model.	
5	Governance a. How will you comply with the General Data Protection Regulation ("GDPR") / Personal Data Protection Act ("PDPA")? b. Please highlight any 10 countries or whatever numbers in which you are fully compliant. <i>Additional Note: To include AI governance in the context</i> c. What are the GDPR/PDPA compliance challenges you regularly face and indicate the solutions that industry practices to resolve them? d. Please describe your policies and practices relating to data retention, consent management, respondent rights (including access, correction and deletion), and end-of-panel lifecycle management for personally identifiable and pseudonymised data.	

6	Managing Conflict a. How will you manage potential conflicts of interest between this Project and other client-funded research activities? For example, there may be requests from other clients to conduct additional research, customised surveys or supplementary analyses using the same sample, a subset of the sample, or data collected under this Project. In such cases, how do you manage the disclosures, the commercial terms, cost implications, data ownership and access to results of such research? Please provide relevant examples of how similar situations have been managed in other audience measurement or cross-media measurement projects.	
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7	Audit a. Will you be willing to accept and comply with an audit clause to provide assurance that appropriate governance, operational and commercial safeguards are in place to maintain the separation between this Project and any other client-funded research activities? b. Please provide information on your compliance, quality assurance, and audit procedures, and outline the requirements necessary to facilitate technical reviews and independent third-party audits of the SAM model. Please also describe any limitations, restrictions or confidentiality considerations that may apply when facilitating technical reviews or third-party audits, and how these would be managed while ensuring transparency, accountability and trust in the SAM model.	
8	Key Success Factor and Risk a. What are the key success metrics that an ideal client should focus on? Highlight all dependencies that need to be aligned to make SAM work? b. Based on your experiences, what are the key risks and challenges and potential solutions that CMCF JIC should be aware of? c. Outline key operational continuity risks (e.g. panel attrition, technology obsolescence, platform dependency, data supply disruption) and the contingency measures typically employed to ensure	

	stability and continuity of national-level audience measurement services.	
9	Research Design/ Framework/ Methodology a. Establishment Survey Please provide your proposed approach for conducting the Establishment Survey as part of the SAM model in Malaysia, including, but not limited to: • Frequency of conducting the Establishment Survey (e.g., annual, continuous, rolling survey) and the rationale for the proposed approach. • Scope, methodology, sample size and key deliverables. • How the Establishment Survey will support population universe estimation, panel recruitment, panel maintenance and weighting for audience measurement across Television, Radio and Digital Platforms. • Does this Establishment Survey captures the ownership, access and usage of emerging and non-traditional media platforms, including, but not limited to, TV boxes, content aggregation applications and other unauthorised or illegitimate content access methods. • Do you also collect data to publish psychographic segments, lifestyle segments and behavioral segments? Please explain how audience measurement data across Television, Radio and Digital Platforms are linked to these segment definitions and how such	

