



Audit of HR Media for ACAM “Viewing Everywhere” and “Timeshift/Non-Linear” Developments 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 an audit of two new developments undertaken by HR Media Ratings Service (“HR Media”) to enrich and enhance existing published TV viewing data;

- i) “Viewing Everywhere” – This development enhances existing data with the introduction of a Smart Meter application on smartphones to capture out of home viewing by panel members.
- ii) “Timeshift & Non-Linear” – This development captures timeshifted and on-demand/steaming content via audio matching on TV sets which is currently unidentified viewing.

These developments are not yet part of the live service and not contributing to published viewing. The agreed scope of the audit was limited to the operational design and reporting of both developments, and included meter testing for the Viewing Everywhere development only.

Audit process

The auditors developed and adhered to an audit framework comprising 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 for Viewing Everywhere, comprising testing of detection rates for a sample of devices installed with the Smart Meter across different phone brands, different days, environments, platforms and volume levels.

Audit findings

1. **General Observations:** Both developments benefit from the well-designed, mature and comprehensively audited panel operation already provided by HR Media. Building on this operation, the end-to-end designs of these two developments are well thought through and in line with the high standards we expect from HR Media.
2. **Panel Management and Quality Control:** HR Media have all the expected panel management operations in place, and the high adoption rate of panellists to Smart Meters demonstrates an engaged panel. Overall, HR Media’s documented panel management processes are robust and ensure the coverage of the Smart Meter meets the agreed definition on an ongoing basis.
3. **Capture (Smart Meter only):** The smartphone-based meters performed well across tested devices and conditions, but the overall match rate was slightly lower than comparable systems, likely due to log processing that may have reduced matches.

4. **Data Collection and Processing:** Data processing and editing rules have been designed with the objective of ensuring the outputted data is of good quality. For both developments, the existing methodology and processing rules are preserved meaning the introduction of these developments will not result in any changes to the existing measurement and users can continue to review the same metrics on the same basis if required. Consistency and continuity of the existing measurement is ensured.
5. **Calculation Methodology:** Calculation methodology for the inclusion of timeshift and non-linear viewing follows standard approaches with processing segmented to protect the consistency of the currently reported live viewing. For both developments, standard metrics are reported in a way which makes analyses flexible for users.

Key recommendations


1. **Panel Management and Quality Control:** HR Media have detailed monitoring in place to track the management of the Smart Meter panel, it is recommended that HR Media routinely share this information with ACAM to support transparency of service delivery, along with consideration of ongoing service improvements by implementing additional checks for high levels of out of home viewing, and for low and high levels of timeshift and/or non-linear viewing.
2. **Capture:** It is recommended that in its current setup the smartphone based portable meters from HR Media need more adaptation and testing before being introduced as part of the audience measurement in Mexico. In addition, we recommend some additional assurance is provided around the accurate capture and processing of timeshift viewing within a test environment.
3. **Data Collection and Processing:** It is recommended that HR Media consider some edge cases in the processed Smart Meter viewing where it appears edits have not worked as intended, along with considering processing rules to include samples that have become ineligible for Smart Meter inclusion.
4. **Calculation Methodology:** HR Media and ACAM should consider whether adjustments could be made to the methodology to move from partial to full panel representation of out of home viewing measured via the Smart Meter.

3M3A and RSMB have concluded that the developments to the HR Media service are well designed but that further work is needed to ensure that the design is effective and operating as intended. HR Media have already commenced work on the recommendations, and the outputs will be re-tested. The auditors recognise and commend HR Media's commitment to high standards in measurement and operational improvement.



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