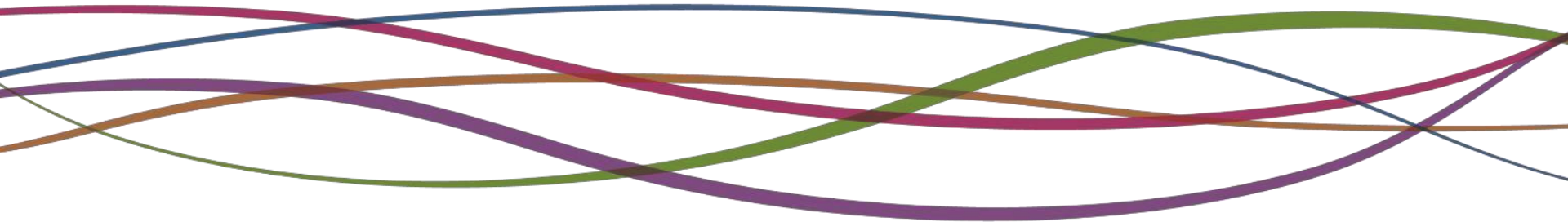




Synthesis of panel management audit

Broadcast Audience Research Council

Audited period: July to November 2017



- Broadcasted Research Council (BARC) optimized the panel management of the TV audience measurement system in 2017. This innovation process was supported by new procedures, a new organization of the team and new software.
- Upon the request of BARC, CESP conducted an audit of this new panel management organization. Under the control of BARC, Meterology Data PVT LTD (MDL) is the organization in charge of the daily panel management.
- In 2017, the panel was expanded from 20,000 to 30,000 installed households.
- The main objectives of this audit are to:
 - Evaluate the current panel management according to the Indian local environment and specificities
 - Analyze the efficiency of the current organization, monitoring and process according to the global guidelines of TV audience measurement (GGTAM) and international benchmarks.
 - Share actionable recommendations in order to improve the day to day panel management.
- Based on CESP experience, the main criteria to evaluate a panel management system are:
 - The organization of the panel management teams
 - The monitoring of the panel
 - The process in place
 - The panel management performance
- The editing rules, cleaning rules and data processing are not part of the scope of this audit.

- This audit is based on:
 - 4 days of working sessions in Mumbai with BARC and MDL representatives between November 2017 28th and December 1st
 - The examination of documents provided by BARC and MDL
 - Regular conference calls
 - The interviews with MDL management and one relationship manager
 - The visit of five panellist households in Mumbai
- CESP has conducted TV audience measurement audits including panel management processes in more than 20 countries to date. This experience is very useful to benchmark the different systems in place versus the BARC system.
- This report shares the synthesis of the main conclusions and recommendations of this audit. Following this audit process, BARC presents the main actions they decided to put in place.
- CESP underlines that this audit is based on CESP trust in all information shared by BARC and MDL.
- CESP would like to thank William McKenna, BARC consultant, BARC and MDL managements for their active cooperation during the mission.

Executive summary

CESP considers the panel management deployed by BARC as aligned with international standards. In the context of a major panel size expansion, the new process put in place in 2017 appears well designed. However, CESP recommends a few improvements of the current procedures.

- **CESP considers as satisfactory:**

- The organization of the panel management team
- The involvement of the different teams
- The ticketing system to allocate the tasks and to track them
- The monitoring of the panel
- The new software in place to support the panel management activity
- The advanced security process to track corruption

- **CESP has 2 main recommendations:**

- **Removing the criteria of minimum TV viewing to join the panel and increasing the probationary period to at least 10 days.**

The recruitment of panellist households is random but the integration of the new households in the panel results is only done if the household members reach a TV consumption threshold during the probationary period. This threshold could generate an underrepresentation of the light TV viewers in the panel. However, based on BARC statistics, this underestimation is quite low at this stage. Indeed, the percentage of households excluded from the panel for this reason is below 1%.

- **Putting in place a coincidental survey aligned with international standards.**

Even if the fieldwork organization conducts some checks of the panellist compliance, CESP highlights the absence of coincidental surveys conducted by an independent team from the panel management organization.

Executive summary (cont.)

- **CESP also suggests to:**
 - Tracking the individual TV viewing. In 2017, the TV viewing tracking was mainly at the household level. The Panel Health Analyzer platform (PHA) launched at the end of December 2017 should support this necessary tracking.
 - Continuing the action plan to recruit the under installed households generally belonging to the lower social classes (C,D and E) or living in rural areas and anticipate this issue for the next panel expansion phases.
 - Continuing the action plan to reach at least 90% of the installed panellists reporting audience information. Additional pieces of technology could support this improvement.
 - Optimizing the deployment of the ticketing system by improving the percentage of closed tickets.
- Following this first panel management evaluation, CESP recommends conducting household visits to audit the panel management in real life: alignment of the actual household status with BARC database, training of the panellists, panellist compliance with the panel management instructions. It would also be an opportunity to conduct real life tests of the peplemeter data collection.



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