

THE MOSS GENERAL ASSEMBLY AT THE SLOVENIAN ADVERTISING CHAMBER

hereby publishes

THE CALL FOR TENDERS

for the selection of the contractor for the Slovenian Web Traffic Measurement (MOSS) project for the period 2027–2029.

The MOSS General Assembly at the Slovenian Advertising Chamber invites interested legal entities to submit bids for the implementation of an online media reach research within the framework of the Slovenian Web Traffic Measurement (MOSS) project in the project period 2027–2029.

The criteria for preparing the tenders for this call are set out below.

BASIC INFORMATION ON THE CALL FOR TENDERS

- **Subject:** Invitation to tender for the implementation of the Slovenian Web Traffic Measurement (MOSS) project (hereinafter: MOSS implementation);
- **Client:** Slovenska oglaševalska zbornica – Slovenian Advertising Chamber (SOZ);
- **Client's address:** Letališka cesta 35, 1000 Ljubljana;
- **The date of the anticipated start and completion of the MOSS Contractor's activities under this call:** 01/01/2027 to 31/12/2029, with the possibility of extension for a mutually agreed period by means of an annex;
- **Contact persons for additional information:** for substantive information Zoran Savin, email address: zoran.savin@digitall.si; for administrative information Rebeka Lah, email address: rebeka.lah@soz.si;
- **Date and time of tender submission:** 04/09/2026, at 3 pm at the latest;
- **Tender submission:** e-mail info@soz.si, with the headline: MOSS Call for Tenders;
- **Date of opening submitted tenders:** 07/09/2026, at 1 pm;
- **Date of tender validity:** up to and including 31/12/2026 or until signature of the implementation contract;
- **Date of call results:** expected by 30/09/2026 (Tenderers will be informed of the decision simultaneously by e-mail);
- **Date of contract signature with the successful Tenderer:** expected by 31/12/2026.

The Client shall have the right not to select any of the Tenders received or to carry out additional negotiations with tenderers.

TABLE OF CONTENTS

BASIC INFORMATION ON THE CALL FOR TENDERS	1
1 INTRODUCTORY INFORMATION FOR POTENTIAL TENDERERS	3
2 THE FORM OF SUBMITTED TENDERS AND VALIDITY CRITERIA	3
2.1. General Criteria for the Submission of a Complete Tender	3
2.2. Period of validity of tenders	4
2.3. Tender form	4
2.4. Conditions to be met by the Tenderer to establish financial, commercial, and technical capacity	4
2.5. Legal Forms of Association of a Group of Tenderers in a Single Tender	4
2.6. Activities of the Tenderer in the Online Media or Advertising Industries	4
2.7. Contract Termination	5
2.8. Data Use and Confidentiality	5
3 THE DECISION ON THE CHOICE OF CONTRACTOR	5
3.1. Decision-making Authority	5
3.2. Tender Amendment	5
3.3. Cost of Preparing the Tender	5
3.4. Preparing the Contract	5
4. TENDER CONTENT	6
4.1. Measurement Purpose	7
4.2. Segmentation Options	7
4.3. Data and Reporting Expectations	8
5. TENDER	9
5.1. Functionalities and Preferences Expected from the Tool:	10
5.2. Extended Tender	11
5.3. Other Requirements	12
5.4. Training Support	13
5.5. Public Availability of Data	13
6. TIMELINE	13
7. IMPLEMENTATION PRICE	14
7.1. Approximate Anticipated Price for MOSS Implementation (Excluding VAT):	14
7.2. Variable Stimulation	15
8. SELECTION CRITERIA	15
9. TIMETABLE FOR THE CALL FOR PROPOSALS	16
Appendix 1: Intellectual property rights and rights in works of authorship	18

1 INTRODUCTORY INFORMATION FOR POTENTIAL TENDERERS

MOSS goals are:

- to increase investment in Slovenian media,
- providing currency data for the Slovenian online market¹,
- providing a tool for planning media advertising as part of MOSS,
- promoting MOSS as a brand for Slovenian web content¹,
- a platform for cooperation between Slovenian providers of digital content and services with the aim of strengthening cooperation between actors and ensuring further market development.

In the period 2027–2029, MOSS strengthens its role as the only umbrella organization on the Slovenian market that systematically takes care of the development, self-regulation, and long-term stability of the domestic digital content and services market. Its goal is to establish a credible Slovenian alternative to global platforms in the field of advertising opportunities and to provide the market not only with a transparent and methodologically flawless insight into developments, but also with an infrastructural framework for the monetization of content and services that remains in the domain of actors subject to Slovenian and European legislation and committed to the development of the domestic media ecosystem.

