



Request for Proposal (RFP)

Comprehensive TV, OTT & Social Media Tracking Services

For the IBU Biathlon World Cup, the World Championships and other IBU events (2026–2029)

Issued by:	International Biathlon Union (IBU)
RFP Reference:	IBU-MEDIA-RFP-2026
Issue Date:	July 30th
Submission Deadline:	August 21 st 2026
Contract Duration:	3 years (2026–2029)



1. Introduction & Background

The International Biathlon Union (IBU) is recognised by the International Olympic Committee (IOC) as the international governing body for the sport of Biathlon and by the International Paralympic Committee (IPC) as the international governing body for the sport of Para Biathlon.

The vision of the IBU is: “We are the global Biathlon Family, a sustainable and innovative sport with integrity.” The mission of the IBU is defined as follows: “The IBU supports, empowers and inspires the Biathlon Family to develop and grow the sport.”

IBU invites qualified vendors to submit proposals for **comprehensive TV, OTT, and social media tracking services** for the **IBU Biathlon World Cup and World Championships** over the next three seasons (2026–2029).

The selected vendor will be responsible for:

- Monitoring, analyzing, and reporting on **global media coverage** (TV, OTT, social media).
- Processing **EBU-provided data** and integrating it into a **custom dashboard** for historical insights.
- Delivering a **timely, actionable comprehensive end-of-season report** to support IBU’s media strategy, sponsorship evaluation, and stakeholder communications.

This RFP outlines the **scope, requirements, deliverables, timeline and evaluation criteria** for potential vendors.

2. Project Objectives

The primary goals of this engagement are to:

1. Track and analyse **all TV, OTT, and social media coverage** of IBU Biathlon events (World Cup, theWorld Championships and the Loop One Festival) during the aforementioned seasons.
2. Process and visualize **EBU-provided data** in a **user-friendly dashboard** with customizable splits.
3. Deliver one **end-of-season report (PDF)** to support IBU’s media rights, sponsorship, and marketing strategies.
4. Provide **benchmarking insights** against other winter sports (optional).

3. Scope of Work

3.1 TV Monitoring & Data Processing

3.1.1. - Events

- **LaVita IBU World Cup:** All the events of the respective IBU season. For 2026/27 these are as follows:
 - **Kontiolahti, Finland** – Nov 24 – 29, 2026
 - **Hochfilzen, Austria** – Dec 1 – 6, 2026
 - **Annecy - Le Grand Bornand** – Dec 8 – 13, 2026
 - **Pokljuka, Slovenia** – Dec 31, 2026 – Jan 3, 2027
 - **Ruhpolding, Germany** – Jan 5 – 10, 2027
 - **Antholz-Anterselva, Italy** – Jan 12 – 17, 2027
 - **Nove Mesto, Czech Republic** – Jan 19 – 24, 2027
 - **Oberhof, Germany** – Mar 2 – 7, 2027
 - **Östersund, Sweden** – Mar 9 – 14, 2027
 - **Holmenkollen, Norway** – Mar 16 – 21, 2027
- **World Championships:**
 - 2027 – Otepää, Estonia, Feb 8 – 21
 - 2028 – Hochfilzen, Austria tbd
 - 2029 – Holmenkollen, Norway tbd
- **Loop One Festival** – Munich October 17th/18th 2026
- **IBU Open European Championships**
- **IBU Junior World Championships**

3.1.2. – Primary Coverage Tracking (EBU Data)

- **Sources:** All **rights holders** (provided by IBU), including **Eurosport** and other broadcasters (if applicable).
- **Data Input:** EBU will provide **raw Excel data** for TV coverage.
- **Processing Requirements:**
 - Data must be **cleaned, structured, and integrated** into a **custom dashboard**.
 - Supplier is expected to provide plausibility checks on the delivered data.
 - Supplier is expected to provide estimated audiences for broadcasters, where audited audience data is not available
 - **Final PDF report** must be delivered **within 3 weeks** of receiving EBU data.

3.1.3. – Data Splits & Segmentation

- **By market:** As delivered by EBU. Eurosport to be listed as Pan-Europe and (again if applicable) Pan-Asia.
- **Broadcaster and Channel:** e.g. Rai 1,2,3; ARD, ZDF, SVT 1,2 etc.
- **Competitions:**
 - All individual World Cups (9 per season) as well as the World Cup in total.
 - World Championships.

