

CERTIFICATE

CESP Scientific Committee certifies the following areas aligned with BARC procedures for the following three audits:

1. Data Production Audit

- Audience Definition
- Minute Allocation Logic
- Bridging and Magnetization
- Hygiene Check
- Bucket Treatment
- Metarules processing
- Audience reprocessing

2. Panel Management Audit

- Panel Installation
- Panel management task tickets
- Meter Connectivity (NC7+)
- Co-incidental Survey
- Query Management - Timeframe

3. Panel Design Achievement Audit

- Universe Definition
- Panel Rotation – Turnover & Maximum Duration
- Panel distortion regarding National Urban and Rural population
- Panel Performance
- Demographic Update
- Weighting Variables
- Rolling Average (methodology & algorithm)
- OOH Review (Eateries Panel design achievement and Attribution to at-home TV panelists)

Audit period - November 2023 to October 2024.



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