



SEASON 2020/2021 & 2021/2022

**TV AND MEDIA MONITORING & REPORTING
DIGITAL AND STAKEHOLDER RESEARCH**

QUOTATION BRIEF

CONFIDENTIAL

INTRODUCTION

World Curling (WCF) is the international governing body for the sport of curling and wheelchair curling – both sports of the Olympic Winter and Paralympic Winter Games respectively. Its mission is to promote and regulate curling worldwide, developing the sport through international events, development initiatives and marketing campaigns and activities. It is – amongst others – fully endorsed by the International Olympic Committee and the International Paralympic Committee.

It is responsible for setting the rules and regulations for international curling events, organising the World Curling Championships and for the sport at the Olympic Games and Paralympic Games.

As such World Curling is looking into the analysis of the media and sponsorship impact of its headline events in 2020 and 2021 as well as gaining additional insights into its stakeholders, thus allowing World Curling to collect relevant data to help with the media, communication and sponsorship strategy of World Curling.

THE PROPERTIES

The events to be monitored are as follows:

The established events:

- Pacific-Asia Curling Championships 2021 (host tbc later)
- Le Gruyere European Curling Championships 2021 (host tbc later)
- LGT World Women's Curling Championship 2021 in Switzerland and 2022 (host tbc later)
- Ford World Men's Curling Championship 2021 in Canada and 2022 (host tbc later)
- World Mixed Doubles Championship 2021 and 2022 (respective hosts tbc later)
- Olympic Qualifier 2021 (host tbc)

THE BRIEF

Objectives:

This tender aims at providing the interested parties the opportunity to submit proposals for the following components:

Package 1 – TV and Streaming analysis for the specified events

Package 2 – Socio-Demographic Profiles of TV Viewers

Package 3 – Social Media Tracking

Package 4 – Web-site Survey

Package 5 – Economic Impact Survey

Package 6 – Benchmark to other sports

The exact requirements for each of the packages will be listed in the sections below.

Package 1 – World Curling Events 2020 / 21 and 2021 / 22 :

Events to be monitored:

- Pacific-Asia Curling Championships 2021 (date and location tba later)
 - Le Gruyere European Curling Championships 2021 (date and location tba later)
 - LGT World Women's Curling Championship 2021 (held in Schaffhausen, Switzerland; March 20th – 28th 2021) and 2022 (tbc later)
 - Ford World Men's Curling Championship 2021 (held in Ottawa, Canada; April 3rd - 11th 2020) and 2022 (tbc later)
 - World Mixed Doubles Championship (venue tbc; April 24th – May 1st 2021) and 2022 (tbc later)
 - Olympic Qualifier – one event (December 2021; venue tbc)
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- Monitoring Period – 1 week before the event until 2 days after (for news) and 10 days after (for repeats and dedicated highlights) the event

Markets to be analysed:

- a.) Comprehensive analysis (i.e. incl. news and sports magazines – please list the panels you will cover in each market)
 - China
 - Germany
 - Switzerland
 - Sweden
 - Japan
 - Canada
 - USA – incl. specific look at the Olympic channel
 - UK – needs to include BBC Scotland
 - Pan-Europe (Eurosport) – analysis of all Eurosport feeds required, to be able to confirm that the content was really shown on pan-european scale.
- b.) Dedicated analysis
 - All other markets as provided by WCF based on their global distribution (approximately 20 broadcasters)
- c.) Web-TV analysis
 - www.youtube.com/worldcurlingtv (all data will be provided by WCF),
 - Broadcasters' HP incl. relevant Eurosport sites (where applicable)
 - Facebook Live
 - Olympic Channel (global streaming offering)
 - If you think there are other relevant channels, please recommend these.

Contents - TV Monitoring reports:

- Management summary incl. key facts and recommendations;
- Online access to the complete data sets – sortable by country, event, channel, type of programme and gender (where applicable – e.g. European or Pan-Asian Championships)
- Presentation of the results (tables and/or visual graphs):
 - TV Coverage in hours split:
 - by country;
 - by type of programme (live, highlights/repeats, news and sports magazines)
 - by country and type of programme
 - TV Audiences in million split:
 - by country;
 - by type of programme (live, highlights/repeats, news and sports magazines)
 - by country and type of programme
 - Time line for last three events. WCF will supply the historic data sets (where applicable).