- LoopOne Festival Munich
- **Event / Discipline:** Sprint, Pursuit, Mass Start, Relays etc.
- **Gender:** Men, Women, Mixed
- **Broadcast Type:** Live, Delayed, Repeats

3.1.4. – Key Metrics to Track & Report

- **Hours of Coverage:** Total hours broadcast per market and race
- **Cumulated Audience:** Sum of all average programme audiences
- **Viewer Hours:** Calculated on a programme-by-programme basis based on EBU data and then cumulated by market, event and over the season.
- **Average live audience:** Per market and per event

3.1.5 - OTT & Digital Platforms

- **Sources:**
 - EBU OTT data (provided)
 - EBU RH Streaming data (provided through EBU)
 - Okko (must be **integrated separately**)
- **Metrics:**
 - Viewer hours – please provide methodological sample
 - Unique viewers
 - Total and average watch time

3.2 Secondary Coverage Tracking (Non-EBU Data)

3.2.1. - News & Sports Shows Monitoring

- **Scope:** Track **secondary coverage** (news, highlights, sports shows) in:
 - Germany (D)
 - France (F)
 - Norway (NOR)
 - Sweden
 - Italy
 - Finland
 - Czechia
 - Poland
 - Switzerland
- **Note:**
 - This data **will not be provided by EBU** – vendor must **source and track independently**.
 - This will only apply to all races from the LaVita IBU Biathlon World Cup and the World Championships.

- Please provide an option for tracking a.) the entire season and b.) only around the respective events from 1 day before until 3 days after each event.

3.3 Social Media Tracking & Analysis

3.3.1 - Owned Media (IBU Channels)

- **Data Source:** IBU will provide a monthly excel report to owned channels (e.g., Instagram, Facebook, Twitter/X, YouTube, TikTok).
- **Metrics to Track:**
 - Number of posts
 - Reach & Impressions
 - Engagement (likes, comments, shares, saves)
 - Video Views

3.3.2. - Earned Media (Organic Mentions)

- **Scope:** Track **all earned media** (non-IBU posts) mentioning IBU Biathlon and the respective events.
- **Metrics to Track:**
 - Number of posts
 - Reach / Impressions
 - Engagement (total interactions)
 - Video Views (if applicable)
 - Qualitative information such as: Top Authors, Best Performing content by Engagements, Video Views, etc, etc

Owned vs. Earned Media Comparison

- **Side-by-side KPI comparison** in reports and dashboard.
- **Trends analysis** (MoM, YoY growth).

3.4 Sponsorship & Host City Analysis

- **Sponsor Evaluation - TV:**
 - **Host City:** Required for the World Championships only
 - **Metrics:**
 - Visibility split by source and market
 - Needs to include post-card / beauty shots
 - Exposure value based on AEV

- **Sponsorship Evaluation – Social Media (required for earned and owned social media):**
 - **Metrics:**
 - Visibility split by source
 - Exposure value based on AEV (please provide details on methodology used)
 - Share of branded posts
 - Tracking and evaluation of specific IBU campaigns (focus on owned channels, but impact on earned channels a plus)
 - **Scope:**
 - This should cover up to 10 sponsors.
 - Sponsors will not necessarily be available at the start of the season, but vendor needs to be able to analyse and provide results on short notice.

4. Deliverables

4.1 Dashboard

Requirements:

- **Interactive & filterable** (by country, broadcaster, event, etc.).
- **Historical data storage** (3+ years – data will be supplied by IBU).
- **Export functionality** (Excel, PDF, CSV).
- **Multi-user access** (IBU team + stakeholders).

4.2 Reports

Combined seasonal overview (aggregated across all competitions) with separate sections for the World Cup and the World Championships.

Delivery – max three weeks after delivery of final EBU data (generally around end May).

4.3 Optional Deliverables – Please quote separately

4.3.1. - Benchmark Report – other Wintersports:

- **KPI's needed:**

- Total broadcast time
- Cumulated audience
- Viewer hours split
- Average live audience per market
- **Events Needed** – please suggest alternatives if you deem relevant
 - Ski-Jumping 4-Hills (both men and women)
 - Curling World Championships
 - Figure Skating World Championships
 - Optional – Alpine Skiing World Champs 2027
 - Optional – Nordic Skiing World Champs 2027

4.3.2. - Market Landscape Analysis for LoopOne:

- Sports broadcast landscape overview in Ger, Fra, Ita, Nor, Swe, Cz and Finland on the week-end of the event (Oct. 17th/18th)

4.3.3. - Italy Deep Dive:

- Comparison of Antholz World Cup on RAI vs Bormio Alpine Ski/Madonna di Campiglio Alpine/Cortina d'Ampezzo Alpine Ski
- Analysis of Eurosport Italy – hours of coverage, audiences, viewer hours

4.3.4. - Online Media Analysis

- Analysis of all online coverage
- KPI's required:
 - Number of Articles
 - Audience / Reach / Readership
 - PR Value
 - Media Impact – please specify your methodology here
- Markets
 - Austria
 - Czech Republic
 - Finland
 - France
 - Germany
 - Italy
 - Norway
 - Poland
 - Slovak Republic
 - Slovenia
 - Sweden
 - Switzerland
 - UK
 - USA
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5. Timeline

