**TERMS OF REFERENCES**

*Case study to launch a tripartite body within the media industry in Serbia in order to improve media metrics and standardize them*

About the project

IREX is implementing the USAID Strengthening Media Systems Project (SMS) in Serbia to improve the regulatory, legislative and economic environment for Serbian media. It aims to support the development of a more enabling legal, regulatory and market environment for media, as well as support the development of financial sustainability, innovation, and partnership in the Serbia sector.

This research will be used within SMS program and by the Node on Media Measurement to inform main stakeholders within media industry on potential models of tripartite bodies (Joint Industry Committee) that may be considered as the most appropriate and suited for Serbian context.

Background

Media measurements in Serbia have been practiced for more than a decade by the methodologies developed by agencies specialized for marketing research, both local (for example, Partner Research Solutions) and international (e.g. Nielsen). Services for conducting audience measurements of individual media categories (printed, electronic, digital, out-door) are not standardized within the industry, thus advertisers, media, regulatory institutions, self-regulatory bodies often operate with different data. Additionally, data available in various registries are often incomparable and sometimes even contradictory.

The lack of accurate or verified data on media consumption trends significantly hampers the work of main actors in media sector. Therefore, the attempt to introduce standards in the field of media metrics in order to provide adequate conditions for the operation of media companies could be one of the strongest incentives for further survival and development of the media market in Serbia.

Establishment of tripartite non-profit body that will set and promote common standards to all market players has been considered as an important step in regulating this field. The purpose of this body - the so-called model JIC (Joint Industry Committee) - will be to define commonly accepted currencies in the field of media measurement (Joint Industry Currencies). Similar bodies already exist on several media markets in the EU, while initiatives have been launched in countries surrounding Serbia for its establishment (in BiH and Macedonia).

Bearing in mind the above, in order to create a case study for the launch of a tripartite body in Serbia, a research should be carried out in order to collect data on the existence of similar bodies in comparable markets, the obstacles faced by the founders, their mode of operation in these markets, obstacles in their work and achieved goals.

Job description

For the purposes of developing a scenario to launch a tripartite body within the media industry, in order to improve media metrics and standardization, research should be carried out to collect data on similar initiatives in comparable markets. The research should include:

1. Desk research to collect secondary data on the existence of similar tripartite bodies in EU members, as well as in the countries of the Western Balkans.
2. Deeper research of identified cases which experiences may inform stakeholders from Serbian media market.
3. SWOT analysis of identified models in order to detect the most suitable model for Serbian context.
4. Recommendations based on analysis on the most suitable model of the tripartite body for Serbia.

Deliverables with timeline

The following deliverables are expected to be produced within the scope of this research:

1. Proposed methodology and cases (25th February 2019)
2. Preliminary findings (10 March 2019)
3. Draft report with case analysis and recommendations (20 March 2019)
4. Final report (31 March 2019)

Application and deadline

Interested service providers – individuals, organizations or companies – are invited to submit the following documents:

* CV that emphasizes relevant experience and detailed description on approach relevant for this assignment;
* Relevant working experience (single page document) - with examples of their previous work relevant for this assignment with three references.

Requested materials must be submitted no later than February 18, 2019 in electronic form to the email [sms.tenders@irex.org](mailto:sms.tenders@irex.org).

IREX may at its discretion ask for additional information.

Issuing this call does not commit IREX or the USAID Strengthening Media Systems Project to select any proposal/expert.