In doing so, MOSS goes beyond its original framework – measuring website traffic and reach – and is evolving into a common market platform connecting publishers and other content and service providers, advertising space buyers, media agencies, advertisers, and other market stakeholders. It aims to establish and nurture the value of a native Slovenian solution in an environment characterized by stricter privacy protection requirements, the rapid evolution of formats beyond classic websites, more complex monetization challenges, and the transition from processing anonymized analytical data to an in-depth understanding of users.

2 THE FORM OF SUBMITTED TENDERS AND VALIDITY CRITERIA

2.1. General Criteria for the Submission of a Complete Tender

As part of the tender, each Tenderer must submit:

1. A proposal and plan on how the offered solutions will contribute to achieving MOSS goals;
2. A view on the development of the Slovenian digital market with an emphasis on ensuring research quality and usefulness for stakeholders, in a way that specifically defines concrete goals, possibilities, and measures that they are prepared to implement together with MOSS;
3. A summary of the methodology and research sample, which specifically includes the technical part of the measurement and separately addresses the method of data processing (e.g. implementation of user deduplication or a description of the methodology of how the provider calculates the number of unique users based on the number of measured devices);
4. A draft research instrument which must validly represent all the required contents listed hereinafter;
5. List of secondary data sources if the provider decides to merge existing databases in its methodology;

¹ The online market is defined as the market for websites, mobile, TV and other applications (hereinafter: applications), and online content as content on websites and apps.

6. Evidence of fulfilment of all the required conditions, together with any relevant annexes and a description of any previous experience of participation in thematically related projects;
7. The value (price) of the proposed MOSS implementation for each year of the MOSS duration, itemised;
8. Presentation (at least the wireframe and user flow) of data review in a way that will be attractive for use in agencies and advertisers;
9. Methodology summary for the general (lay) public;
10. A proposal for collaboration between the Contractor, the Expert Committee and the MOSS Executive Board to address the emerging issues and further develop the study;
11. Proposal of study development during the call period, proposal and timetable for development;
12. The method of accessing data owned by the client.

2.2. Period of validity of tenders

The tenders shall be final and binding up to and including 31/12/2026 or until signature of the contract. After the submission, tender content may not be modified, except at the express request of the SOZ, which may, during the validity period of the tenders, invite any Tenderer to negotiate a contract for the MOSS implementation or, to amend the tender if this is deemed necessary.

2.3. Tender form

Providers must submit the tender in electronic form. An access to the trial web apps can be added.

2.4. Conditions to be met by the Tenderer to establish financial, commercial, and technical capacity

1. **Tenderer's human resources and organisational structure:** The Tenderer must provide information on the number of employees and other collaborators (staff structure of the tenderer indicating the key collaborators in the field of the tenderer's R&D activities). Tenderers must also provide references to demonstrate a general market research work track record.
2. **Evidence of competence for the implementation of projects in the field of media research:** Tenderers are required to provide references and information on qualifications to carry out specific research in the field of online media. The Tenderer may also demonstrate compliance with the criteria set out in this point by providing references from persons related to the tenderer, proving that these persons have successfully carried out the same or similar projects.
3. **Submission of authentic credit rating data of the company,** not older than three months.

2.5. Legal Forms of Association of a Group of Tenderers in a Single Tender

Only a single legal entity that collaborates with subcontractors may submit a single tender. These shall be stated in the tender.

2.6. Activities of the Tenderer in the Online Media or Advertising Industries

The provider and subcontractors must ensure the complete independence of the research and must not have any ownership ties with any individual participant in the MOSS research.

2.7. Contract Termination

The Client must be able to terminate the contract early in at least the following cases:

- If the financial model for conducting the research is no longer sustainable;
- If there is a significant change in the relevant laws or in the way the internet works in a domain that affects the study;
- In the event of objective and insurmountable obstacles that prevent the project from proceeding within the set frames.

2.8. Data Use and Confidentiality

The Contractor shall not use the MOSS Data for the purposes of the Contractor's other business, in particular for online ad serving and advanced targeting services or for any other purpose not approved in writing by the Client.

The Contractor and/or related parties may not market and/or offer services on the market of the Republic of Slovenia to perform MOSS-competitive digital platform reach measurements outside of the MOSS project or without the Client's prior written consent.

The Contractor shall not use MOSS data for testing with subcontractors or third parties without the Client's prior written consent.

The Contractor shall not use data, parts of data, databases, and other parts of the MOSS deliverables in any combination obtained or generated as a result of the MOSS Project activities, unless otherwise provided for in the Contract or unless the Contractor obtains written consent of the Client for every such use.

Intellectual property rights and rights in works of authorship are set out in more detail in Annex 1 to this Call for Tenders.

