

# LOCAL RADIO SYNDICATED SERVICES DESCRIPTION OF METHODOLOGY

DIARY AND PPM RADIO MARKET REPORTS/EBOOKS

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## CHAPTER ONE

# INTRODUCTION

### SERVICE OVERVIEW

In our local radio syndicated services, we report audience estimates for FCC-licensed radio stations and these stations' streams. We collect listening information from sample households via PPM or Diaries. After we collect the listening information, we edit it and apply weighting procedures. We then report our audience estimates in the *Radio Market Report*/eBook and an array of other services that support it. The marketplace uses the estimates for buying and selling radio advertising and for other analyses.

### LOCAL RADIO SYNDICATED SERVICES DESCRIPTION OF METHODOLOGY (DOM)

This booklet is the *Local Radio Syndicated Services Description of Methodology* (DOM). It provides a high-level description of the methodology, policy, and procedures we use to determine the estimates that we report in the RMR/eBook for markets in the 50 United States, the District of Columbia, and Puerto Rico. It is our hope that this information will increase your confidence and satisfaction in our services.

We do not intend for this DOM to be an encyclopedia of our methodology. To complement the information included in this booklet, we also publish other documents that provide detailed information upon different aspects of our methods, policies, and procedures (see 'Additional Disclosures' below).

As you read this DOM, please be mindful that it is our official statement of methodology and constitutes part of the terms and conditions of your Nielsen agreement, and that the methods, policies, and procedures we use in other services, reports, and tests may differ from those we describe here.

### SCHEDULE, NAME, AND SCOPE

We will publish a new issue of the DOM two times per year. This schedule exceeds MRC requirements. We may elect to publish additional issues of this DOM as business conditions warrant.

We name each issue of the DOM for the season in which we publish that particular issue. The scope of the Spring DOM is the January-June PPM report periods and Winter-Spring Diary surveys. The scope of the Fall DOM is the July-Holiday PPM report periods and Summer-Fall Diary surveys.

Readers should be mindful that the DOM is, by nature, a 'backwards-looking' document in that it describes the state of our methodology at the time of the document's publication. Information in a particular issue of the DOM may not be the most up-to-date information at the time the client reads it.

### ADDITIONAL DISCLOSURES

#### MRC-Facing Disclosures

We disclose all methods, treatment, and policy changes to the MRC via a series of confidential communications. We disclose these changes prior to the start of the applicable survey/report period.

### **The Pre Survey Bulletin**

Prior to the start of each PPM report period and Diary survey, we publish a 'Pre Survey Bulletin' (PSB). A client may access the PSB via Nielsen Answers.

Each issue of the PSB includes a summary of significant methods, policy, and procedure changes that we will be making for the noted report period/survey. If information in the PSB conflicts with information in the most recent DOM, you should assume the information in the PSB to be the most up-to-date.

We do not report all methods, treatment, or policy changes on the PSB; many of the methodology disclosures that we report to the MRC are Nielsen-focused, include proprietary information, or must remain confidential. Generally, we will report method changes on the PSB that have the potential to directly impact the data or that a client may take into account when making business decisions.

Occasionally, we may also include details regarding market-specific statistical treatments usually reserved for our confidential MRC communications in the PSB. Should we determine that a change in a market-specific statistical treatment warrants disclosure to the general marketplace, but we are unable to pre-disclose that change because the survey has already begun, we will publish that disclosure on the next issue of the Pre-Survey Bulletin.

### **Additional Client Documents**

To help clients better understand our methods, policies, and procedures, we publish an array of other documents that complement and expand upon the DOM. Examples of these documents include policy briefs, slide decks, research-oriented 'white papers,' product notices, etc. These documents are available on Nielsen Answers or from your Client Services representative, and become part of this DOM by reference.

