

CESP – Process Audit Report: FY 2023-24





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

Data Production Design Audit

- Audience Definition
- Minute Allocation Logic
- Bridging and Magnetization
- Hygiene Check
- Bucket Treatment
- Hybrid Weighting algorithms
- Metarules processing
- Audience reprocessing

Panel Design Achievement Audit

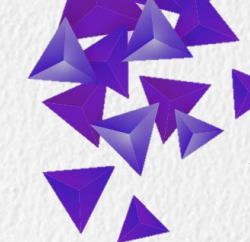
- Universe Definition
- Panel Rotation – Turnover & Maximum Duration
- Panel distortion regarding Urban and Rural population
- Weighting – Hybrid
- OOH Review

Panel Management Audit

- Panel Installation
- Panel management task tickets
- Meter Connectivity (NC7+)
- Co-incidental Survey
- Delay tracking – Panel Management task
- Query Management - Timeframe

Audit period – Nov 2022 to Oct 2023

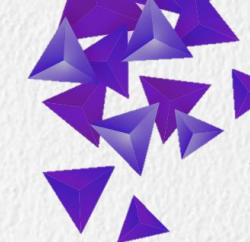
Status of actions based on CESP's observations



Panel Design Certification

Sr. No	Review	Observation	Management comments	Timeline for Implementation
1	Periodicity of the universe update	<ul style="list-style-type: none"> The establishment survey was not conducted from 2019 to 2021. In 2020 and 2021, BI survey was planned but could not be conducted due to the Covid situation. 	<ul style="list-style-type: none"> BARC continues to use TV UE 2020. BARC has completed the next UE study with a survey agency which had delayed the fieldwork and results, BARC was engaged in doing resurvey in 4 states groups. The results from resurvey are available now and BARC is evaluating the final output. The next BI is now expected to be launched by the end of Half year 2025. 	June 2025
2	Panel distortion and control variables	<p>Distribution of the panel according to the state and town class structures did not achieve BARC commitment (<i>not to exceed 15% deviation from sample design for more than 90% of sample at cell level</i>).</p> <p>During the audit period, the distribution of the panel according to the state and Town Class ,did not achieve the commitment for three selected days.</p>	<p>55k design was under implementation for the given dates (samples). The difference is driven by implementation of new design , the difference got streamlined as the new recruitments were completed during the year.</p>	Implemented

Status of actions based on CESP's observations



Panel Design and Panel Management Certification

Sr. No	Review	Observation	Management comments	Timeline for Implementation
3	Demographic Update	BARC is committed to conduct the demographic characteristic update of a minimum of 95% of installed households as follows once a year. The annual Demographic Update (DU) covered 94% of the installed panelists during the audited period, the same was 98% in 2022.	DU activity got impacted for Sep23 and Oct23 because of internal system migration from Click Soft to iPMS. However, the coverage as on 31st March 2024 is 97%.	Implemented
4	Panel training task frame	Panel training tasks are achieved out of time for 16.5% of the cases (21.9% in 2022) and 4.9% of the panelists were not trained (3.5% in 2022)	The completion of the training task is dependent on various ground factors beyond the control of MDPL such as Panel Home unavailability, Panelist on long vacation etc. MDPL has mentioned the controllable and uncontrollable factors in the relevant SOP.	Implemented

THANK YOU!