Phase	Activity	Date
RFP Issuance	RFP published & sent to vendors	30 July
Vendor Q&A	Clarification questions & vendor briefing (if needed)	10 August
Proposal Submission	Deadline for vendor proposals	21 August
Shortlisting	IBU reviews proposals & selects shortlisted vendors	4 September
Pitch Presentations	Shortlisted vendors present proposals (optional)	8-10 September
Final Selection	IBU selects winning vendor	Mid September
Kickoff	Project start & dashboard setup	Mid October – prior to LoopOne

6. Evaluation Criteria

Proposals will be evaluated based on the following **weighted criteria**:

Criteria	Weight	Details
Price & Cost Efficiency	50%	Competitive pricing, transparent cost structure, value for money.
Quality of Proposal	20%	Clarity, completeness, alignment with IBU requirements, innovation.
Experience in Winter Sports	10%	Proven track record in biathlon, skiing, or similar winter sports media tracking.
Team & Expertise	10%	Qualifications, industry knowledge, dedicated resources.
References & Case Studies	10%	Client testimonials, past work examples (especially in sports media analytics).

Additional Considerations (Non-Weighted but Valued)

- **Flexibility & Customization:** Ability to adapt to IBU's evolving needs.
- **Turnaround Time:** Speed of data processing and report delivery.
- **Data Security:** Compliance with GDPR and IBU's data policies.
- **Support & Maintenance:** Responsiveness, SLAs, and post-delivery support.
- **Innovation:** Use of AI/ML for sentiment analysis, predictive insights, etc.
- **Local Market Knowledge:** Understanding of key markets (DACH, Nordics, Eastern Europe).
- **Scalability:** Ability to handle increased data volume during major events.
- **User Training:** Provision of training for IBU staff on dashboard usage.

7. Submission Guidelines

7.1 Proposal Requirements

Vendors must submit:

1. **Cover Letter** (1 page) – Executive summary & key differentiators.
2. **Technical Proposal** (Max 20 pages) – Detailed methodology, dashboard mockups, data workflow.
3. **Financial Proposal** – Itemized cost breakdown
 1. **TV**
 1. **EBU Data Aggregation and Presentation**
 2. **Tracking and analysis of secondary coverage** – please provide a price per market
 3. **Sponsorship Evaluation** –
 1. TV host city for World Championships
 2. LoopOne for up to six sponsors
 4. **Sponsorship Evaluation** – Social Media
 5. **Optional Elements**
 1. Benchmark Data
 2. LoopOne Media Landscape
 3. Italy Market Assessment
 4. **Case Studies** (2–3) – Relevant past work (preferably in **sports media tracking**).
 5. **Team Bios** – Key personnel assigned to the project.

7.2 Submission Format

- **File Format:** PDF (single file or zipped folder).
- **Language:** English.
- **Email Subject:** IBU-MEDIA-RFP-2026 – [Vendor Name]
- **Submission To:** felix.bitterling@ibu.at

7.3 Deadline

- Proposals must be received by: **September 1st, 2026**
- Late submissions will not be considered.

8. Contact & Clarifications

8.1 IBU Point of Contact

Felix Bitterling, Commercial & Marketing Director - felix.bitterling@ibu.at

8.2 Q&A Process

- Vendors may submit **written questions** via email by **August 10th 2026**.
- IBU will compile and publish **FAQs** for all vendors by **August 15th 2026**.
- **No individual responses** will be provided to ensure fairness.

9. Terms & Conditions

- **Confidentiality:** All proposals and discussions are **strictly confidential**.
- **Intellectual Property:** Dashboard, reports, and methodologies developed will be **IBU's property** upon contract signing.
- **Data Ownership:** IBU retains **full ownership** of all raw and processed data.
- **Compliance:** Vendor must comply with **GDPR** and other relevant data protection laws.
- **Subcontracting:** Any subcontracting requires **prior written approval** from IBU.
- **Termination Clause:** IBU reserves the right to terminate the contract with 30 days' notice for non-performance.

10. Disclaimer

The International Biathlon Union (IBU) issues this Request for Proposal (RFP) solely for the purpose of obtaining proposals from qualified vendors. **Participation in this RFP process does not obligate IBU to:**

- Award any contract;
- Enter into any agreement with any respondent;
- Reimburse respondents for any costs incurred in preparing or submitting a proposal;



- Provide feedback, explanations, or justifications regarding the evaluation process, selection decisions, or reasons for non-selection.

IBU reserves – at its sole discretion – the right to:

- **Cancel, modify, or terminate** this RFP process at any time;
- **Reject any or all proposals** received, whether conforming or non-conforming;
- **Negotiate with one or more vendors** prior to contract award;
- **Award the contract in whole or in part**;
- **Waive any informalities or irregularities** in proposals received.

All information provided by IBU in this RFP is **for informational purposes only** and does not constitute a binding commitment.

Respondents are solely responsible for ensuring their proposals are complete, accurate, and submitted by the deadline.