	insights are incorporated into reporting, media planning and audience analysis. <i>Additional Note: The practice in TV Establishment Survey during Analogue TV time where home automatic assign to FTA homes must be discontinued.</i> b. Recommended Research Design, Framework and Methodology Please recommend the most appropriate research design, framework and methodology to achieve a robust and industry-accepted Single-Currency Cross-Media Measurement System for Television, Radio and Digital Platforms. Please explain: • What is the global practice, feasibility and methodological robustness of incorporating audience segmentation, consumer profiling, qualitative research and quantitative research within the SAM model? • Examples of how these approaches are integrated into audience measurement systems in other markets. • How does your proposed SAM methodology integrate panel data with census-level or big data sources such as Return Path Data (RPD), ACR, SDKs or server-side logs? • Please describe your data fusion, calibration and bias-correction methodology. • How do you ensure methodological consistency and comparability across platforms with differing data characteristics?	
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	• What safeguards are in place to manage platform dependency or data discontinuity risks? c. Sample Size, Sampling Design and Segmentation Standards Given your understanding of the dispersion of Malaysian population, its ethnic-mix, demographics and the scope of this project to measure content across all platforms and devices, what is the ideal sample-size of household and individuals? Please provide the rationale and statistical considerations supporting your recommendation. What are the global best practices and standards for audience measurement sample design and segmentation? Beyond age and gender, should the sampling framework include variables such as, but not limited to ethnicity, geographic location, urban/rural classification, household size, income level, socio-economic status, education level, employment status, device ownership, broadband and mobile connectivity, and media consumption behaviour. Please explain the relevance and importance of these variables in ensuring a representative, robust, and future-ready SAM model. Please also explain: • Sampling Frame Methodology and Strategy for Niche Segment and booster sampling.	
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	• Will your sampling frame be done in accordance to the national census in Malaysia? • Are you able to include East Malaysia market as well, if required? Please highlight your experience in handling similar projects in East Malaysia. d. Personal Identification, Privacy and Panel Recruitment During panel recruitment, are respondents required to identify themselves individually using personally identifiable information (PII)? Please explain: • What information is collected? • How is consent obtained? • How are privacy, confidentiality and data protection requirements managed? • Compliance with relevant local and international privacy standards. e. Household-Based vs Individual-Based Measurement Is your audience measurement methodology primarily based on households, individuals or a combination of both? Please explain the advantages, limitations and suitability of each approach. Please also provide your recommendation for Malaysia. In addition: • Is audience measurement conducted at an individual level across Television, Radio and Digital Platforms? • Please explain how individual audience usage and consumption are identified, captured and attributed across	
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platforms and devices while maintaining respondent privacy.

f. Audience Deduplication and Cross-Platform Measurement

How will duplication be tracked and what deduplication methodology are used across multiple platforms and devices?

Please explain:

- How individual audience usage and consumption are identified, captured and attributed across Television, Radio and Digital Platforms.
- How cross viewing and listening platforms (TV, radio, digital, mobile) are tracked efficiently across all TV and radio stations.
- How cross-platform audience measurement and audience deduplication are achieved while maintaining respondent privacy.

g. Panel Maintenance, Universe Updates and Quality Control

What are the best practices regarding the frequency of reviewing and refreshing:

- Audience measurement panels
- Establishment Survey universes
- Audience segment definitions
- Sample representativeness
- Weighting methodologies

Please explain how panel quality and representativeness is maintained over time.

h. Return Path Data (RPD), Big Data and Data Fusion

Please describe industry practices relating to the use of RPD and other census-level

	datasets within audience measurement systems. Please include: • How RPD is sourced and governed. • How RPD is shared between service providers and industry bodies. • How RPD is integrated with panel-based measurement systems. • Data fusion and calibration methodologies. • Examples from JIC or industry-led audience measurement systems. Do you have experience working with RPD as part of a JIC, regulator-led or industry audience measurement initiative? If yes, please provide details of: • Market(s) • Project scope • Role of RPD within the overall audience measurement framework i. Time-Shifted and On-Demand Consumption Measurement Does your proposed methodology measure: • Time-shifted viewing • Time-shifted listening • Video-on-demand consumption • Audio-on-demand consumption • Catch-up viewing and listening Please describe the methodologies applied and the global standards you would recommend for Malaysia. What reporting windows do you support for time-shifted and on-demand consumption, such as Live, Live+7, Live+28, etc? Please explain: • Advantages • Limitations • Industry implications	
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	- Recommended reporting framework for Malaysia j. Content Recognition, Data Quality, Compliance and Security What technical, operational and governance measures are implemented to ensure that audience measurement is performed only on authorised, identifiable and measurable content? Please describe safeguards relating to and including, but not limited to: - Content recognition technologies - Content classification and identification - Data privacy and cybersecurity - Fraud detection and prevention - Data quality assurance and validation k. Data Collection, Processing and Reporting Please describe the data collection, transmission and polling processes used within your measurement system, including: - Data collection methodology - Data transmission mechanisms - Polling frequency - Data processing timelines - Data validation procedures - Availability of next-day or near real-time reporting What reporting granularity can be supported by your audience measurement system for Television, Radio and Digital? Please indicate whether reporting can be provided at: - Per-second level - Per-minute level - Programme level	
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	• Channel or station level • Platform level • Device level Please explain the benefits, limitations and recommended reporting granularity for different industry use cases. How will you be reporting the results? Is it based on weekly/monthly reach with all required breakdowns (dayparts, demographic profiles, lifestyle, etc.)? Please elaborate. How will you be reporting the results for cross-platform viewership and listenership (TV, radio, digital, mobile)? Please elaborate. l. Out-of-Home (OOH) Measurement While OOH measurement is not in the initial scope, how would your proposed SAM methodology and architecture support the future integration of OOH audience measurement (e.g. via mobility data, panels, sensors or modelling)? Please highlight experiences, if any, in markets where OOH has been incorporated into a cross-media measurement framework. m. Single-Source Cross-Media Measurement Experience Does your organisation have experience operating a single-source panel capable of measuring audience consumption across Television, Radio and Digital Platforms? If yes, please provide details of: • Markets and clients served • Scope of measurement • Sample size • Technologies used	
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	• Key lessons learned and outcomes achieved n. Future Developments and Innovation Does your organisation currently developing or deploying new approaches to audience measurement, sampling methodologies or panel management? If yes, please provide an outline of the developments. o. Experience in Multicultural and Diverse Markets Does the company have experience in operating and conducting panels in multi-cultural societies? Please highlight. For the Malaysian market, please describe your local presence, resources and capabilities, including whether you have a team based in Malaysia and how your organisation's understanding of Malaysia's cultural, demographic, linguistic and media consumption landscape would support the successful implementation and operation of the SAM model.	
10	Technology (hardware, software) a. Audience Measurement Technology Ownership and Architecture Does your organisation own, licence or exclusively utilise any proprietary technologies, patents, intellectual property, hardware or software relating to audience measurement, cross-media measurement, data collection, audience identification, identity resolution, audience deduplication, data fusion or analytics?	

