

CESP – Process Audit Report: FY 2022-23





CESP Scientific Committee certifies the following areas aligned with BARC procedures for the following three audits

Data Production Design Audit

- Audience Definition
- Peoplemeter Functionalities
- Minute Allocation Logic
- Bridging and Magnetization
- Hygiene Check
- Bucket Treatment
- Cell Weighting algorithms
- Landing page Algorithm
- Metarules processing
- Audience reprocessing

Panel Design Achievement Audit

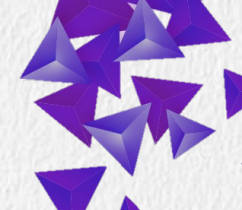
- Universe Definition & Update
- Panel Rotation – Turnover & Maximum Duration
- Panel distortion regarding Urban and Rural population
- Demographic update
- Weighting – Cell & RIM *

Panel Management Audit

- Panel Installation
- Panel Training - Completion
- Panel management task tickets
- Meter Connectivity (NC7+)
- Co-incidental Survey
- Incentive Management
- Delay tracking – Panel Management task
- Embedder - Installation

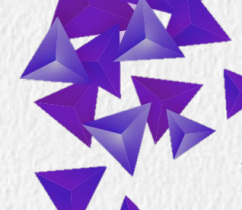
* **RIM Weighting:** It is aligned with international standards except the distribution of the weights that should be reduced and only the largest weights should be capped. Refer detailed observation in the upcoming slide.

Actions pending based on CESP's observations



Sr. No	Review	Observation	Management comments	Timeline for Implementation
1	Panel Design Achievement Audit	Panel Distortion and control variables: BARC is committed of not exceeding a 15% deficit of households for maximum 90% of the sample at cell level (state x town class). However, it was noted that this deficit benchmark was exceeded for selected days.	<ul style="list-style-type: none"> The 2nd wave of covid (i.e., Omicron) and introduction of 55k design led to the gap. This started getting streamlined from last week of March 2023 against the design post achieving the 55k target. 	October-23
2		Panel Performance: Panel performance objective was not defined. On an average, panel performance during the audited period was less than the international standard of 90%”	<ul style="list-style-type: none"> Our standard calculation for Intab% (i.e., panel performance) is: Intab/ Production. Basis this, our Intab rate is currently ~79%. Our BM1/3 meters do not connect if there is no viewing, therefore require a Nil Viewing Add Back (NVA) process. Work is already underway to phase out BM1/3 meters in favor of BM2/4 meters. We will revise the NVA process accordingly. 	Ongoing
3	Panel Management Audit	Panel training task-frame: 18.4% of the trainings (3,030 training tasks) were delayed i.e. achieved after 15 days of installation.	<ul style="list-style-type: none"> We have identified the reasons for delay and noted that more than 60% i.e., 1,953 HHs where tasks got delayed (beyond SLA) were due to HH related issue. Therefore, we have started publishing relevant Weekly MIS and will update the “Panel Management SOP” accordingly. 	June-23
4		Embedder: The watermark monitoring was not fully aligned with the process (instances of delays in escalations)	<ul style="list-style-type: none"> Closure of incident is currently automated. However, as an action plan, we shall automate the outage emails and will be updated in the “Embedder and Watermarking Process” SOP. 	Sep-23

Actions pending based on CESP's observations



Sr. No	Review	Observation	Management comments	Timeline for Implementation
5	Panel Management Audit	Query Management: 2% of the client queries were not answered within 7 working days.	<ul style="list-style-type: none"> Some of the queries require looping in other departments (rolled/ unrolled data for many channels, change in methodology from Cell to RIM Weighing etc.) for their inputs to resolve the query, thereby taking more time for closures. 	Ongoing
6	New Hybrid Weighting Audit	Distribution of Weights: The new hybrid weighting process creates more extreme weights (<0.25 or >4) that are unevenly shared amongst sub panels and variables: some sub panels concentrate a lot of extreme weights.	<ul style="list-style-type: none"> BARC currently employs a weight capping protocol for weights beyond 5. Extreme weights are observed in a limited number of rural sub-panels where challenges exist for recruiting certain types of households. BARC is currently working on a collapsing protocol which will further increase weighting efficiency by reducing extreme weights. Additionally, continued efforts with respect to panel recruitment, sample design, and listing efforts will further help on this issue. 	July-23

THANK YOU!

