



BARC process audit synthesis

Panel management

Process deployment

2018



June 2019

Introduction

Following the certification of BARC TV audience measurement system representativeness and the audit of BARC panel management, BARC management requested CESP to conduct the annual audit of the panel management processes.

BARC asked CESP to conduct a detailed process audit, including:

- The evaluation of the procedures, thanks to CESP international media measurement expertise.
- The evaluation of the procedure deployment, through KPI achievement. The audited KPIs are mainly based on BARC Standard Operating Procedures (SOP). In addition, CESP defined and used additional KPIs to evaluate the deployment of the processes.

This audit is based on:

- 4 days of working sessions in Mumbai with BARC and Meterology Data Pvt Ltd (MDL) representatives to understand in depth the processes - December 2018 10th to 14th
- The examination of documents provided by BARC and MDL
- The interviews with MDL management and MSCI team
- Regular conference calls
- 2 days of working sessions in Mumbai with BARC and Meterology Data Pvt (MDL) representatives to share the preliminary conclusions and recommendations of the audit - February 2019 25th and 26th

CESP underlines that this audit is based on CESP trust in all information shared by BARC and MDL.

CESP would like to thank Prashant Baliga, BARC and MDL teams for their active cooperation during the mission

Executive summary (1/2)

CESP Scientific Committee considers the TV panel management process in India as aligned with international standards.

CESP considers as satisfactory:

Regarding the Establishment survey (BI):

- The overall research design of this large-scale survey and its deployment that enable a correct structure alignment
- The high number of controls

Regarding the panel management procedure:

- The existence of clear and actionable processes
- The overall KPI achievement
- The panellist incentive system: acceptance letter signature including the bank account information and the high level of successful payment (99%)
- The system of relationship manager ticket closing by the call center and the KPI achievement of this department :
- The meter tracking, which enables its stocks management and prevents potential fraudulent use of the meters

Regarding the entire system:

- The high level of security procedures: the dedicated team to the investigation and the double panellist database limiting the access to the panelist details

Executive summary (2/2)

CESP Scientific Committee considers the TV panel management process in India as aligned with international standards.

CESP recommends:

Regarding the Establishment survey (BI):

- Implementing random route back-checks when BARC will undertake the fieldwork

Regarding the panel management procedure:

- Putting in place action plans taking into account the local constraints to:
 - deploy the recruitment in the defined period;
 - conduct the “Training 2” in the defined time schedule;
 - achieve the maintenance task deadline

Regarding the query management:

- Putting in place an action plan to ensure an accurate tracking of client query ticket closing