b. Emerging and Future Measurement Technologies

What new, emerging or next-generation audience measurement technologies is your organisation currently developing, testing or planning to deploy?

c. Television Measurement Technologies

What technologies and methodologies do your organisation currently utilise to measure Television audiences?

Please describe any technologies used, including, but not limited to:

- People Meters
- Audio Matching
- Automatic Content Recognition (ACR)
- Return Path Data (RPD)
- Hybrid panel and census measurement approaches
- Watermarking and fingerprinting technologies

Please also explain:

- Does your technology measure downloaded/offline viewing on OTT/VOD?
- Please provide information on your solution's capability to track and measure short-form video platforms, including YouTube Shorts, Instagram Reels, TikTok, and other similar services. Please explain how your solution enables the harmonisation of audience measurement metrics across television, short-form video platforms, and other digital video services, including any industry standards, methodologies, or frameworks adopted.

	How do you track the duplicated exposure from the same audience rewatching the same program on OTT in separate dates? What would be the exposure window to consider a duplicated exposure? What is the feasibility of extending the exposure window infinitely? • How do you ensure VOD behaviour is differentiated across different OTT providers, giving the same title/program may be available on 2 or more OTT providers? Please also consider the viewing behaviour across devices such as Connected TV, Smartphones and desktop. • Does your technology enable the tracking of program exposure across 2 or more OTT providers? (e.g. Spiderman on Tonton, iQiyi and Netflix) d. Radio, Audio Streaming and Listenership Measurement What and which technology is currently used by your company to measure the radio listenership? Please highlight your experience and capability in handling mobile-first or app-based listenership measuring (including podcast & audio streaming). Is your technology capable of measuring: • Linear Radio • Digital Radio • Audio Streaming Services • Podcasts • Mobile • In-car • Radio streaming apps	
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	What methodology will you propose to ensure efficient measurement of radio listenership across radio, digital and mobile platforms? e. Digital Video and Audio Measurement Coverage Does your organisation measure digital video and audio consumption across platforms complementary to Television and Radio, including, but not limited to: • Desktop computers • Laptops • Smartphones • Tablets • Smart TVs • Connected TVs (CTV) • IPTV platforms • Broadcaster Video-on-Demand (BVoD) services • Audio streaming services • Podcasts • Mobile applications • Websites and digital publishing platforms Is your proposed solution capable of measuring audience consumption across the following environments? • Linear Television • Time-shifted Television • IPTV • Smart TV Platforms • Connected TV Platforms • Video Streaming Services • Linear Radio • Digital Radio • Audio Streaming Services	
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	• Podcasts • Websites • Mobile Applications • Social Media Video Platforms Please provide details of the measurement capabilities for each environment. f. Device and Operating System Coverage Is your technology capable of measuring audience activity across different operating systems and device ecosystems, including, but not limited to: • Apple iOS • Android • Windows • Harmony OS • Smart TV operating systems • Connected TV devices • Streaming devices and gaming consoles Please explain any limitations or measurement considerations associated with specific platforms. g. Privacy, Data Collection Risks and Future-Proofing How do you foresee industry developments relating to privacy regulations, operating system restrictions, browser changes and the reduction or discontinuation of third-party cookie tracking impacting audience measurement and data collection? Please explain: • Potential risks and challenges. • Alternative measurement approaches and the contingency plan to overcome	
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	the challenges arising from discontinuation of cookie tracking. • Privacy-preserving technologies. • Future-proofing strategies for the proposed SAM model. • Is your technology compatible with privacy-preserving data collaboration environments, such as data clean rooms? h. Collaboration with Global Digital Platforms and Measurement Providers Does your organisation have experience working with major digital and social media platforms, including, but not limited to: • YouTube • Google • Meta (Facebook and Instagram) • TikTok • Spotify • Netflix • Other digital publishers and streaming platforms If yes, please describe: • The scope of collaboration • Data integration arrangements • Audience measurement initiatives undertaken • Relevant partnerships established • Markets where such implementations have been deployed Does your organisation work with digital verification, advertising measurement and attention measurement providers, including, but not limited to: • MOAT	
