



Process Audit Report: FY 2024-25

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
- Metarules processing
- Audience reprocessing

Panel Design Achievement Audit

- Universe Definition
- Panel Rotation – Turnover & Maximum Duration
- Panel distortion regarding Urban and Rural population
- Panel performance
- Demographic update
- Weighting variables
- Rolling average (methodology & algorithm)
- OOH Review (Eateries panel design achievement & attribution to at – home TV panelists)

Panel Management Audit

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

Panel Design Certification

Sr. No	Review	Observation	Management comments	Timeline for Implementation
1	Universe definition and update	The last BI was conducted in 2022 and resurvey for certain states was conducted in 2023-24, however not yet released.	BARC is currently reviewing the outcome of BI 2023 with its stakeholders and the decision is awaited on the release of this new BI.	Timelines dependent on publication of census data
2	Panel distortion and control variables	In 2023-24, the distribution of the panel according to the state was not achieved for 3 out of 4 selected days, against commitment of not to exceed 15% deficit households from BARC sample design for minimum 90% of the sample at cell level (state X town class).	Team has monitored the gaps and on ground challenges for deviation in Panel distribution. The KPIs are redefined to measure the distortion not exceeding a 20% deficit of households from BARC sample design for minimum 75% of the sample at cell level (state X town class) for all cells.	Implemented
3	OOH In-home TAM panel survey	During the audit period, BARC contacted 83% of panelist households living in urban areas for OOH survey against the commitment to contact 90% of eligible panel households for OOH TV viewing for fusion and calibration.	The deficiency in KPI commitment was due to the calling process activity being put on hold from 23 rd April'24 to 24th Jan'25 for automating the process. The process is now fully automated ensuring KPI achievement of 90% calling.	Implemented
4	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

Panel Design and Panel Management Certification

Sr. No	Review	Observation	Management comments	Timeline for Implementation
5	OOH Footfall measurement	BARC defines weekly targets for unique eateries to be measured by MDPL, which are adjusted based on cricket competitions (Indian Premier League, World Cup). The BARC commitment is to meet the target, with a tolerance of -10%, for at least 90% of the weeks in the year.	The variance between design and achievement was due to the time required to recruit manpower for footfall measurement on ground during cricket season. Team has redefined the KPI for cricket season with a tolerance of -20%, for at least 80% of the weeks in the year. (which covers roughly 3 months out of 12 months)	Implemented
6	Panel training task time frame and justification	a) 96.6% of installed households were trained versus 95.1% last year. b) Panel training tasks were delayed for 14.7% of trainings, i.e. achieved after 15th day. c) BARC procedures require that at least 85% of delays on main panel management tasks. However, the delays for recruitment (70%), installation(34%), training(61%), and maintenance (37%) were not justified.	Panel Operations team has initiated tracking and publishing details of training tasks initiated, completed, delays etc. with the Field Team on a fortnightly basis for internal review and tracking. The relevant process SOP is also updated.	Implemented