

Introduction

Purpose	This tender is for a website and advertising tracking portal, providing data on advertising streams for specific websites. More detail is outlined below.
Parties	<p>This tender is being run by the Intellectual Property Office (IPO) and the contract will vest with and be paid for by the IPO. The benefit and outcomes of the services will be delivered by the supplier to the Police Intellectual Property Crime Unit (PIPCU), who are a strategic partner of the IPO.</p> <p>The IPO reserves the right, without requiring prior permission from the supplier, to novate the contract, including any extension options, to PIPCU or any other body which PIPCU may become known as.</p>
Term	<p>The initial term of the contract shall run from the date of award (following this tender process) to 31 March 2024. This is anticipated to be 15 or 16 months.</p> <p>The contract shall contain the option for a further extension, provided that the total duration of the contract does not exceed 25 months. This shall be at the discretion of both parties.</p>
Budget	<p>The maximum budget for the initial term of the contract is £5,500 (including VAT) per month.</p> <p>Thereafter prices may be subject to review prior to any agreed extension options. Price review will be capped at no more than RPIX for the preceding 12 months, unless otherwise agreed in exceptional circumstances.</p>
Contract Manger	Miles Rees - Head of Outreach Stakeholder Communications and Respect for IP

Please see the document “C2464_Appendix C - Response Guidance” for information on how to respond to this tender and responses are evaluated.

Background

Operation Creative, launched in April 2014, is a ground-breaking initiative designed to disrupt and prevent websites from providing unauthorised access to copyrighted content, led by the PIPCU in partnership with the creative and advertising industries.

As part of Operation Creative, rights holders in the creative industries identify and report copyright infringing websites to PIPCU, providing a detailed package of evidence indicating how the site is involved in illegal copyright infringement. Officers from PIPCU then evaluate the websites and verify whether they are infringing copyright. At the first instance of a website being confirmed as providing copyright infringing content, the site owner is contacted by officers at PIPCU and offered the opportunity to engage with the police, to correct their behaviour and to begin to operate legitimately.

If a website fails to comply and engage with the police, then a variety of other tactical options may be used including; contacting the domain registrar to seek suspension of the site, advert replacement and disrupting advertising revenue through the use of an IWL.

This is a public/private sector partnership where the PIPCU will work together with the advertising, banking & creative industries, to prevent, deter and disrupt websites and their illicit operations that provide a gateway to unlicensed electronic downloads of music, films and books that predominantly generate profitability through advertising revenue.

Operation Creative, for the first time in the UK, heavily focus on early intervention seeking to engender the principles of restorative justice as a means of providing early warnings to offenders, giving them the opportunity to develop their businesses into legitimate practices.

One of those methods used to disrupt copyright infringing websites involves targeting the advertising that appears on the sites. The advertising generates a large amount of income for the owners/operators, allowing to fund their activities. By removing the advertising, it will adversely affect the ability of the owner/ operator to pay for specialist web hosting services.

The advertising is currently monitored on a portal that monitors IWL domains only. The advertising portal holds various data that we use remove legitimate advertising from the sites.

Minimum Requirements:

The following are the minimum requirements of the advertising portal;

- Total amount of adverts placed across IWL domains
- Total estimated advert impression across IWL domains
- Total number of brands
- Total advert intermediaries
- Total IWL domains that have advertising on them
- Total advert sector
- Eco system breakdown over date period
- Advert campaign type e.g., sponsored content, unidentifiable brands, gambling, adult, fraud & malware, major brands, other brands, etc.
- Breakdown of advertising sector/ sub sector. E.g., shopping, technology, business, adult, gambling etc.
- The ability to click on a domain and getting a screen shot of the domain and the advert.
- All data must be visually represented through charts and diagrams. Being able to change how the data is represented.
- The option to download all data or individual selected data in an Excel or .csv format.
- Adjustable date range
- Being able to focus on one or selection domains
- Being able to focus on a particular type of Advert campaign type e.g., brands, gambling, sponsored content, etc.
- Being able to focus on a particular brand
- Provide a quarterly report in a particular area like gambling adverts

Desirable:

Any other functions which the supplier is able to offer as part of their tender would be welcomed (please detail in your tender response). For example but not limited to:

- List any associated data behind the advert like Google analytics id etc
- List of advertising companies with total advert impression/ adverts. Sub category of desktop and mobile advertising.
- List of advertising intermediaries companies with total advert impression/ adverts. Sub category of desktop and mobile advertising.
- List of top domains, with total estimated advert impressions, desktop, and mobile web impressions.
- Advertising Eco system. E.g., mobile, desktop, other
- Being able to focus on eco system. E.g., Desktop or mobile
- Being able to focus on a particular advertising or intermediary company.
- Being able to provide the value of advertising revenue
- Being export the data in a report format

How often should this information be updated?

The data should be updated every month and be accurate. We should be able to verify data by being able to examine the data.

Historical data

We would like the data to go back a minimum of one year.

The reports will be used to provide quarterly reports to the gambling commission on identified UK gambling companies. Assist can be given of the format and the type of information needed in the report.

Being able to produce our own custom report by selecting data from the minimum requirement list is essential.

Technical Support

Standard technical support with login and resolution of identified issues should be offered.