

**BROADCAST AUDIENCE RESEARCH COUNCIL  
SELF - ASSESSMENT & AUDIT CHECKLIST**

	Process	Panel		
	Quarter	Follow up of Q1 report		
Sr no.	Area	Controls	Management response	Remarks
1	Panel maintenance	Is there a standard SOP in place for Panel maintenance and is the SOP/TAT is adhered to?	Yes	Standard SOP for identifying the maintenance needs of panel homes is in place and the SOP/ TAT is adhered to.
2	Panel de-installation	Is there a defined process for de-installation of panel HH, and is there any system to track movement of meters and stock at particular location?	Yes	Approved SOP is in place to execute & monitor every de-installation of panel home. Further, the movement of meters and stock is getting tracked through IPMS application.
3	Incentive management	Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria?	Yes	There is an approved incentive grid. Depending on the grid, HH is communicated about the incentive. The incentive for the HH is fixed for the duration it stays in the panel. Process of maker and checker is implemented to ensure accuracy of payout.

	Process	Technology		
	Quarter	Follow up of Q2 report		
Sr no.	Area	Controls	Management response	Remarks
1	Incident Management	Does the company have incident response team in place to handle incidents?	Yes	There is a cross-functional incident response team present at BARC. Respective function heads own the responsibility and hierarchy with respect to incident management.
2	Policy and Standards	Have IT - related policies and procedures been documented?	Yes	BARC has documented IT policies and procedures time to time. We review and enrich these policies to safeguard the interest of the Information Technology.
3	Privacy	Are there adequate procedures to ensure privacy of confidential information?	Yes	Data protection policies and procedures are in place to maintain the privacy and confidentiality of information for both internal employees and third-party. Also, BARC enters into non-Disclosure agreements with all third parties. We also have implemented Mobile Device Management (MDM)

				protocols to safeguard the information on Mobile devices for information privacy.
4	<b>Identity and Access</b>	Does the company have Access Management processes and procedures that are standardized across the organization?	Yes	BARC has implemented effective access management procedures by means of Privilege Identity Manager and Continuous access review. Also, BARC has Privilege Identity Management tool in place which is coupled with Active Directory (AD) authentication to ensure identity-based access.
5	<b>Security Monitoring</b>	Is security of data relating to the company being constantly monitored?	Yes	A dedicated SOC team is actively functioning towards monitoring all BARC digital assets 24*7.

	<b>Process</b>	<b>Measurement Science</b>		
	<b>Quarter</b>	<b>Follow up of Q3 report</b>		
<b>Sr no.</b>	<b>Area</b>	<b>Controls</b>	<b>Management response</b>	<b>Remarks</b>
1	<b>Establishment survey</b>	Has the establishment survey been conducted during the year to gather specific details of households and individuals?	Yes	Fieldwork for BI 2022 is completed, however the results of the survey showed some unusual results thereby requiring portions of the fieldwork to be resurveyed. This resurvey commenced in November 2023. In the interim, BARC continues to use existing TV estimates from the previous year.
2	<b>Pre - processing of data</b>	Has the viewership data been technically pre - processed prior to Market analytics team analyzing the data?	Yes	

Management has represented the existence and operation of the above controls, and the same has been validated by internal audit function of BARC.

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