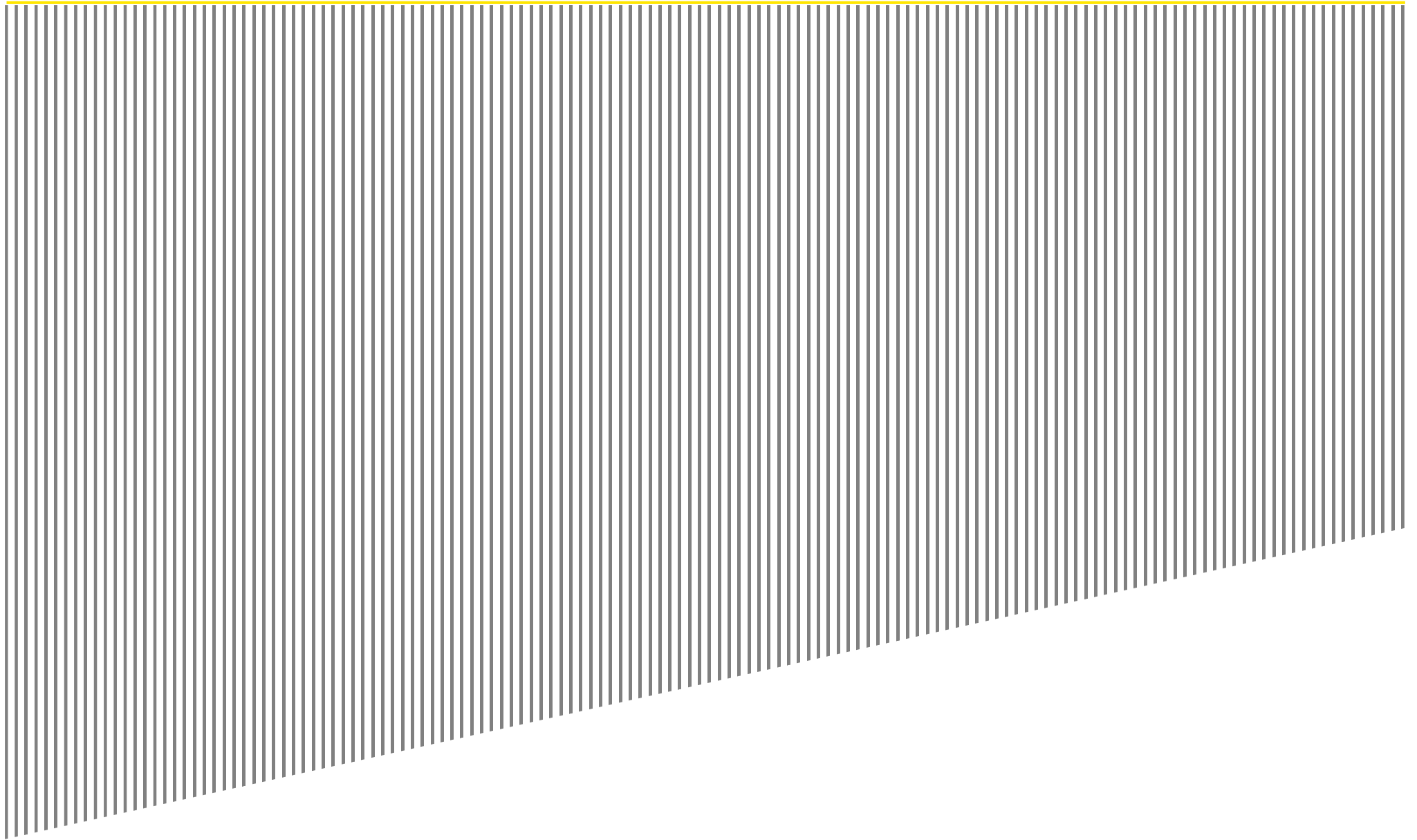


# **Broadcast Audience Research Council (BARC)**

**Process Audit – Report**

# Engagement background and scope of work



# Engagement scope

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## Scope of work

Technical assessment of:

- Panel sample selection procedures
- Panel maintenance and technology procedures
- Data validation, editing and weighting procedures
- Rating and reporting