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	• Integral Ad Science (IAS) • DoubleVerify • Comscore • SimilarWeb • Other verification, viewability and digital audience measurement providers If yes, please describe: • The scope of integration or collaboration • Measurement methodologies supported • Markets where these integrations have been implemented • Duration of implementation • Use cases relevant to cross-media measurement, campaign evaluation and audience analytics Please explain how such integrations enhance the accuracy, transparency and interoperability of the SAM model. i. Broadcaster, Publisher and Content Owner Technology Requirements What infrastructure, systems or technological components are required at the broadcaster, radio operator, digital publisher or content owner level to implement, operate and maintain your proposed solution? Please clearly distinguish between mandatory and optional components. j. System Integration, APIs and Data Access Does your proposed solution support integration with broadcaster, radio operator, media agency, advertiser or content owner systems?	
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	If yes, please describe: • Available APIs and integration frameworks • Data export capabilities • Dashboard and reporting integration • Custom analytics integration • Compatibility with third-party research, planning, buying and analytics systems • Data security and access controls Please confirm that: • The availability of API output for consumption by downstream systems are included as a standard deliverable. • Your solution supports API-based data access for downstream systems (planning, trading, verification, analytics). Please provide details on the format and specification of the API. k. Cloud Infrastructure and Deployment Experience Please provide details of your organisation's use of cloud-based infrastructure to support audience measurement operations, if any. Your response should include, where applicable: • Countries where cloud-based audience measurement solutions have been deployed; • Scope of cloud migration and deployment experience, including the functions or components hosted in the cloud; • Cloud service provider(s) utilised; • Measures implemented to ensure security, resilience, scalability, and system availability;	
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	• Disaster recovery and business continuity arrangements; and • Compliance with applicable data sovereignty, data privacy, security, and regulatory requirements. • l. Content Recognition, Compliance and Illegitimate Sources What safety or technological measures will be taken to ensure monitoring of only censored and legible content? Please describe: • Content recognition technologies. • Content classification and identification. • Monitoring of only authorised, identifiable and measurable content. • Experience in managing content exposure via third-party/illegitimate sources such as TV boxes and aggregator apps. • The feasibility of including these exposures in the SAM Framework. m. Cross-Platform Content Exposure and Beyond In-Home Measurement Does your technology enable the tracking of content exposure beyond in-home entertainment? Would you be able to track GEO exposure on top of traditional digital platforms? Please explain: • Methodology. • Potential risks. • Cross-platform exposure measurement across Television, Radio and Digital platforms.	
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	Exposure tracking across multiple devices and environments.	
11	Reporting/Global Standards /ADEX /Audience Data a. Reporting Standards, Reporting Framework and Industry Use Cases What reporting formats, reporting standards and data delivery frameworks would you recommend for the SAM model? Please describe: - Recommended reporting structure and framework for the Malaysian market. - Reporting granularity (e.g. per-second, per-minute, quarter-hour, programme-level, spot-level, content-level, platform-level and device-level). - Global best practices and industry standards. - Advantages and limitations of different reporting intervals for broadcasters, advertisers, media agencies, content owners and regulators. - How audience ratings and audience metrics are reported across Television, Radio and Digital Platforms. - How these metrics are harmonised across platforms within a single-currency framework. The SAM reporting framework should support industry-specific use cases, including but not limited to: - Cross-platform reach and frequency planning. - Incremental reach analysis by platform. - Content performance assessment across distribution channels. - Impression-based trading support.	