3 THE DECISION ON THE CHOICE OF CONTRACTOR

3.1. Decision-making Authority

The Contractor shall be selected by the MOSS General Assembly at the Slovenian Advertising Chamber.

3.2. Tender Amendment

Tenderers who submitted incomplete tenders may be invited to complete their tenders within 7 days of their opening. If Tenders are not complete even after this, they may be rejected by the Client (SOZ).

3.3. Cost of Preparing the Tender

The Client (SOZ) will reimburse the costs of tender preparation in the amount of EUR 150 (excluding VAT) to unsuccessful tenderers who submit complete tenders. SOZ assumes no liability towards unsuccessful bidders or bidders with whom a MOSS implementation contract is not concluded.

3.4. Preparing the Contract

A contract will be signed with the successful Tenderer - the Contractor - for the implementation of the MOSS project, which will specify, inter alia, the deadlines, the manner in which the research will be carried out and the amount and payment dynamics of the contractually agreed sums to be paid to the Contractor.

The Client (SOZ) and the selected Contractor will agree on the final text of the MOSS contract on the basis of the draft MOSS contract to be submitted to the selected contractor by SOZ. The tender of the selected Contractor will form an integral part of the MOSS contract.

4. TENDER CONTENT

The Client (SOZ) will take into consideration all the tenders received by the deadline. The tenders **submitted on time will be evaluated by a specially delegated Tender Committee**, consisting of the MOSS General Assembly, media agencies, advertisers and a representative of the Client (SOZ).

Tenders will be evaluated based on the following criteria:

1. Providing complete content;
2. Tenderer's professional credentials;
3. Sample characteristics (representativeness);
4. Web interface capabilities (user friendliness, targeted content for advertisers and agencies, communicating updates, how-to guides, short videos, one-stop-shop metrics, customisation for different user groups, etc.), and tool functionalities for analysis, results review and further processing (e.g. automation of reports, sharing with colleagues, data export, data presentation options, drafting and customisation of report settings, time periods, selection of metrics);
5. Tender price;
6. Offered additional research functionalities;
7. Measurement methodology.

The Client has the right to control and influence the methodology.

The methodology must provide solutions to the following challenges:

- Disabling of measurement (3rd party scripts (including measurement scripts) from platforms (iOS, Android, etc.) and browsers;
- The technical part of the measurement should be based on 1st party cookies, unless the provider offers an equivalent or better solution;
- Measuring traffic/users of digital platforms of various technologies (Ajax, SPA, etc.), devices (computer, mobile phone, tablet, TV set) and types (browser, native mobile, TV and other applications);
- A solution to eliminate duplicate users (de-duplication);
- Detection and real-time exclusion of automatically generated traffic such as bot traffic: the provider must describe the methodology for detecting and excluding non-human traffic, including bots, crawlers, AI crawlers, scrapers, proxy/VPN patterns, unusual behavioural patterns, and other invalid traffic. Exclusion rules must be documented and subject to regular review by the MOSS Expert Committee;
- Detecting foreign traffic with insight, separated from currency data;
- Automatic detection of defunct or incorrectly installed scripts by publishers;
- Security measures against manipulation attempts by falsifying traffic or intentionally hindering deduplication procedures.

The Tenderer shall have **an already working application (or at least a prototype)** and the ability to carry out the research according to most of the Client's requirements.

4.1. Measurement Purpose

The purpose of the measurement, which is the subject of this call for proposals, is to collect data to provide an overview of the Slovenian online market (websites and applications) and to serve as a basis for **market analysis and media comparison**, for advertising promotion and for investment planning in the media covered by the research. The data generated by the MOSS project are intended for:

1. Advertisers and their marketing departments, media market analysts and media agencies for:
 - The analysis of the Slovenian website and app market;
 - Selecting the most appropriate websites and apps and their sections or rubrics to advertise a product or service;
 - Targeting relevant audiences;
 - Increasing the reach of the advertising campaign in selected target groups;
 - Analysing the audience overlap between different media in order to optimise the cost of investing in an advertising campaign;
 - Selection of thematic media suitable for specific marketing activities and tactics.
2. Website and app publishers for:
 - Analysing the socio-demographic profiles of website and app users;
 - Analysing the selected target groups among which a particular website or app receives the most traffic;
 - Comparing and evaluating websites and apps;
 - Analysing the audience overlap between websites and apps;
 - Comparison with other media.
3. Stakeholders (academic institutions, companies) to analyse the online habits of users and the market and to obtain socio-demographic data from the research framework.

4.2. Segmentation Options

Segmentation should be based on:

- Demographics;
- Interests;
- Type of device (Desktop, Mobile, Tablet, Smart TV, Other smart devices/smart watch, car, etc.);
- Website content categories or sections (e.g. news, lifestyle, sport, education, politics, etc.).

