

Subject: Error in the Atria Symphony Data Calibration software

Atria Symphony is part of the Audience Measurement software suite and implements the data integration techniques to combine panel and census data.

A problem in the Atria Symphony software caused incorrect interpretation of the 'age' demographic. As a result, certain numerical values of 'age' demographic are corrupted during the input process. The incompatibility affects the 'age' demographic values 81, 93, 95 and 96. The resulting corruption leads to interpreting the age value as 15 instead of above mentioned values.

The error in the Atria Symphony manifests into reporting incorrect age value within the Audience Analytics Suite Instar Analytics for online viewing data.

The software problem was the result of an incompatible character encoding scheme used between different components of the Atria suite. Data for demographic inputs used 'ISO-8859-1' whereas the interpretation was incorrectly done using charset 'CP1252' resulting in corruption for certain values.

Kantar Media software development team has successfully incorporated the fixes now, as we plan to make this message official on September 26th at 4 PM (GMT).

Following actions are being undertaken in order to improve detection and quality of the software:

1. Review of the input and output data interfaces within Atria Symphony has been undertaken to ensure no other data corruptions exist.
2. Software quality process has been extended to include additional cases and review of test dataset. This also includes review of automated testing, extending the data set used for quality checks and data validation at appropriate data points.
3. Technical team will undertake an architectural review of interfaces between different components of the measurement systems across the Atria Suite. This exercise is aimed to identify interface flaws and general compatibility improvements which will be incorporated within subsequent software development cycle.
4. A review of quality reports will be undertaken to enable further production data quality checks at a granular level. Review of these reports will be incorporated into the production data validation process

We regret that the Kantar Media Audience Measurement software did not perform to the quality standards and apologize for the inconvenience caused.