

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

	Process	Measurement Science		
	Quarter	Q3 (2021-22)		
Sr no.	Area	Controls	Management response	Remarks
1	Establishment survey	Has the establishment survey been conducted during the year to gather specific details of households and individuals?	No	Field work for the ES was scheduled to begin March 2020 but could not occur on account of the lockdown due to COVID 19. BARC has informed the regulatory authorities along with other stakeholders which includes the BARC Technical Committee and Board of Directors. In light of the importance to update Universe Estimates, projections and estimates, along with alternate data sources, were used in order to update Universe Estimates in Q1 2021-22. The modelling approach was reviewed and approved by the BARC TechComm.
2	Capturing of viewership data	Has the viewership data been captured from the households as per internal process?	Yes	
3	Pre - processing of data	Has the viewership data been technically pre - processed prior to Market analytics team analyzing the data?	Yes	
4	Data validation process	Has the aud xml file, recruitment file and playout file been considered in the viewership analysis data?	Yes	
		Has the viewership data been validated by the Market Analytics Team?	Yes	
		Has the data been validated as per internally approved data validation flow?	Yes	
		Has the validation closure meeting happened on a weekly basis to review the output of data validation process?	Yes	

Sr no.	Area	Controls	Management response	Remarks
5	Outlier handling	Has the outliers flagged by the system dealt with appropriately as per the internal process?	Yes	
6	Reporting	Has the final validated data been sent to YUMI software for viewing by those who have been provided access to the data?	Yes	
		Has the viewership data been released on a weekly basis?	Yes	

Management has represented the existence and operation of the above controls, and the same has been validated by BARC's internal auditors and, where appropriate, the BARC Oversight Committee.

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