Socio-demographic characteristics should include at least:

- Gender M/F;
- Age (from age 15+, available by year n+1, and pre-defined by statistical age groups);
- Employment status;
- Level of Education;
- Personal Monthly Income;
- The household's key decision maker;
- Number of household members;
- Number of current device users;
- Number of devices for accessing the Internet;

- Number and age of children in the household;
- Region;
- Place of living population size;
- Primary device for accessing the internet.

The characteristics of interest should include those that are generally recognised and standardised:

- Topics of interest on the internet;
- Rogers' Innovation Adoption Curve.

4.3. Data and Reporting Expectations

Analyses

The Contractor shall enable the Client to transparently collect, present and distribute (export) the following media data for each website or application that has taken part in the MOSS research in a **three-tier approach – publisher/channel (website, application)/rubric**:

- Reach (number of different visitors, number of exclusive visitors, amount of overlap...);
- Visit time;
- Number of visits;
- Number of views;
- Relationships between metrics; averages, proportions, indices and compositions.

The options to display collected data must include the following, both separately or aggregated:

- Period (daypart, day, week and month);
- Three tiers:
 - publisher,
 - channel (we page, applications),
 - section or rubric;
- Selected socio-demographic and interest target group;
- The user's location (Slovenia, abroad);
- The type of device used to access each website or app - desktop/laptop, smartphone, tablet, smart TV, mobile app, other smart devices), with the possibility to estimate the total reach and the separate reach per device and per app;
- Browser;
- The degree of overlap of unique visitors between comparison websites;
- Optimal selection of websites/apps for maximum campaign impact.

The Contractor must also provide the possibility of profiling websites, mobile apps and their related sections.

Profiling is carried out according to:

- Socio-demographic data of visitors (gender, age, education, employment status, monthly income, role in purchase decisions, region) and on
- Interests (buying habits, hobbies, searches, etc.) and
- Other possible behavioural parameters that the Contractor can provide.

Additional solutions and functionalities, specifically specified by the provider:

- **Targeting an individual unique user across digital platforms (creating a cross-device identity graph)** – the competitive advantage of MOSS is that it can target a user across digital platforms, which can offer them personalized content or services based on their preferences. Since MOSS reaches >95% of Slovenian web users, this is a fundamental competitive advantage over large foreign platforms;
- **Measurement of video/audio content and podcasts and other platforms** – it is expected that the provider also includes the possibility of measuring video views/listens or audio/video/podcasts on digital platforms participating in the measurement, as well as other sensible platforms, for example **newsletters, push notifications, games, podcasts...** (push notifications), where open rate, CTR, etc. need to be measured and added;
- **Consideration of introducing a new hybrid metric that measures attention** (attention value) and content quality, not “clicks”, and combines attention time, scroll depth, content and ad viewability, and calculates an engagement score;
- **Reach comparison** – at least at an aggregated level, a comparison of the reach of the digital market with the reach of other markets is desirable, with an emphasis on TV (print, radio, OOH, TV...);
- Providing **daily data** is a strong plus;
- **Breakdown of reach or unique users according to the application used on an individual device**, for example:
 - PC: browser type (Chrome, Edge, Mozilla, Opera...);
 - mobile/tablet: browser type (Chrome, Safari, Mozilla...), mobile app type (iOS, Android...), “hosting” app type (Facebook, X, Instagram, Google News...);
 - TV device: app type (Tizen, WebOS, GoogleTV, AppleTV...), browser.
 The provider shall state in the tender the breakdown options it can offer or provide an indicative timetable of which breakdown options it can offer in the future;
- **AI solutions within the scope of measurement and analysis** that the provider plans to implement in the MOSS analytical tool.

5. TENDER

As part of the solution, we are looking for a tool and solution that will enable MOSS to fulfil its mission in terms of content and technology and to achieve its goals in a dynamic, rapidly evolving market of digital advertising, artificial intelligence, demands for innovation, personalisation, automation and user-friendly DIY platforms.

One of the important criteria for the success of the tool is the spread and intensity of use among all key stakeholders; media, agencies and predominantly advertisers. In the MOSS project, media prevail among the participants, representing 87% of all stakeholders, while the remaining share is represented by agencies.

We want to bring the tool, which has so far been aimed primarily at media and agencies, closer to and empower advertisers themselves, who, like the media, need basic functionality and analysis.

An additional advantage is if the provider can ensure technically permanent automated connectivity of its tool with third-party tools used in the industry, e.g. with ad servers, user login systems (matching with login-based identity) and frontend systems for content display (which opens up the possibility of personalization).

We want to offer professional buyers and media agencies a tool to help them plan, optimise and automate their reporting on a daily basis.

