



Audit of HR Media TAM for ACAM Audit Statement

Audit scope

Alianza Para la Calidad de la Medición Multimedia en México ("ACAM") commissioned audience measurement specialists 3M3A and RSMB ("the auditors") to undertake a full audit of the HR Media Ratings Service ("HR Media"). The agreed scope of the audit was limited to the operation and reporting of the TV set meter service and did not extend to include data from the HR Media app installed on small screen devices

Audit process

The auditors developed and adhered to an audit framework comprising four core areas. Within each core area a set of audit goals and standards were agreed. The auditors specified, and HR Media supplied, documentation relating to methodologies and processes. In addition, raw and published viewing data were supplied and interrogated. The audit included a fieldwork element comprising visits to a sample of panel member homes in order to undertake meter and other checks.

Audit findings

1. **General Observations:** HR Media is providing a well-designed and mature panel operation, demonstrating a commitment to continuous improvement across the service.
2. **Recruitment and Panel Balance:** The recruitment methodology is innovative, ensuring a dispersed sample through a random probability approach while meeting panel balance needs. The panel is consistently well balanced for the controls in operation, indicating the success of the recruitment operation and panel dropouts being operated in line with the rotation policy.
3. **Panel Management and Quality Control:** HR Media have all expected panel management operations in place, alongside systems which record each households' journey through the panel lifecycle. HR Media operates a well developed and established Incident Management Process, with processes in place for each viewing query to ensure timely resolution ensuring the quality of the reported data.
4. **Classification Management:** The consistency and completeness of household and individual demographics were observed to be of excellent quality, and updated regularly
5. **Capture:** The auditors visits to panel homes confirmed positive relationships with HR Media, that panel records covering all key variables were aligned with what was found in the home, and that viewing data is captured accurately.
6. **Data Production:** Polling rates and continuity were found to be at acceptable levels. Rejection and editing rules are in place to preserve the quality of the data, with parameters set at levels designed for the Mexican market. Daily

weighting is in place to ensure the sample is representative and controls for all the key demographic groups. Weighting performance is within acceptable levels and is stable over time.

7. **Operations:** The auditors are satisfied with the mechanisms in place to ensure the security, confidentiality, and availability of HR Media's information systems and technological infrastructure.

Key recommendations

1. **Recruitment and Panel Balance:** Recommendations in this area focus on service improvement to identify if there are potential efficiencies to be gained within the recruitment operation and routine reporting of success rates to ACAM.
2. **Panel Management and Quality Control:** HR Media should consider ongoing service improvement for additional checks for over-registration and implement routine monitoring of volumes of alerts and/or the behavior that generates the alerts and their outcomes.
3. **Coincidental Study:** This is currently in the design phase but once implemented will provide a valuable view of reported viewing accuracy.
4. **Documentation:** HR Media should provide ACAM with a reference manual containing high-level descriptions of all aspects of the service, regularly reviewed and updated alongside service improvements and/or changes in service requirements. HR Media should consider updating panel member user guide and producing a panel member newsletter to promote engagement.

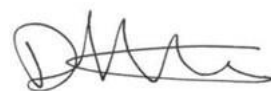
Audit outcome

3M3A and RSMB have concluded that the HR Media service is well designed, executed and fit-for-purpose, stakeholders should have confidence in the way the service is run and in the published audience estimates. The auditors recognise and commend HR Media's commitment to continuous measurement and operational improvement. The auditors would recommend a further audit is conducted in 2 years.



Robert Ruud, 3m3a

5th June 2025



Deborah Hurley

5th June 2025

