

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

	Process	Measurement Science		
	Quarter	Q3 (2024-25)		
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?	Yes	The fieldwork for BI 2022 is completed; however, the survey results showed some unusual results, thereby requiring portions of the fieldwork to be resurveyed. This resurvey commenced in November 2023 and data was shared by the end of April 2024. The outcome of the resurvey is under evaluation. In the interim, BARC continues to use existing TV estimates from the previous year.
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	
5	Outlier handling	Has the outliers flagged by the system dealt with appropriately as per the internal process?	Yes	

Sr no.	Area	Controls	Management response	Remarks
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 weekly?	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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