At the same time, we would like to attract other Slovenian media and apps to participate. This provides users with an even more comprehensive overview of the Slovenian digital market and thus quality research, promoting market potential and encouraging the growth of investment in Slovenian media.

The Client shall have the right and the possibility to independently select the functionalities to be included in each tier during the project implementation phase and to independently design the pricing policy for them.

The provider must also enable an extraordinary audit or an independent expert review. The provider must ensure a documented audit trail of changes to methodology, models, weighting, panels, calculations, and traffic exclusion rules.

5.1. Functionalities and Preferences Expected from the Tool:

- **Daily and monthly overview of trends** in the visits of digital platforms (metric trend directions on the general web population);
- **Media report** including basic and composite media metrics for the selected sections/rubrics (reach/UU, time on page, page visits and page views, composite metrics, indices and dimensions);
- Possibility of generating, editing, and sending **automated daily reports** to the email addresses of subscribers and users;
- **API calls** for connectivity with 3rd party tools such as ad servers, business intelligence (BI) tools, user identity management systems (login-based identity), etc.;
- **Contextual descriptions** (content classification of the section, interests of the target audience above Affinity Index 100...);
- **Profiling report** for a selected set of digital platforms and their sections;
- **Content market classification overview**, showing basic visitor metrics by content category, its sub-category, and a reference comparison of media within each category/sub-category;
- **Cross visiting report** between websites;
- **TURF (Total Unduplicated Reach and Frequency) analysis of the optimal selection** of websites and sections for basic and extended media metrics; presented in a table and graph;
- **An expanded set of media metrics** along the lines of TV planning; special metrics used in TV planning are included in the analyses, where their logic is mapped onto the digital environment (see list and basic terminology*);
- **Preparing a concrete media plan**; variables are introduced in the planning functionality to allow the user to create an original media plan. This can be exported in

xls or csv format for further updates and adjustments. The variables required in this case are:

- Time frame;
- Defining the target group;
- MOSS online media formats and pricing. Price lists with formats are publicly available. In cooperation with the media, ensure that they are updated and integrated into the planning tool;
- *Selection of target metrics for the media plan to justify the selection:

** List and basic terminology of special metrics:*

- **Reach** = the number of different users who have the opportunity to see the advert in a given period of time. (Reach is the number of individuals who had the ability to see an ad at least once in your campaign schedule)
- **Ad Impressions** = number of ad impressions
- **Ad Frequency** = average number of impressions per unique user
- **wGRP** (Web Gross Rating Point): $Y \times Z$
 $(\text{reach}) / (\text{all market}) \times 100 = Y$ (percentage of market reached)
 $(\text{impressions}) / (\text{reach}) = Z$ (ad frequency)
- **SOV** (Share of Voice)
- Percentage of impressions within total impressions for each page
- **TRP** (Target rating point)
 $(\text{reach}) / (\text{target market}) \times 100 = Y$ (percentage of market reached)
 $(\text{impressions}) / (\text{reach}) = Z$ (ad frequency)
- **OTS** (opportunity to see)
- **Reach 1+**
- **Reach 3+**
- **Reach 5+**
- **Attention/Attentive seconds** – if the tool allows for it
- **CPP** (Cost per Reach Point (CPP Digital) – if the tool allows for it

The provider shall clearly define which functionalities are included in the tender, which are already developed, and which still need to be developed, and present a timetable for the implementation of the solution within the contractual period.

5.2. Extended Tender

The provider may also offer additional solutions that will ensure easier achievement of MOSS goals and vision and are not subject to the basic tender, such as:

- **Ad Visibility index; the ad viewability solution** measures the level of ad format viewability according to the IAB standard and is considered as an ad format quality metric. The introduction of position quality metrics in the planning module would bring added value to the planning process also for users who do not use specialised and additional paid tools for measuring ad quality. At the same time, its introduction would allow the media to set their pricing policy according to the advertising position level of quality.
- **Availability of pre-set automated reports:** Analyses that the Tenderer can provide in the form of automated push analyses (to all users and/or only to selected users). This might include the reports required on a monthly basis in the form of a media profile

certificate, general analysis for the numerical factor, for the promotion of MOSS in the media, etc.

Here, the Tenderer should describe their **own experience and other products** they already offer or can develop in this field.