	• Addressable and targeted advertising measurement. b. Reporting Outputs, Dashboards and Data Delivery Please provide sample screenshots, dashboards and reporting outputs from existing audience measurement systems implemented by your organisation. Where possible, please demonstrate reporting capabilities for: • Television • Radio • Digital Platforms • Cross-media audience reporting • Audience reach and frequency • Audience duplication and deduplication • Audience segmentation and profiling • Campaign measurement and analytics Please describe: • Standard reporting cadence (daily, weekly, real-time where applicable). • Availability of dashboards versus raw data access. • How the data will be reported. • Whether there will be a dashboard or software provided for data analyses. c. ADEX, Commercial Monitoring and Advertising Verification Does your organisation provide advertising intelligence and ADEX services together with audience measurement services? If yes, please describe: • Scope of ADEX services provided. • Integration between advertising and audience measurement datasets.	
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	• Reporting capabilities across Television, Radio and Digital Platforms. • Availability of campaign planning, monitoring and post-campaign evaluation reports. Are you aware of markets where advertising monitoring (ADEX) services and audience measurement services are managed by separate service providers? If yes, please provide examples and explain: • The rationale for separating these functions. • Benefits and challenges of the approach. • Governance structures adopted. • Impact on industry stakeholders and data users. How can broadcaster, radio station and digital platform advertising logs be utilised within the SAM model? Please describe: • Best practices for integrating advertising logs with audience measurement data. • Validation and audit processes for commercial logs submitted by broadcasters, radio operators and digital publishers. • Methods used to ensure completeness, accuracy and consistency of advertising records. • Global examples and industry standards for advertising verification and reconciliation. d. Cross-Platform Audience Reporting and Deduplicated Measurement Are you able to provide an aggregated and deduplicated view of audience reach,	
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	consumption and audience profiles for a specific content, programme, station, channel, campaign or publisher across Television, Radio and Digital Platforms? If yes, please explain: • The methodology used. • Technology architecture supporting the measurement. • Audience deduplication process. • Reporting outputs and metrics. • Validation and quality assurance procedures. Please also describe the ability to report: • Aggregated and deduplicated audiences across platforms and devices. • Cross-platform reach and frequency. • Cross-media audience reporting. e. Data Access, Subscriber Access and Third-Party Integration Are you flexible to allow the subscribers to access audience measurement data using third-party tools, applications and analytics platforms? Please describe: • Flexibility for subscribers to use third-party tools or applications. • Availability of dashboards versus raw data access. • How is your reporting and data delivery framework integrates with media planning, buying, trading, verification and post-buy systems used by advertisers, agencies and broadcasters (e.g. reach planners, programmatic platforms, campaign management systems).	
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f. Impression-Based Trading and Cross-Media Transactions

With the growing adoption of impression-based trading across Television, Radio and Digital Platforms, how does your proposed solution support audience-based media buying and selling?

