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Audit of Uruguay Exacta TAMS services Executive Summary

5 February 2026

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INTRODUCTION

3M3A is a specialist media measurement consultancy formed in 2015 and led by two partners with many years of hands-on experience in building, running, checking and using TAM and online systems. We provide advice to industry groups, broadcasters and vendors.

We have worked on established leading European systems, emerging markets in Eastern Europe and Asia and developing systems in Latin America, Africa and the Middle East.

We were initially requested by CMAT to conduct an audit of Exacta services to certify their standards against the "Lineamientos acordados para la medición de audiencia de TV en Territorio Uruguayo. 2023" or "Agreed guidelines for the measurement of TV audience in Uruguayan Territory. 2023". Thereafter the accreditation audit was proposed to Exacta. Exacta accepted the audit and 3M3A subsequently contracted directly with Exacta. This report will be delivered to Exacta as the commissioning client.

The audit goals were to assess the Exacta's TAM service against the standards described in the Guidelines and thereby ensure the integrity and validity of the service.

We have integrated the Guideline criteria with our standard audit approach. The audit is broken down into the following four elements:

- General
 - Credentials
 - Experience
 - Code of Conduct
- Design
 - Establishment survey conduct and analysis
 - Panel selection and recruitment
 - Panel targets and cells
- Capture
 - Metering technologies
 - Channel monitoring and content identification
 - Panel management, compliance and security
 - Fieldwork and home validation
- Production
 - Data collection and processing including quality control, editing and production.

- o Statistical methodologies, weighting,
 - o Output and results calculation
- Operations
 - Technical security and backup

Under each section we have provided summary evaluation tables against our standard 3M3A audit criteria followed by the Guideline criteria.

EXECUTIVE SUMMARY

General Overview

- Exacta is a well-established regional measurement company with 3 years of experience operating a TAM service in Uruguay.
- The company maintains high standards in systems, processing, resourcing, and documentation, with excellent security controls and live redundancy.
- The Exacta proprietary meter is a digital meter equipped with geofencing and an internal battery. The display shows the members logged in. We can confirm it measures channel viewing to a high accuracy level (98%).
- All changes are tested and validated prior to going live.
- The company demonstrated full transparency in their interactions with the auditor.
- The service in Uruguay benefits from being part of a bigger regional infrastructure and support services.

Design

- The 2022 Establishment Survey (ES) was conducted with a sufficiently large sample to support the panel build.
- With a recruitment rate of 28% and around 90 households subject to churn/replacement per annum, the current ES sample of 1,800 is adequate to support this, provided the information collected remains valid.
- Random sampling and in-field procedures are in place, and the ES is representative of Montevideo as well as the Metropolitan Area as defined by INE official statistics.
- The ES covers all necessary questions to support a TV universe, with quality controls in place.
- For the 2022 survey, we see that 110 interviewers were deployed across Montevideo and

Metropolitan Area. The highest contribution to completed interviews by any one interviewer was 10,85% which is within the acceptable range of less than 15%. We recommend 7-10 interviewers each contributing 10-15% of interviews for the type of ongoing ES surveying that Exacta deploys, although we recognise that this may have to be balanced against staff resourcing optimisation. It is a balance to optimize deploying experienced interviewers and creating the possibility for one interviewer to have too much influence on the overall results.

Selection, Recruitment, Tenure, and Churn

- The panel is representative of the 2022 ES universe estimates (weighted to official INE populations).
- Recruitment sources are predominantly from the ES respondents (78%) and the rest from a complementary sample (22%) done by a random probabilistic sample over the PSUs. This level should be maintained going forward.
- As the panel is still relatively new, 100% of panel households have been on the panel for four years or less.
- Annual turnover is currently at 19%, which is within the range we expect for an operational panel. We recommend panel stability and continuity is prioritized over maximum tenure.
- All consents and agreements are in place, with high-standard training materials and confidentiality measures are robust.
- There is no evidence of clustering.
- The Coincidental survey results show high compliance (95% for 2024).

Capture

- Home visits confirm a high level of accuracy of the panel records in terms of household members and equipment.
- The home visits also confirmed that recruitment and training are conducted as described in the technical documents, and that the measurement equipment accurately captures channel viewing events.

Production

- All processes are automated and monitored via live dashboards.
- Ongoing systems monitoring minimizes the risk of system down time and reporting

delays

- Reporting continuity is high with 96% of homes reported for more than 27 days in September. This is important for accurate measurement of reach and frequency
- Conversion from installed to reporting is high.
- Validation and edit rules are standard, with thresholds generally consistent with other services with two thresholds we suggest Exacta review.

Weighting

- There are 7 household rim categories for Montevideo and Metropolitan Area and 29 individual rim categories for Montevideo and 21 for Metropolitan Area.
- Household weighting efficiency is above 95% (on a 400-sample).
- At an individual level (on a daily sample of 900), we see above 80% weighting efficiency, which is a good level of efficiency for Individuals. No day drops below 78% In September.
- At a total level the panel is well aligned to the ideals across key demographics. We have discussed some suggested changes to the RIM variables which Exacta will further explore and implement if agreed.

Output

- Audience calculations for spot and channel ratings and share impressions have been independently replicated and confirmed as correct.

Operations

- Exacta is not ISO 9001 certified but maintains the necessary controls and procedures.
- Access levels are clearly defined, with strong controls and continual live system monitoring.
- Server rooms are well secured, and system testing procedures are robust.
- Change control procedures and documentation are excellent, and data transfers are well secured with strong redundancies.

All in all, Exacta runs a good service in Uruguay that conforms to technical requirements of the CMAT Guidelines and can be confirmed as accredited. There are a couple of areas for refinement we have discussed with Exacta that will be reviewed, tested and if appropriate implemented into the panel following the expected change control procedures.

1. Two daily edit rule duration thresholds we suggest are reviewed and consideration given to shortening.
2. Exacta have confirmed that the quality check follow ups for Individual nil viewing will be implemented daily in line with the other QC follow ups.
3. We have discussed with Exacta the possibility to simplify the RIM weighting variables which according to our analysis will be more appropriate for a 400 household panel. Exacta will no doubt perform all the necessary statistical and stability tests before implementing such changes.

We note Exacta has modified the INSE SECs calculation. Their rationale is supported by statistical analysis. The Exacta adaptation of the SECs is well described and has been consistently applied. We do not see this as problematic if the Exacta clients are in agreement and support the output.

We find the Exacta operational system to be well monitored and adequate to support the Uruguay panel and do not see it as problematic that they are not currently ISO 9001 certified. Exacta has indicated that ISO 9001 certification could be considered which will take time and resources to do.

Finally, we wish to acknowledge the assistance and cooperation of the vendor, Exacta, and the operational team in Montevideo and Santiago in particular, for their support during the audit process. We note their openness to consider and discuss our suggested refinements.

In the auditor's view the market can continue to use the Uruguay TAM service for trading.

The full report has been provided to Exacta and they can be contacted directly for access or for further information.

Regards

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5 February 2026