



**BROADCAST
AUDIENCE
RESEARCH
COUNCIL
INDIA**



CESP - Process Audit report

Financial Year 2019-20

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
- Cell Weighting algorithms
- Audience reprocessing

Panel Design Achievement Audit

- **Universe Definition and Update – Universe Definition**
- **Panel Size** – To be reached 44K by December 2019
- **Panel Rotation** – Minimum Turnover
- **Panel distortion and control variables**
- **Weighting**

Panel Management Audit

- **Panel Installation – Completion of Authority Letters, Alignment and completeness of recruitment Questionnaire**
- **Panel Training** – Completion
- **Tracking of Panellist participation** – Co-incidental Survey
- **Incentive Management** – Approval, Total Amount, Successful payout, bank account information, defined amount
- **Embedder** - Installation

Action Plan based on CESP's Recommendation



Sr. No	Review	Observation	Management comments
1	Panel Design Achievement Audit	Universe definition and update According to BARC commitment the panel theoretical values should be updated at least once a year	ES's 3 rd round due in 2019 was postponed as new tariff order by the government has created disruptions on the MOSR and TV viewing at HH level across the country. To collect accurate data, BARC with approval of its Board & Tech comm had decided to postpone ES for allowing the impact of NTO to settle down. In March'20, ES got delayed due to COVID 19 situation which was informed to regulatory authorities along with other stakeholders
2		Maximum Duration in Panel ~13% of the households had been in the panel for more than 4 years, which is not aligned with the maximum duration policy.	We will revisit the maximum time-in-panel as regulatory guidelines states annual turnover of 25% per year and we will adopt the maximum time-in-panel (around 7 years) using a 25% annual rotation rate and update the DOM accordingly and take approval/ intimate necessary constituents.
3		Demographic Update The demographic update covered only 65% of the installed households on average.	We will perform the DU for NCCS once in 6 months and DU for all variables for all the HHs once every year from the date of installation and same will be updated in SOP and DOM accordingly. Also, earlier DU tasks were created separately, but since Jan' 20, DU is mandatorily covered for any maintenance or DU task created for HH.

Action Plan based on CESP's Recommendation



Sr. No	Review	Observation	Management comments
4	Panel Management Audit	<p>Delay In closure of task (Outside Turn around time) Recruitment - 25% of the audited recruitments Installation - 7% of the audited installations Training - 9% of the audited installations Maintenance - 23% of the audited installations</p> <p>(Time period Checked – April to Sept 2019)</p>	Due to practical issues on ground it's not always possible to complete 100% task within timeline. Hence, we will define the target value of SLA as 90% in the SOP. Also, we will define timeline for the rest 10% tasks within which the delayed tasks should be closed and capturing reasons for delay in completion of tasks will be made mandatory.
5	Embedder	Watermarking (WM) monitoring was not fully aligned with the BARC's internal process	24x7 WM monitoring is a pro-active measure taken by BARC but primary responsibility of channel and Broadcaster. However, we will make the 1 st level of escalation automated to ensure immediate escalation, and the rest of the escalation will remain manual to ensure detailed checking.
6	Query Management	13% of the client queries were not answered within 7 working days	Some queries requires MSci and tech team input for resolution, due to which it might take more time to close. However, we will improve the number of queries closed within the timeline.