5.3. Other Requirements

The Contractor shall ensure that:

- Where the contractor's methodology includes automated metering, this should be carried out in accordance with the IAB recommendations, including the current TCF standard (cookies);
- The measurements shall also reasonably take into account the other parameters listed in the IAB recommendations;
- On a daily basis, automated monitoring of correct functioning of the installed codes and support for the websites in the installation of the measurement codes (the research participants will inform the contractor of the changes on the website so that the contractor can prepare an additional measurement code for the media outlet to install on the media outlet's website, if necessary);
- The measurement of visits does not affect the speed and responsiveness of the participating websites. The measurement code must load asynchronously, must be resistant to measurement system outages, and must not block the loading of the page or application. The provider must describe the impact of the solution on loading speed, Core Web Vitals, and page performance, and provide technical documentation, a test environment, and versioning of the measurement code;
- The solution complies with applicable regulations and the highest professional standards (including data protection / Cross Border Data Protection / The EU-US Privacy Framework, GDPR, ESOMAR Code, IAB standards) throughout the entire implementation period;
- The research must enable the measurement of all participating sites that will already be participating in MOSS at the time of signing the implementation contract, as well as all newly connected web platforms (websites, applications...) of newly acquired members during the duration of the implementation contract;
- The Contractor shall assure the Client a designated person who shall be the project leader, fully responsible for the development and support of the implementation and use of the MOSS research;
- The Contractor shall provide an initial response to questions from the Client and MOSS participants within 24 hours at the latest;
- Uptime services: The provider must submit an SLA matrix that includes response and resolution times for critical, major, and minor errors, an escalation procedure, contact persons, a monthly incident report, and a proposal for contractual consequences in the event of repeated failure to meet the agreed service levels;
- Preparation of a monthly "certificate" for each participant in MOSS. The certificate includes all key information from the measurement for the participating digital platform for the last full calendar month. Access to the certificate is not intended for the public, but for the responsible person of the company that issues the individual platform;
- Data Processing Agreement: The provider must submit in the tender a description of the planned processing of personal data, legal bases, retention periods, security measures, potential subcontractors, transfers to third countries, and a draft personal data processing agreement. The provider must participate in the preparation or update of the data protection impact assessment.

5.4. Training Support

The Contractor shall provide:

- Training of those actively involved (marketing, PR, members of MOSS bodies, etc.) in the MOSS project, on the implementation of the measurement, the parameters, the use of the software interface and any new developments in the pipeline or on the world market, as well as support for the interpretation of the research results; regular quarterly meetings;
- Training users/partners/participating websites on how to perform the measurement, the parameters and the use of software interface, as well as on any new developments in the pipeline or on the global market;
- Cooperation with the Client in thematic educational workshops for media, agencies and students at faculties and other interest groups (presenting innovations, data collection, basic and advanced concepts in the Internet and their interpretation, use of the tool for media planning, etc.; 2 to 4 times a year);
- Cooperation with the Client in the preparation of data for press releases and other publications related to the research (frequency of communications to be defined later, preferably at least once a month).

5.5. Public Availability of Data

MOSS currency data, which are accessible to the public via the dedicated website, consist of:

- measured monthly reach in Slovenia;
- no. of monthly impressions; and
- average daily visit time in a given month.

The data are publicly available on moss-soz.si. The publication of the monthly MOSS currency data on the website is the Contractor's responsibility. MOSS has the option at any time to change, expand, or limit the set of publicly published data.

6. TIMELINE

On the 1st working day of the following month, the Contractor shall submit a monthly report to the MOSS Expert Committee including:

- a table indicating the status of MOSS-measured digital platforms for the previous month, which should include at least:
 - Indication of any anomalies in the functioning of individual websites and applications due to technical problems and major editorial or structural changes to the website, as reported to the Contractor by MOSS participants, which result in a comment being made on the subsequent publication of the currency data, or in the non-publication of the currency data for a particular website;
 - Indication of the irregularities found in the script installations or the absence of script installations, and the period of time for which the irregularity was observed;
 - A report of contacts with those involved, as well as the reasons and explanations on how the issue was resolved;
 - Indication of any significant deviations detected in the measured traffic compared to previous periods and the reason for the deviation as may be identified by the Contractor or the participant;

- Indication of the traffic proportion for which the origin cannot be identified and the participant's explanation for major deviations;
- Calculated size of the online population, the reach of the research and the trend over the months;
- A final report on the key results of the technical measurement, the pop-up panel, the telephone survey (number of devices, coefficients, demographics) or other forms of methodological measurement and the general trend over the months.

Currency data must be **publicly published no later than three working days after obtaining the approval of the MOSS Expert Committee for the previous month**. Delayed publication due to possible additional verifications, analyses, complaints, etc. may be published no later than the 7th working day of the following month, subject to the approval of the MOSS Expert Committee.

The Tenderer should present a detailed timeline by project phase to ensure that this deadline is met each month.

7. IMPLEMENTATION PRICE

The tender must specify the price of the MOSS implementation for:

- Each year of MOSS implementation, broken down by phase, service or cost items; and
- The implementation price for the entire duration of the MOSS project, based on the MOSS project contract.