- Sponsorship analysis for up to **5 brands per event (max of 25 across all events)** to include
 - The respective host city (incl. beauty shots)
 - Others tbc prior to the event
- TV brand exposure analysis (visibility in hh:min:sec) by sponsor, including:
 - Detailed key facts per sponsor;
 - Analysis of sponsor's visibility, number of sequences, sponsorship value (AVE plus a fixed CPT tbc later), sponsorship index and share of visibility:
 - By country;
 - By source – for the host city, the beauty shots need to be treated as a separate source
 - Optional: Analysis of up to 3 sponsors of the individual NF's (the NF and the sponsors would be supplied ahead of the event)
- Web-TV analysis
 - Available hours of coverage from all sites listed under c.) above
 - Total minutes watched, reach (unique viewers), views /audiences (where available – please specify) and viewer hours (or comparable index)
 - If possible - split into where the coverage was watched (i.e. mobile device or other)
 - Sponsorship Values – based on an extrapolation approach from the TV data. Please specify the methodology for the evaluation.
- Online access to the sponsorship data – sortable by sponsor, source, country, event, type of programme and and gender (where applicable – e.g. European or Pan-Asian Championships)
- Reporting – One report per event alternatively one report covering all five events

Package 2 – Socio-Demographic Data TV Viewers:

World Curling is looking for **one average socio-demographic profile** of the TV viewers from events in 2020/21 watching curling based on the audiences of dedicated TV coverage. This average profile needs to have the following categories included and needs to be presented as an index against the general population in each of the markets listed below:

Categories:

- Gender
- Age – under 15 years old, 15 – 29 years, 30 – 44 years, 45 – 60 years, older than 60 (or respective closest equivalent in each market)
- Education – low, medium, high
- Income – very low, low, medium, high, very high
- Occupation

Markets:

- Canada
- China
- USA
- Switzerland
- Sweden
- Japan

Reporting – One report at the event of the season.

Package 3 – Social Media Tracking – 2020/21 and 2021/2022:

World Curling is also looking for an analysis of the social media components of its sport, in particular to help identify core topics and fans perceptions and reactions. Therefore the following elements are expected in terms of delivery:

- a.) Number of posts and reach split by social media provider – minimum expectations are facebook, Instagram, Twitter **and Weibo**. Any additional platforms or blogs would be a bonus.
- b.) Key topics trending (incl. the identification of opinion leaders) particularly for but not limited to:
 - a. The different World Championships
 - b. Any of the sponsors
 - c. Experience at events
 - d. World Curling as a federation
 - e. Rule changes – changes to the Games
 - f. Impact of Covid-19
 - g. Comments on the TV coverage and streaming offers
- c.) Level of engagement, split by topic, language/country and platform
- d.) Tonality analysis for the key topics incl. examples of the most positive and negative comments incl.
 - a. Number of posts for each category
 - b. Reach for each category
 - c. Engagement for each category
- e.) Optional – sentiment tracking
- f.) Optional – sponsorship / campaign analysis and evaluation

The languages that need to be analysed are English, French, Chinese, German and Swedish. Please provide additional options for Russian and Japanese.

Period of analysis:

- October 1st 2020 – May 31st, 2021

Reporting:

- Please provide two options – one being monthly reports, the other being one report in January covering the last three months of 2020 and one report after the end of the monitoring period in the summer of 2021.

Package 4 – Web-site Survey – only in 2020:

To gain a better understanding of its fans and stakeholders, World Curling is looking to run a general research into the following areas:

- Awareness and attitudes towards the events
- Popularity of the different events
- Media usage
- Own curling activities
- Attendance of events
- Impact and attitude towards possible rule changes
- Impact of Covid-19
- Others tbc

Approach – World Curling is looking to conduct a survey on its website and its social media channels. Please advise on recommended approach to reach the highest number of respondents across the core markets (Canada, USA, China, Sweden, Switzerland and the UK):

The questionnaire needs to be in English – but please provide a quote for a Chinese and Japanese version.