Please describe:

- Impression measurement methodologies.
- Audience guarantees and transaction metrics.
- Cross-media trading capabilities.
- Deduplicated impression reporting.
- Alignment with global standards and industry practices.
- Support for audience-based planning and trading workflows.

g. Forecasting, Predictive Analytics and Marketing Mix Modelling

Is it possible to provide audience forecasting and predictive analytics within the SAM model?

If yes, please describe:

- Forecast audience models available.
- Methodologies used.
- Accuracy and limitations.
- Applications for campaign planning, optimisation and scenario modelling.
- Use cases for advertisers, broadcasters, agencies and content owners across Television, Radio and Digital Platforms.

Please also explain:

- Will you be able to provide next 12/24 months viewing and listening projection

	data based on the latest obtained results? • In your experience, what is the feasibility of this audience measurement data be integrated into Marketing Mix Modelling to inform advertising efficiency and effectiveness of respective platforms? • The data integration process and pre-requisites required. h. Real-Time and Live Reporting Do you provide real-time or live audience measurement and reporting capabilities? If yes, please provide examples of implementation during major events, including, but not limited to: • FIFA World Cup • Olympic Games • General Elections • Major sporting events • National events and live broadcasts Please explain: • Reporting frequency. • Data delivery timelines. • Use cases and limitations. • Markets where such capabilities are currently deployed. i. Respondent-Level Data (RLD) and Data Matching In situations where advertisers, broadcasters, agencies or platform operators wish to connect their first-party datasets with RLD from the audience measurement system, what methodologies, identifiers and data matching mechanisms are commonly used globally? j. Commerce-Based Content Measurement	
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	What are the global standards and best practices for measuring audiences of commerce-related content, including, but not limited to: • Television Home Shopping programmes. • Home Shopping channels. • Live commerce and live shopping streams. • Social commerce and influencer-driven content. • Digital and mobile shopping platforms. Please describe the methodologies and metrics commonly used in these environments. k. Custom Analytics and Special Studies What custom analysis capability are you able to provide such as: • Campaign/post-buy analysis. • Custom audience definitions. Are you able to provide custom analysis support such as: • Festive and holiday season analyses? Please elaborate on the available analytical capabilities and reporting outputs.	
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12	Other Information a. From your past experience, has this RFI identified all the major components necessary to complete this project? If not, please provide information on other necessary components. b. Please provide insights as to how other countries have structured the funding collaboration of implementing SAM exercise across all the different players of the industries (i.e. broadcasters, advertisers, media agencies/specialists, government, infrastructure provider, etc.) c. Please advise the best approach to implement the phases of SAM on whether to include digital video platform, radio and digital audio platform in the beginning stage or to implement it at other subsequent stage. i. Risk has been mentioned above. Based on your experiences, what are the barriers/challenges that CMCF JIC should be aware of? ii. Provide any ideas or suggestions about how such problems/risks should be addressed in a procurement solicitation. d. What is your organisation philosophy regarding cross-platform measuring and the accompanying phenomena such as duplicate viewings including viewing on linear-TV, while simultaneously browsing on the laptop/smart-phone/tablets? How is it measured and how is it reported in such cases?	
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	e. With the growth of a new inventory called 'Addressable-TV', what are the implications for audience-measurement in general and specifically for your solution? f. What is the future trend of audience measurement and how are the technologies evolving? g. What are the worldwide challenges facing audience measurement? h. How will the advertisements be traded in the future and how to address those scenarios? This is critical for forward-integration into the Sales Process. Please provide examples and highlight countries which are doing a great job at this. i. What are the new upcoming trends in developing methods of sampling and conducting panels? If your organisation is involved in such efforts, please provide an outline of those developments. j. Future-Proofing & Evolution • How does your solution support future industry developments such as addressable advertising, programmatic trading, and impression-based audience currencies? • What is your approach to incorporating new platforms, content formats, technologies, and device types as they emerge? • Please provide a high-level roadmap outlining the expected evolution of your audience measurement solution over the	
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	next 5 to 10 years, including key enhancements and future capabilities. k. What is the feasibility of conducting audience measurement beyond top funnel awareness and include conversions along the consumer journey to eventual purchase, attributing to respective platforms?	
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