A tenderer may provide several pricing options for the implementation of the MOSS, taking into account the different scope of each implementation.

Prices must be expressed in euro (EUR).

7.1. Approximate Anticipated Price for MOSS Implementation (Excluding VAT):

The Client explicitly emphasizes the non-profit nature of the MOSS project, which is fully funded by the accession fees of MOSS members. The Client therefore expects that for the scope of functionalities currently available, the value of the MOSS project implementation will not be significantly higher than the value of EUR 70,000 per year.

Access to the tool's current functionalities may be made available to the Tenderer at the Client's premises upon express request.

The Contractor is entitled to financial payment from the month of the start of the research implementation to the extent that will be defined by the contract on the implementation of the project.

Newly developed functionalities shall be presented by the Contractor in a timeline by development phase.

The Contractor shall only be entitled to financial compensation for the development of a phase once the Client has confirmed that the phase has been successfully completed. The phases are not necessarily linked to a calendar year.

7.2. Variable Stimulation

The sale of the MOSS tool to advertisers, agencies, and third parties is a joint effort of the Contractor, the Client and the Client's consultant.

For each new tool user, the Contractor is entitled to a variable reward in the amount of 50% of the agreed amount in the first year of cooperation with the new user and 30% of the agreed amount for each subsequent year of cooperation.

A delay in the launch of a phase may consequently also affect the realisation of the variable part of sales.

The Contractor undertakes to consider, together with the client during the course of the research, the expansion of the business model in a way that maximizes the monetization of the research. How this will be achieved will be the subject of separate agreements in the direction of pay-per-view for data or segmentation for specific subscriber needs.

8. SELECTION CRITERIA

The evaluation of the Tender will be carried out on behalf of the Client by the Tender Committee according to the following criteria:

EVALUATION SYSTEM		Points	Weight	Weighted value
1	Providing complete content	100	20%	20
2	Tenderer's professional credentials	100	10%	10
3	Sample characteristics (representativeness)	100	10%	10
4	Web interface capabilities and tool functionalities	100	15%	15
5	Tender price	100	25%	25
6	Offered additional research functionalities	100	10%	10
7	Measurement methodology	100	10%	10
Overall score		700	100	100

The evaluation will take place in two phases:

1. The Tender Committee will evaluate the tender based on 7 criteria. For each criterion, the provider can receive from 0 to 100 points, where 0 points means that the tender does not fully meet the tender requirements, and 100 points means full compliance with the requirements of an individual criterion;
2. Individual criteria are evaluated with weights according to their importance, as shown in the table above. The total sum of the weights is 100%;
3. The weighted value of an individual criterion (WV) is calculated according to the following formula:

$$WV = (\text{number of points achieved} / 100) \times \text{weight}.$$
4. The overall evaluation of the tender is the final sum of the weighted values of all the criteria. The highest possible total score of the tender is 100 points.

The table shows an example calculation in the event that the bid achieves the maximum number of points for all criteria.

The tender with the highest weighted value among the tenders received will be selected. In the event that two or more tenders are comparable, MOSS will initiate individual negotiations with the applicants.

After the evaluation, the Tender Committee will prepare a final report and inform the Tenderers of the results and the selected MOSS Contractor for the period 2027, 2028 and 2029.

8. TIMETABLE FOR THE CALL FOR PROPOSALS

MONTH	DATE	ACTIVITY	CONTENTS
July / August	1. 7. 2026	Sending an invitation to submit a tender	
	15. 7. 2026	Participation confirmation deadline	Tenderers confirm participation
	20. 7. - 7. 8. 2026	Questions period, clarifications, debriefing (live or video)	Debriefing and clarification for tenderers
September	4. 9. 2026	Submission deadline	Tenders received
	7. 9. 2026	Tender Committee meeting - Review of received tenders, checking eligibility criteria	Checking and validation of tenders received
	10. - 18. 9. 2026	Presentation of tenders duly received / call for amendments	Personal presentation
			Content / phases / price / timeline
	21. - 25. 9. 2026	Time for tender amendments	Amendments and clarifications
	28. - 30. 9. 2026	Tender Committee meeting - evaluation of all tenders with amendments	Final decision
	30. 9. 2026	Notification to the selected Tenderer including the draft contract	Notification to the selected Tenderer
			Draft contract sent

October	30. 9. - 16. 10. 2026	The Contractor prepares a detailed timeline for the transition, setting up the new codes, testing	A detailed transition plan, who, what, by when
	16. 10. - 23. 10. 2026	Contract coordination, detailed handover timeline	Signed contract
November / December	23. 10. - 18. 12. 2026	Kick off meeting to start migration and testing the newly selected contractor's system	System transition / migration and testing
January	1. 1. 2027	The new contract takes effect	Start of measurement with the newly selected provider

Appendix 1: Intellectual property rights and rights in works of authorship

INTELLECTUAL PROPERTY RIGHTS FOR DATABASES

The Contractor is the exclusive holder of copyrights on the databases and will transfer all material rights from these copyrights to the Client by Contract.

