BROADCAST AUDIENCE RESEARCH COUNCIL
SELF - ASSESSMENT & AUDIT CHECKLIST

	Process	Measurement Science		
	Quarter	Q3 (2025-26)		
Sr no.	**Area**	**Controls**	**Management response**	**Remarks**
1	**Capturing of viewership data**	Has the viewership data been captured from the households as per internal process?	Yes	
2	**Pre - processing of data**	Has the viewership data been technically pre - processed prior to Market analytics team analyzing the data?	Yes	
3	**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	
4	**Outlier handling**	Has the outliers flagged by the system dealt with appropriately as per the internal process?	Yes	
5	**Reporting**	Has the final validated data been sent to YUMI software for viewing by those who have been provided with 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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