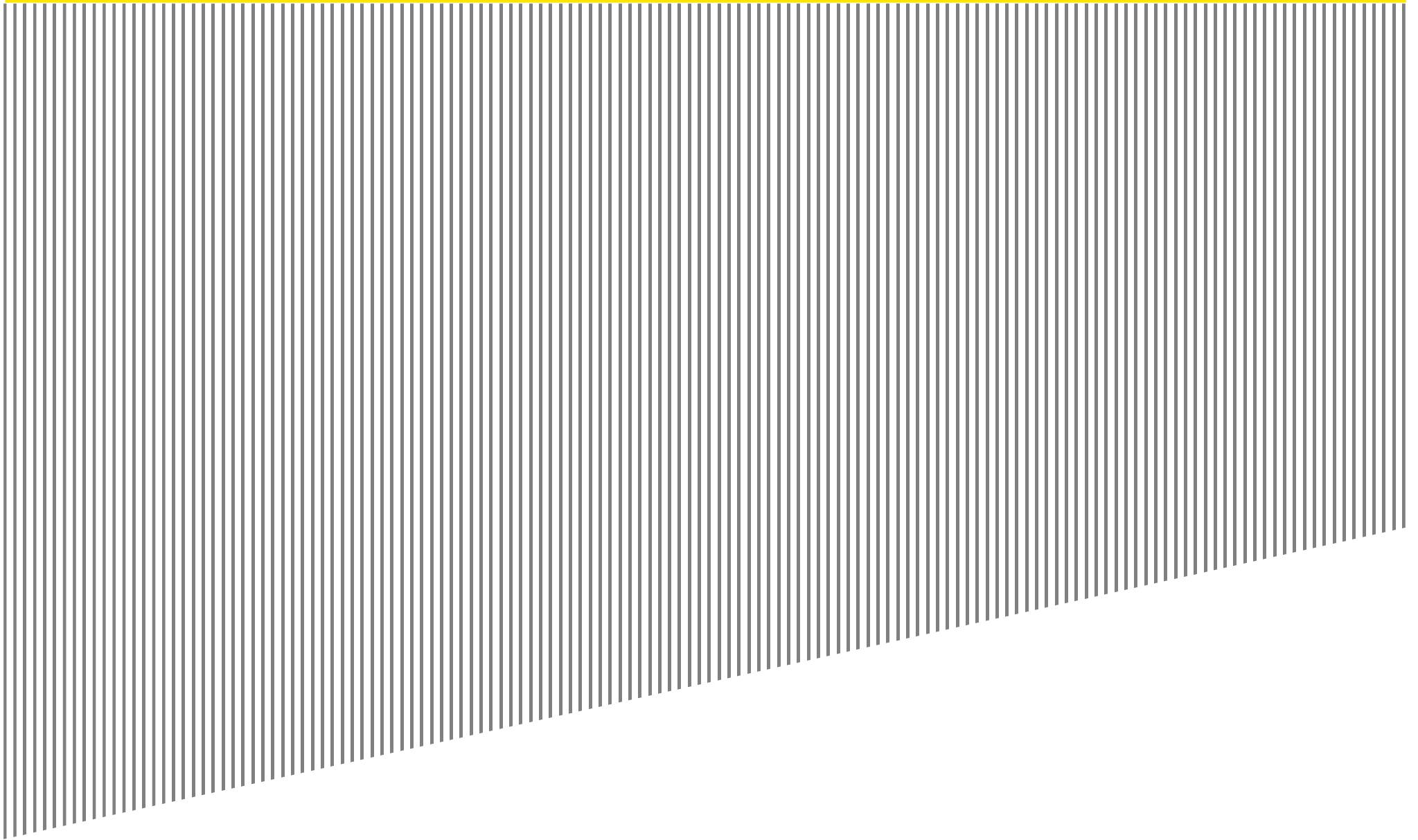
## Approach & Methodology

- Process understanding through discussion and inquiries
- Review of existing documents / contracts / LOIs with vendors
- Process walkthrough for critical activities to validate our understanding
- Conducting on-field visits for 25 panel households

## Scope limitation

- Review of establishment study
- Assessment is carried out based on the discussion and walkthrough of critical activities. Detailed testing is not carried out for any processes

# Executive summary



# Executive Summary

Sr no.	Recommendations	Status	Management comments (as represented by management)
1	Formally document the rationale for panel design	Closed	The panel design rationale has been documented in the Description of Methodology and the same has also been uploaded on BARC India website.
2	Formally document the data validation process	Closed	The data validation process has been documented and the same has been uploaded on the BARC India website.
3	Automate the outlier management process	Closed	Outlier management process has been automated using WAVE software.
4	1. Configure strong passwords for panel application 2. USB access approvals would mention a approval period for granting USB access	Closed	Panel application has been configured with strong passwords, also BARC has implemented Data Leakage Prevention (DLP) which logs any USB logging and records the files which have been copied.
5	Formal IT policies/procedures to be documented	Closed	IT policies and procedures have been documented
6	Formally document the DOM, BCP & DRP	Closed	The DOM, BCP and DRP has been formally documented

# Thank You

This presentation is solely for the information of Company management and should not be used, circulated, quoted or otherwise referred to for any other purpose, nor included or referred to in whole or in part in any document without our prior written consent.

As it is practically not possible to study all aspects of a process in its entirety thoroughly during the limited time period of performing agreed-upon procedures, based on our methodology, we conducted a review of the process and held discussions with the process owners and other key people in the process during the planning stage of audit which helped us in identifying specific areas where control weaknesses & process gaps may exist, opportunities for process improvement and/or cost reduction/revenue enhancement. Our subsequent test work, study of issues in detail and developing action plans are directed towards the issues identified. Consequently this report may not necessarily comment on all the function/process related matters perceived as important by the management. This work is not primarily directed towards detection of fraud or other irregularities.

The issues identified and proposed action plans in this report are based on our discussions with the people engaged in the process, review of relevant documents/records and our physical observation of the activities in the process. We made specific efforts to verify the accuracy and authenticity of the information gathered only in those cases where it was felt necessary. The work carried out and the analysis thereof is based on the interviews with the personnel and the records provided by them.

The identification of the issues in the report is mainly based on the review of records, sample verification of documents/transactions and physical observation of the events. As the basis of sample selection is purely judgmental in view of the time available, the outcome of the analysis may not be exhaustive and representing all possibilities, though we have taken reasonable care to cover the major eventualities.



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