

Communication guidelines

December 26th 2018

Certification of the TV audience measurement system weighting procedure deployed in December 2018 by Mediascope and applied between January and June 2019

Upon the request of some TV owners, Mediascope has required CESP to conduct a certification of the weighting procedures of the Russian TV audience measurement system since December 2017.

The main objective of this certification is to ensure the alignment of this weighting procedure with the TV audience measurement guidelines defined in the professional reference called "*Towards Global Guidelines for Television Audience Measurement*". The second objective is to evaluate the alignment of the procedure deployed in December 2018 to define the panel weighting parameters applied between January and June 2019 with Mediascope's procedure.

CESP Scientific Committee certifies the Mediascope weighting procedures applied between January and June 2019:

- The weighting variable selection has been based on the same statistical procedure since 2015 according to the documentation CESP got access to.
- Following the publication of the last Establishment Survey wave, the update of the weighting variables is based on statistical analysis every six months which is more regular than most of the TV audience measurement systems audited by CESP. CESP Scientific Committee members consider this specificity as a good practice because it enables a systematic update of the main variables impacting TV viewing and a consistent selection of most variables.
- The selection of weighting variables applied between January and June 2019 is fully aligned with this procedure.
- The efficiency coefficient of this last weighting reaches a satisfactory level (83%). It demonstrates the correct alignment of the panel structure with the Russian universe structure defined through the Rosstat official statistics and the Establishment Survey results.
- Finally, CESP processed, on a randomly selected day, the audience results. CESP recalculated Mediascope official measurement result metrics (Reach, Ratings, ATV and ATVR) using the raw data and the panellist weights. It demonstrates the transparency and consistency of the Mediascope weighting process.

However, CESP Scientific Committee reaffirms its recommendation to remove the "Reach Factor" as a weighting variable given it is based on relative TV viewing. It recommends Mediascope and the Russian media industry to actively investigate another way to ensure the representativeness of the different TV reception modes. As part of this investigation, it also urges, as in some other media industries, to investigate if the relevant approach would be to ensure the representativeness of the TV offers available in the different Russian households (access to a limited/large/very large number of TV channels and new TV platforms) rather than the TV reception modes.



On top of the audience certification, CESP analyzed the impact of the weighting on the raw data and the difference in the panel results due to the different weighting applied between June-December 2018 and between January-June 2019. The influence of the weighting on TV audience results is low. The TV audience results based on the previous and the current weighting are very close.

CESP underlines that this certification process is based on CESP trust in all information shared by Mediascope.

About CESP

CESP is a non-profit organization created in 1957, regrouping the different stakeholders of the French media industry: media owners and their sales houses as well as media agencies and advertisers.

CESP conducts two main types of missions: audits in France (for all media currency studies) and abroad, and consultancy missions locally and internationally. Eighteen permanent staff work at CESP and are supported by a high profile Scientific Committee of 19 professionals from the academic and media industry fields, involved in all audits carried out by CESP.

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