

## Terms of Reference

### Audience Analytics Dashboards

*Deadline for expressing interest: 5 September, 2025, Friday*

*Region in focus: Central and South America*

[Thomson Media](#) based in Berlin, Germany, seeks to commission two Audience Assessment Landscape Studies in a framework of the **Advancing Global Innovation and Learning Effectively to Build Resilience in Independent Media (AGILE)** project. The initiative is funded by the **European Union** and implemented by a consortium led by the **Internews Europe** along with co-applicants **ARTICLE 19, Fojo Media Institute/Linnaeus University, Thomson Media gGmbH** and **Transtélé Canal France International**.

#### 1. BACKGROUND

Thomson Media, under the AGILE Programme's *Workstream 3: Sustainable Business Models*, aims to strengthen the capacity of independent media in Central and South America to use audience intelligence for both editorial decision-making and revenue growth.

In many independent newsrooms, audience analytics remain fragmented, tracked in platform silos (e.g., Google Analytics for web, YouTube Analytics, Facebook Insights), leaving decision-makers without a unified view of their audiences or monetization potential.

AGILE will design and implement an **Overlapping Audience Dashboard (OAD)** - a unified analytics platform integrating GA, YouTube Analytics, Meta Business Suite, and other relevant for participating newsrooms platforms analytics to:

1. Map overlapping and unique audience segments across platforms
2. Identify content formats and channels with the highest engagement and revenue potential
3. Enable data-driven editorial and commercial strategies
4. Build long-term, in-house analytical capacity.

The OAD will be piloted with selected partner media outlets, with measurable results captured at three and six months, and a sustainability plan for continued use beyond the project's end.

#### 2. OBJECTIVE

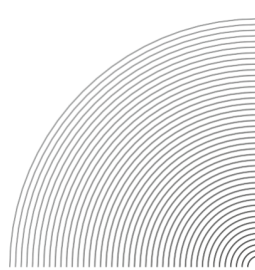
To equip independent media outlets with the **audience intelligence, skills, and tools** they need to turn data into growth.

#### 3. SCOPE

- Six media from Spanish speaking countries
- Two media from Portuguese speaking country.

You may apply to work with Spanish-speaking or Portuguese-speaking media. If, in addition to technical and media expertise, you also have relevant language capacity, you may apply to undertake the entire batch of eight outlets.

**Key questions for the service provider:**



#### A. Assessment

- To assess the level of audience metrics, captured by participating media outlets in the programme: what analytics tools, reporting practices, and decision-making workflows currently exist?
- What are the strengths and gaps in using audience data for editorial and commercial purposes?
- Which audience segments and behaviors have the highest potential for engagement and revenue growth?

#### B. Solutions

- What technical solution can best integrate multi-platform analytics into a single, actionable dashboard or perhaps into modular dashboards if proved more suitable?
- How can the dashboard highlight monetization levers (e.g., CPM performance, referral conversion, subscription uptake)?
- How can insights be embedded into editorial and business processes?

#### C. Sustainability and long-term impact

- What immediate changes can be tracked in the first three months after launch and then in one year?
- How can the dashboard be maintained and improved post-project?
- What workflows, skills will secure continued growth in audience and revenue?

### 4. METHODOLOGY & TASKS

The assignment will be implemented in **three main tasks**:

#### Task 1 Assessment of Media Outlets' Digital Audience Analysis

- Review of existing analytics, audience research, and revenue data
- Structured interview with editorial, digital, and business teams
- Mapping of current data sources, ownership, and integration gaps
- Review of monetization KPIs (CPM, CPC, subscription retention, etc.)
- Identification of key audience personas, content performance trends, and growth opportunities

**Deliverable:** *Audience analytics knowledge & needs assessment summary*

#### Task 2 Offer and Implement Solutions + Build Media Capacity

- **Recommend, configure, and deploy the OAD using a suitable tool** (*customized or existing on the market such Supermetrics, Power BI, etc.*) based on partner needs, infrastructure readiness, and scalability
- Integrate in the OAD relevant for the media suits (for example, YouTube, Meta, etc) via APIs/connectors
- Develop analytics logic for audience overlap, retention funnels, and content tagging (topic, format, author, campaign)
- Test the dashboard with the media staff for usability and accuracy
- Conduct training for media focal points – digital leads, marketers, SMMs, etc.
- Provide training materials, quick-reference guides, and troubleshooting documentation

**Deliverables:**

- Fully Functional OAD
- Technical Documentation with a suggested new workflow (API/data flow)
- Training Materials.

#### Task 3 Monitor Early Results & Recommend Sustainable Strategies

3. Track usage and impact of OAD at three-month and six-month intervals
4. Compare baseline and post-implementation audience/revenue KPIs

5. Provide a sustainability plan including staffing, workflows, and technical maintenance options

**Deliverables:**

- a. 3-Month Interim Performance Report
- b. Final report on the completed work, including a detailed chapter on the post-project continuity plan.

## **5. DELIVERABLES SUMMARY**

1. Audience analytics knowledge and needs assessment summaries per each media
2. Fully functional, customized Overlapping Audience Dashboard per newsroom
3. Technical documentation
4. Training materials (slides, guides, videos) in Spanish and / or Portuguese
5. 3-months performance report
6. Final report on the completed work, including a detailed chapter on the post-project continuity plan.

## **6. REQUIRED EXPERTISE**

- Proven experience in media audience analytics, cross-platform data integration, and dashboard development
- Strong understanding of independent media business models and revenue diversification strategies
- Proficiency with leading web and social media analytics platforms (e.g., GA4, YouTube Analytics, Meta Business Suite or equivalent), including the ability to integrate data from multiple sources into unified reporting tools.
- Experience delivering practical training for media
- Knowledge of GDPR and data privacy compliance requirements.
- Professional Spanish and / or Portuguese.

## **7. TIMELINE**

**15 September 2025 – 27 February 2026**

Task 1 - month 1

Task 2 - months 2, 3 and 4

Task 3 – month 5.

## **8. APPLICATION**

Please submit:

1. Technical proposal (approach, methodology, tools)
2. CV(s) of proposed expert(s)
3. Relevant portfolio/examples of similar work
4. Itemized financial proposal by phase as per media outlet or a number of media outlets you are applying for.

For questions, email [jobs@thomsonfoundation.org](mailto:jobs@thomsonfoundation.org) by **26 August 2025**.

To apply send your application to [jobs@thomsonfoundation.org](mailto:jobs@thomsonfoundation.org) with the subject line: **OAD AGILE + Your Name / Organization** by **5 September, 2025, Friday, 23:59 CET**.