### **COPYRIGHT**

This *Local Radio Syndicated Services Description of Methodology*, including all Nielsen ratings, data, and other content, are protected under United States copyright and trademark laws, international conventions, and other applicable laws. We provide the information in this booklet subject to the Restrictions on Use and Limitations set forth in this DOM. You may not quote, reference, link to, frame, copy, modify, distribute, publicly display, broadcast, transmit, or make any commercial use of any portion of this DOM without our prior written permission.

### **RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described in this DOM, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.



### WHAT MRC ACCREDITATION MEANS

The Diary-based *Radio Market Report* service has been accredited by the Media Rating Council (MRC) since 1968. Accreditation applies to all markets measured as a part of the Diary service that are located in the 50 United States and the District of Columbia.

The PPM-based *Radio Market Report* service has been accredited by the MRC in:

<b>Atlanta</b> (accredited March 2011)	<b>Minneapolis-St. Paul</b> (accredited January 2010)
<b>Baltimore</b> (accredited July 2012)	<b>Nassau-Suffolk (Long Island)</b> (accredited August 2013)
<b>Charlotte-Gastonia-Rock Hill</b> (accredited February 2013)	<b>Philadelphia</b> (accredited March 2011)
<b>Chicago</b> (accredited February 2013)	<b>Phoenix</b> (accredited March 2011)
<b>Cincinnati</b> (accredited March 2011)	<b>Pittsburgh, PA</b> (accredited August 2013)
<b>Cleveland</b> (accredited August 2013)	<b>Portland, OR</b> (accredited August 2013)
<b>Dallas-Ft. Worth</b> (accredited August 2013)	<b>Riverside-San Bernardino</b> (accredited July 2012)
<b>Denver-Boulder</b> (accredited August 2013)	<b>San Antonio</b> (accredited July 2012)
<b>Detroit</b> (accredited August 2013)	<b>San Diego</b> (accredited February 2013)
<b>Houston-Galveston</b> (accredited January 2007)	<b>San Francisco</b> (accredited February 2013) <i>San Jose is not currently accredited.</i>
<b>Kansas City</b> (accredited March 2011)	<b>St. Louis</b> (accredited March 2011)
<b>Los Angeles</b> (accredited July 2012)	<b>Tampa-St. Petersburg-Clearwater</b> (accredited July 2012)
<b>Miami-Ft. Lauderdale-Hollywood</b> (accredited August 2013)	
<b>Milwaukee-Racine</b> (accredited March 2011)	

To merit continued MRC accreditation, Nielsen:

1. Adheres to the Council's Minimum Standards for Media Rating Research;
2. Supplies full information to the MRC regarding details of its operation;
3. Conducts its measurement service substantially in accordance with representations to its authorized users and the Council; and
4. Submits to, and pays the cost of, thorough annual audits of accredited Nielsen services by CPA firms engaged by the MRC.

In addition to paying sizable audit charges, Nielsen provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of the audit.

Further information about the MRC's accreditation and auditing procedures can be obtained from:

Executive Director  
Media Rating Council, Inc.  
420 Lexington Avenue, Suite 343  
New York, NY 10170

## CHAPTER TWO

# SURVEY AREAS

In our currency Audio services, we report audience estimates for radio stations and streams in different survey areas. This chapter provides a broad overview of those areas, the key policies we used to define them, and information about a Metro's life cycle. The information in this chapter is for general information purposes only, and is not the full body of our methodology, policy, or procedure.

### THE SAMPLING UNIT

We build our survey areas by grouping 'sampling units' together. A sampling unit may correspond to a county, a county equivalent (such as a parish or incorporated city), or a portion of a county.

### THE METRO

The Metro Survey Area, or 'Metro' is the radio market's primary mercantile area. Generally, the Metro includes the market's population center; areas with similar commuting patterns border the Metro; and the radio stations that serve the area direct their sales, marketing, and promotional efforts toward persons that live and/or work in the Metro.