Package 5 – Economic Impact Survey

To support WCF, its Local Organizing Committees (LOC's) and National Federations (NF's), the World Curling Federation is looking for an assessment of the economic impact for the following events, either in 2020 or 2021:

- One of the major World Championships
- Annual WCF Congress

Please provide a brief synopsis or a case study of work you have done in this area.

WCF will provide a detailed breakdown of the following:

- Number of athletes, officials, team staff and other delegation members
- Amount of days they are staying
- Number of accredited journalists
- Relevant media numbers for the respective events
- Relevant TV Data
- Relevant digital data

Package 6 – Benchmark to other sports

In order to allow WCF an assessment of their position within the Olympic IF / sports environment, World Curing is looking to obtain benchmark data across a core number of marketing KPI's, especially the following:

- Number of fans globally, based on interest – top 2 categories of interested or very interested (or comparable measurement)
- Demographics of the average fan in each market
- Total TV coverage in hours for the World Cup and the World Championships
- Cumulated TV audiences for the World Cup and the World Championships
- Digital data – followers per platform. Please specify any other relevant KPI you would be able to provide.
- Avg exposure value of a sponsorship package again for the World Cup as well as for the World Championships

WCF is looking to obtain this information for the following markets and sports:

Markets	Sports
Canada	Rowing
China	Speed Skating
USA	Luge
Japan	Bob- and Skeleton
Sweden	Figure Skating
Russia	Ski Jumping
Italy	Archery

THE QUOTATION AND TIMELINE

Please provide separate costs per package as well as a package price in case all packages should be commissioned to the same provider. All costs must be broken down as follows:

Package 1:

- Price per event and one overall package price for all events
- Price for one year and for both years
- This needs to be split further into the TV analysis and the sponsorship analysis costs.
- Optional – a price per NF for the analysis of their respective sponsors

Package 2:

- One price per market and a package price for all markets

Package 3:

- One price for the four main languages as specified and optional costs for Russian and Japanese.
- Price for one year and for both years

Package 4:

- One price for the delivery of the report.
- One optional price for a presentation of the findings incl. a workshop with recommendations based on the findings
- Optional prices for a Chinese and Japanese language version of the questionnaire.

Package 5:

- One price for your recommended approach per event.

Package 6:

- One price per market for all sports
- One price per sport for all markets
- Package price for all sports in all markets

All prices need to be in Euro (€).

Please also provide us with an estimated delivery timeline for each report.

World Curling will evaluate all proposals based on the following criteria.

1. To ensure consideration for this RFP, a bidder’s proposal should be complete and include all of the following criteria:
 - a. Overall proposal suitability; proposed services must meet the scope and needs as set-out in chapter 4 and be presented in a clear and organized manner
 - b. Experience; parties will be evaluated on their experience as it pertains to the scope of services in chapter 4 or similar services. Please provide at least 2 “best-practice” case studies.
 - c. Cost and Value; parties will be evaluated on the costs related to the delivery of the services
 - d. Flexibility of services / modular services concepts; parties will be evaluated on their flexibility in offering suitable services and an economical modular concept for WCF’s evolving needs
2. Data use; parties will be evaluated on their willingness to allow World Curling to use data externally and with their stakeholders.

Timeline

September 15, 2020	RFP sent to all interested parties by World Curling
September 18, 2020	Confirmation of participation
By September 25, 2020	Bidder request for clarifications / written submission of questions
October 3, 2020	Submission of the proposal (in digital version by 6 p.m. CET,) to World Curling Federation Colin Grahamslaw colin.grahamslaw@worldcurling.org
October 15, 2020	Awarding of (a) candidate(s) who best suit(s) World Curling’s requirements

DISCLAIMER

This RFP does not constitute an offer or a contract and any proposals received become the property of WCF. Please note, that the bidders will not be reimbursed for costs incurred with the preparation of this proposal. All travel and accommodation for a potential pitch presentation will also be the responsibility of the bidding party. WCF is not obligated to commission for any of the services described in the RFP and as such, WCF reserves the right to accept or reject any or all proposals as well as possibly commissioning different elements to different suppliers. WCF reserves the right to negotiate with any or all bidders and WCF can modify or cancel the RFP at their sole discretion.

With the submission of their proposal the bidder accepts these terms.