

KANTAR MEDIA

UK & Ireland: ISO 20252:2019 – Statement of Applicability

Kantar Media UK Ltd is a market research organisation offering consumer and media data and insight. We deliver research services to commercial and media organisations throughout the UK & Ireland.

Kantar Media UK has elected to include TGI and Media Insight to be attested to this document in accordance with Annexes A, B, D, E and F. We have elected to exclude Annex C from attestation. We have excluded any research not wholly produced by Kantar Media UK.

Annex	Attested	Excluded	Explanation
Annex A – Sampling including access panels	Sampling Access panels (outsourced)	None	Access panels fully outsourced to Kantar divisions and other suppliers
Annex B - Fieldwork	Face-to-Face fieldwork (outsourced) Telephone fieldwork (outsourced) Qualitative research (outsourced)	None	F-F and Telephone fieldwork fully outsourced to Kantar divisions and other suppliers Qualitative research fully outsourced to Kantar divisions and other suppliers.
Annex C – Physical observation	None	All	None conducted
Annex D – Digital observation	All	None	Device metering and data collection is commissioned through external suppliers.
Annex E – Self completion	All	None	N/A
Annex F – Data management and processing	Data collection Coding (outsourced) Data processing	None	Coding fully outsourced to Kantar divisions and other suppliers.