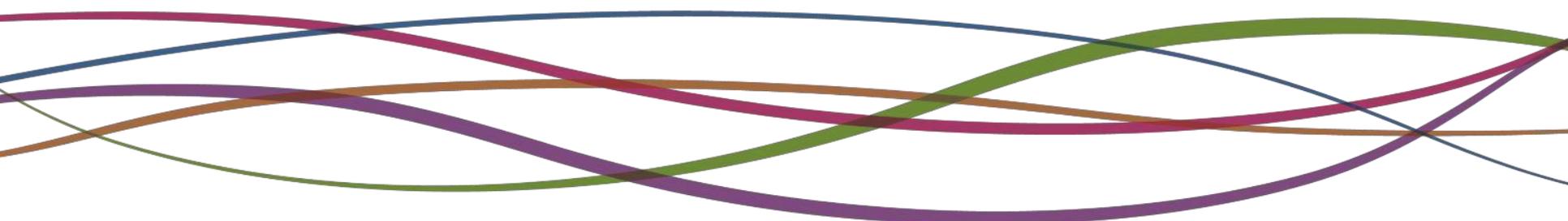




Certification Broadcast Audience Research Council panel representativeness

Establishment survey

Date of certification: April 2017



- BARC manages an innovative TV audience measurement system. BARC's approach is, indeed, to select by itself each component of its TV audience measurement system and then to deploy and to manage internally this best media research approach for the Indian media industry.
- After the successful deployment of this major TV audience measurement system, BARC requests CESP for the certification of the current panel sample representativeness.
- Based on its international experience on TV audience measurement systems, CESP suggests a representativeness certification of the 2 main components of TV audience measurement system:
 - The current Establishment Survey used to calibrate and extrapolate the panel named Broadcast India
 - The current TV audience measurement panel in April 2017
- The present certification report covers the current Establishment Survey named "Broadcast India" used to calibrate and extrapolate the panel and the research design of the current panel.

- This mission aims to certify the current panel sample representativeness versus 2 references:
 - Quality benchmarks defined by BARC Board and Technical Committee and internal targets
 - The « Towards Global Guidelines for Television Audience Measurement » (GGTAM) and CESP best practices based on the panel audits conducted in more than 20 countries in the world.
- CESP underlines that this certification is based on CESP trust in all information shared by BARC.
- CESP would like to thank BARC executive active cooperation during the mission.

Executive summary – Representativeness certification Establishment Survey



CESP Scientific Committee certifies the BARC panel representativeness of the current Establishment Survey Broadcast India conducted between November 2015 and February 2016.

Main points of Establishment survey Broadcast India and panel design satisfaction for the certification:

- The usage of the last available official demographic sources and the alignment of the fieldwork with these Indian population enumeration and profiling sources.
- The research design and data collection aligned with the best international practices.
- The full alignment with the quality benchmarks defined by BARC Board and Technical Committee for the Establishment Survey.
- The research design of the panel fully aligned with the TV audience measurement best international practices.

Certification of BARC commitments

Broadcast India 2016

Indian peplemeter panel commitments given by the BARC stakeholders			
<u>Guidelines</u>	<u>Goal</u>	<u>Actual</u>	<u>Certification</u>
- Broadcast India 2016			✓
- In-tab respondent sample size	300 000	300 035	✓
- Sample coverage relative to plan	100%	100%	✓
- 20% RE with 90% CI at 10% incidence at a reporting market level (39 markets)	100% (all 39 markets)	100% (all 39 markets)	✓