An *embedded Metro* is a unique mercantile area that is within the boundaries of a larger Metro. We use a detailed set of criteria determine where to establish an embedded Metro. These criteria are very narrow and apply to very few markets. (Additional information is available upon request.)

### DESIGNATED MARKET AREA<sup>1</sup> REGION

The Designated Market Area (DMA<sup>®</sup>) region is a geographic region used to report television audiences. In the RMR/eBook Service, we report DMA region-level audience estimates for select markets two times per year. Each issue of the Houston-Galveston *Radio Market Report* includes DMA region estimates.

### TOTAL SURVEY AREA

A Total Survey Area, or 'TSA,' includes all of the market's Metro counties and surrounding counties where respondents report listening to Home-to-Metro stations. We review all Diary-market TSA counties each odd numbered calendar year to determine if the county should remain in that TSA.

A county qualifies to be in a market's TSA if we must have received a minimum of 10 In-Tab Diaries from the county, Home-to-Metro stations must have received a cumulative 10 mentions in those diaries, and the mentions to the Home-to-Metro stations must account for at least 15% of all mentions in the county.

In order for us to retain a county in the TSA during this review, we must have received a minimum of 10 In-Tab Diaries from the county, Home-to-Metro stations must have received a cumulative 10 mentions in

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<sup>1</sup>DMA<sup>®</sup> is a registered trademark of The Nielsen Company (US), LLC.



those diaries, and the mentions to the Home-to-Metro stations must account for at least 10% of all mentions in the county.

### **CUSTOM SURVEY AREA**

We may also prepare a report for a custom survey area. Examples of custom area reports include regional reports and reports for a survey area specified by the party that commissioned the report.

### **MARKET NAME**

A market's name is descriptive of the area surveyed. A market's name generally reflects the common name of the mercantile area and may include the name of a city or county, the market's nickname, or other preferred term. We may use a two-letter state abbreviation to differentiate markets that have the same name, markets that include counties from multiple states, and/or smaller markets. This Market Name guideline applies to Radio Metros and Custom Survey Areas only.

### **GEO SPLIT COUNTIES**

To account for significant differences in radio listening patterns and/or better manage sample in one part of a diary-measured county as compared to another part of that county, we may 'geo-split' the county into smaller pieces. Once split, we treat each of the subdivided pieces of a geo split county as individual sampling units.

We do not geo-split PPM-measured counties; instead, we may establish 'Geo Zones' in these counties. For additional information on Geo Zones, see Chapter Three of this *Description of Methodology*.

### **DIFFERENTIAL SURVEY TREATMENT**

A differential survey treatment (DST) is a special procedure we use to help maximize participation in the survey or panel by Persons in a demographic with a history of under-representation in survey research.

The specific procedures we apply as part of a DST may vary from Metro to Metro. When determining these procedures, we take marketplace, demographic, and research considerations into account.

We will apply a Black DST in any Metro when the Metro's Persons 12+ population is at least 10% Black *or* when the Metro's Black population numbers 75,000 persons and accounts for between 5% and 10% of the Metro's Persons 12+ population.

We will apply a Hispanic DST in a PPM-measured Metro when the Metro's Persons 12+ population is at least 10% Hispanic *or* when the Metro's Hispanic population numbers 75,000 and accounts for between 5% and 10% of the Metro's Persons 12+ population.

We will apply a Hispanic DST in a Diary-measured Metro when *either* the Metro's Persons 12+ population is at least 10% Hispanic *or* when the Metro's Hispanic population numbers 75,000 and accounts for between 5% and 10% of the Metro's Persons 12+ population, *and* at least one of the following statements is true for the Metro: we apply a language usage or a Hispanic weighting model in the Metro;

we prepare a Hispanic Summary Data Set for the Metro; at least one of the Metro's counties includes a High Density Hispanic Area (see below); or a Spanish-language radio station is either 'Home' or FCC-licensed to the Metro. We apply these criteria to Diary Metros to help minimize the potential impact to audience estimates that could result in those Metros from applying a DST to a population with low Hispanic proportionality.