Any rights that are transferred shall be transferred to the extent necessary, both quantitatively and technically, to achieve the purpose of the contract, taking into account the fact that the rights must be transferred to Users and MOSS Members.

The Contractor shall assign the rights for an unlimited period of time (for the entire duration of the rights), for all countries, exclusively and with the express authorisation that the assignee may assign them, for profit or not-for-profit, in any form whatsoever, to third parties.

The Contractor may use the databases only to the extent expressly permitted by the Contract.

The Contractor shall indemnify and keep the Client indemnified against third party claims arising from the assignment of intellectual property rights under the Contract.

The Client shall not owe the Contractor any additional payment or remuneration for the acquisition of the material copyright over and above the agreed remuneration for the performance of the research.

Upon termination of the Contract, the Contractor must provide the Client with a comprehensive export of all data, metadata, code lists, historical series, methodology documentation, measurement code documentation, API descriptions, user rights, and other elements necessary for the continuation of the project with another contractor. Export must be enabled in open, machine-readable formats.

RIGHTS IN WORKS OF AUTHORSHIP

The Contractor shall contractually assign to the Client all the material copyrights from copyrights in the works of authorship which the Contractor will produce under the Contract, either by itself or in collaboration with the Client or subcontractors (reports, presentations and any other works of authorship which the Contractor will be obliged to produce under the Contract).

Any rights that will be transferred shall be transferred to the extent necessary, both quantitatively and technically, to achieve the purpose of the contract, taking into account the fact that the rights must be transferred to Users and Acceding Parties.

The Contractor shall assign the copyrights from the Contract for an unlimited period of time (for the entire duration of the rights), for all countries, exclusively and with the express authorisation that the assignee may assign them, for profit or not-for-profit, in any form whatsoever, to third parties.

The Contractor may use the databases only to the extent expressly permitted by the Contract.

The Contractor will also have the independent right to modify the works in which he has acquired rights.

The Contractor shall indemnify and keep the Client indemnified against third party claims arising from the assignment of intellectual property rights under the Contract.

The Contractor shall own the model, methodology, interfaces, and technical solutions.

For works of authorship created in connection with the performance of the obligations under the Contract and co-authored with subcontractors or of which the subcontractor is the sole author, the Contractor shall undertake to obtain from the subcontractor all copyrights to the extent provided for in the Contract, including the possibility of sub-licensing to third parties, and to transfer them contractually to the Client.

The Client shall not owe the Contractor any additional payment or remuneration for the acquisition of the material copyright over and above the agreed remuneration for the performance of the research.

OTHER INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights in the works to be made by the Client shall belong exclusively to the Client and the Contractor shall have no intellectual property rights in them and may use them only with express, written, and prior Client's consent.

The Client designs and prepares for use the MOSS trademark in various versions and combinations (the MOSS graphic design) and registers it with the Intellectual Property Office of the Republic of Slovenia. The Contractor shall not have the right to make any use of the MOSS trademark except with the prior written consent of the Client. If consent is not given in writing, it is deemed not to exist.

INTELLECTUAL PROPERTY RIGHTS OF THE WEB APPLICATION

The Contractor shall transfer to the Client a non-exclusive and transferable right (licence) to use the web application and to transfer these licences to the MOSS Members and Users to the extent set out in the Contract.

The licence obtained by the Client and transferable to third parties will also include:

- The right of reproduction for your own personal use, including the right to copy and store in any known form (including electronic), whereby each User/Accessor can be entitled to an unlimited number of user accounts and the members of the MOSS Expert Committee can only be entitled to one user account each;
- The right of public display, which allows the Client to make the work available to the public by any known technical means to achieve the purpose of this contract;
- The right to use the software in such a way that all the functionalities provided by the Contractor under this contract are ensured.

The licence shall also include other rights not expressly granted to the extent that these are necessary to achieve the purpose of the Contract.

The payment of the contractual value will also include any payments for licences or transfer of rights in the web application, as well as any transfers that are not defined in the contract but are necessary for the agreed use of the web application.

The Contractor undertakes to provide directly to the MOSS Members, Users and members of the MOSS Expert Committee all the services and measures that will enable them to obtain the web application and to use it in the normal way. These services include, in addition to all other services necessary for normal use, all services related to the installation and maintenance of the web application and explanations on the use of the web application.