



Audit of HR Media for ACAM

“Viewing Everywhere” Audit Statement

Audit scope

Alianza Para la Calidad de la Medición Multimedia en México (“ACAM”) commissioned RSMB (“the auditors”) to undertake an audit of “Viewing Everywhere”; a development enhancing existing data with the introduction of a Smart Meter application on smartphones to capture out of home viewing by panel members.

The agreed scope of the audit was limited to operational design, reporting and quality and comprised of two-stages; the initial stage resulted in some recommendations for improvements prior to launch, and the second phase reviewed HR Media’s solutions to these recommendations and the resulting impact on output data. Note that auditors 3m3a conducted a parallel audit during the first phase, focussing on meter testing. Findings from this were included in the audit statement issued in March 2026.

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 across two phases; September 2025 and April 2026.

Audit findings

1. **General Observations:** The Viewing Everywhere development benefits from the well-designed, mature and comprehensively audited panel operation already provided by HR Media. Building on this operation, the end-to-end design of Viewing Everywhere is well thought through and in line with the high standards expected from HR Media.
2. **Panel Management and Quality Control:** HR Media has 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. **Data Collection and Processing:** Data processing and editing rules have been designed with the objective of ensuring the outputted data is of good quality. Viewing Everywhere is additional data, so the current TV Set methodology and processing rules are preserved. Therefore, the introduction of the new data does 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.
4. **Calculation Methodology:** Standard metrics are reported for out of home viewing in a way which makes analyses flexible for users.

Following the completion of the both audit phases, reviewing the implementation of Viewing Everywhere, RSMB conclude that the developments to the HR Media service are well designed, operating effectively, and supported by robust quality controls. The enhancements delivered by HR Media for the final review of data have successfully addressed the key findings from the first-stage audit and provide the level of quality, reliability, and operational assurance required for deployment within a live audience measurement service.

The auditors recognise and commend HR Media's continued commitment to service enhancement, methodological development, and high-quality operational delivery. Throughout the audit process, HR Media demonstrated a proactive approach to continuous improvement, implementing recommendations in a timely and transparent manner and maintaining a strong focus on measurement quality and service excellence.



Debbie Hurley

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