

Data Creation and Workflow Audit for ACAM Findings

Scope

ACAM commissioned MetaBroadcast - specialist in metadata creation and orchestration within audience measurement ecosystems - to undertake an extensive audit of Auditsa data workflow; from creation through to reporting. Each of the following areas were agreed with all parties and reviewed as part of the audit:

- Governance and Service Specifications
- Capture and Monitoring Processes
- Review of Catalogs and Taxonomies
- Technology and Tools
- Quality Control Processes
- Data Production and Publication Processes
- Application of Rates
- Human Resources and Organization
- Performance Indicators
- Security and Continuity
- Benchmarking and Transparency

Approach

Each area of the scope detailed above required the presentation of documentation to be reviewed plus multiple question and answer sessions to understand processes and data creation fully. Ultimately any joint industry currency is judged on data coverage, data accuracy and timeliness of delivery. These three key performance indicators were analysed in detail along with the data services underpinning documentation, support and amendments processes and finally usability of stakeholder tools. Significant time was dedicated to the generation of allocated tariffs with several rounds of data gathering, analysis and results generated to ensure process and calculations were both clearly understood and correct.

Findings

Data Coverage: The data coverage across network and local TV channels were seen to be very good.

Data Accuracy: Following several rounds of data collection, automated and manual analysis and updated documentation the calculation and assignment of tariffs is seen to be very good. Post the initial production of reports, any amendments require improved communication to ensure that every and all amendments flow to Techedge's AdvantEdge and therefore match those of AdTracker.

An agenda item within a Data Improvement Group will reduce perceived discrepancies in the allocation of adverts and genre for programming. Ultimately there may be compromise required given multiple stakeholders but all instances reported should be formally raised, tracked with conclusions well documented and referencable to avoid continued, unnecessary discussions.

Timeliness of delivery: There are no concerns over the timeliness of reporting delivery. As stated, guaranteeing any amendments flow to AdvantEdge for full consistency is expected to alleviate any stakeholder concerns.

Documentation: Improvements in documentation have been noted and encouraged during the audit process. ACAM should consider itself empowered to take ownership of all documentation produced (e.g. process flows, file specifications, training materials, etc) and ensure version control and sharing with all interested stakeholders.

Processes: The support process is the main area that can now evolve with the service. It is understood that an ad-hoc, expedited process was undertaken initially to ensure quick sharing and resolution of support issues. Given where the service is in its lifecycle, a more structured and robust process should be implemented.

Technology - Software and Infrastructure: Auditsa's implementation of fingerprinting TV feeds and allocation of adverts is innovative and highly efficient. These efficiencies are expected to benefit the entire JIC, ensuring that TV and Radio tracking provide excellent value and scalability.

Usability: The feature set of AdTracker is excellent and providing a link to the exact advert within each spot is highly innovative. There were concerns over the usability of AdTracker with some areas less intuitive and some slow responses but these are mitigated by the inclusion of training videos and the generation of monthly reports.

Recommendations

The primary recommendation is to formalise the support processes undertaken by Auditsa with ACAM playing a key role. Tracking support from the initial raising through diagnosis, cause and resolution is essential, especially with multiple parties providing a solution. This should not be seen as finger pointing, but as a means of ACAM ecosystem improvement. Without the data produced from more formal tracking, it is difficult to make informed decisions for next stages of service improvements. Our experience also suggests that often user training can overcome many support requests - usually informed by support data.

Secondly ensure tighter, open and transparent communication allowing amendments to flow quickly to AdvantEdge reporting - these should also be tracked in a similar manner to support, providing transparency on cause and therefore resolution.

Setting up an ACAM data hub where all files and their specifications are stored under ACAM ownership - resulting in appropriate version control of documentation and entire ecosystem upgrades and evolutions.

Outcome

For a JIC that started just over one year ago, with an ambitious timeframe to launch with new implementation partners, in terms of meeting an industry standard and being benchmarked against others, it is fair to say that the system has evolved in quality during year one. The data produced is seen to be sound - with the backing of the stakeholders and delivery partners, a focus on tightening and updating some processes, the ACAM service will continue to evolve into a mature and referenceable case study across Latin America and beyond.



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