



ISO 20252:2019 Statement of Applicability

GARB Audience Measurement is the company on the Bulgarian market that is fully compliant with all of the internationally accepted standards for audience measurement. GARB is a TAM data provider for the Bulgarian TV market since 2006.

The company provides a range of services covered in the ISO 20252:2019 standard for market, opinion, and social research.

GARB has elected to include sampling including access panels, fieldwork, self-completion, and data management and processing to be attested to this document in accordance with Annexes A, B, E and F.

Details of GARB attested annexes are described as follows:

ANNEX	ATTESTED	DETAILS
A – SAMPLING INCLUDING ACCESS PANELS	YES	GARB manages the sample process in alignment with research objectives. The company provides sampling services, primarily through probability samples. GARB actively manage access panels comprised of members who have consented to be members for the purpose of participating in research data collection activities.
B – FIELDWORK	YES	GARB offers data collection services using fieldwork methodologies, primarily through face-to-face.
C – PHYSICAL OBSERVATION	YES	GARB provides research services that include physical observation.
D – DIGITAL OBSERVATION	NO	GARB does not collect data via digital observation methodologies.
E – SELF-COMPLETION	NO	GARB does not collect data via self-completion methodologies.
F – DATA MANAGEMENT & PROCESSING	YES	Data management and processing services, primarily through data coding, cleaning, weighting, file preparation, tabulation, and other aspects of data management and processing. Panel Manager, SPSS, Excel and other software are used for data managing. Reporting and advanced analytics are also provided.

February 3, 2020