Prior to the start of the spring survey/April report period each year, we evaluate each Metro that has a DST to determine if we should apply the DST in future surveys/report periods. In addition prior to the start of the fall survey each year, we further evaluate Diary Metros for application of Hispanic DST.

### **HIGH-DENSITY AREAS**

A High-Density Area (HDA) is a zip code-defined area within a Metro county in an ethnic DST market that includes a high concentration of ethnic (Black or Hispanic) populations. For sampling purposes, we treat an HDA as a discrete sampling unit. Doing so helps to improve the In-Tab sample's ethnic representation in that area. An HDA may also be eligible for separate weighting and individual reporting (subject to applicable criteria).

We will establish a Black HDA in a sampling unit if the zip codes that we intend to include in the HDA have a collective In-Tab target of 21 or more and if 35% or more of all persons living in each of those zip codes is Black.

We will establish a Hispanic HDA in a sampling unit if the zip codes that we intend to include in the HDA have a collective In-Tab target of 21 or more and if 40% or more of all persons living in each of those zip codes are Hispanic.

In select sampling units, we may establish both a Black and Hispanic HDA.

Two times each year, we evaluate all DST Metros to determine if zip codes should be added or removed from the Metro's HDAs. PPM Metro HDAs may be subject to Geo Zone review.

### **METRO START-UP**

In order for us to start a new Metro service, the area must have a population of at least 50,000 Persons 12+; 30% of all radio listening returned in diaries from the proposed Metro's counties must be credited to stations that would be home to the Metro; at least 15% of commuting in the area must be either inter county or to another county in the proposed Metro; and the proposed Metro service must have a station subscriber or prospect.

### **METRO REDEFINITION**

To help ensure that a Metro appropriately reflects the marketplace, we may add or remove counties from the Metro (e.g. 'redefine the Metro').

A county is eligible to be added to the Metro if the county is contiguous to another Metro county, if at least 55% of radio listening in that county was credited to stations that are home to the Metro, and if the sum of the county's percent of listening to Metro stations plus the county's percent of commuting into the Metro is 70% or more.

We identify counties that meet these criteria during a set of structured analyses. We prepare a Metro redefinition analysis as often as once each calendar year for a Diary measured Metro and as often as once every three calendar years for a PPM measured Metro. We conduct a redefinition analysis for all Metros following the release of each decennial U.S. census.

After careful review of the analyses findings, Home-to-Metro clients may elect to amend their licensing agreements to include the additional counties in the Metro or leave the Metro's roster of counties as is. By amending their license agreements, authorized users agree to the cost of any sample increase needed to maintain the statistical reliability of the redefined Metro's audience estimates. The users also agree to a three-year freeze on additional redefinition analyses in that Metro.

### **METRO CANCELLATION**

We may cancel a Metro service at any time. It is not likely, however, that we would cancel a Metro service to which a station subscribes or to which there is a prospect.

Upon cancellation, all research activity in the Metro in the context of the *Radio Market Report* service ends, and the countdown on the authorized user's window of access to the Metro's data starts (as outlined in the conditions of the user's license agreement).

We will continue to place Diaries in the cancelled Metro's counties during future surveys for our Nationwide, RADAR®, and Radio County Coverage™ services.

In response to *extraordinary* conditions that radically changed the market or disrupted business within it, we may elect to cancel a Metro in order to start a new, different Metro in its place, with the agreement of all subscribing stations. As the loss of all historical data for the cancelled Metro is a byproduct of this approach, it may lead to additional marketplace disruption. This approach may not be an option available to all Metros.

### **RESERVATION OF RIGHTS**

All determinations regarding Nielsen survey areas remain solely with Nielsen. We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER THREE

# SAMPLING AND RECRUITMENT

This chapter provides a broad overview of the methodology we use to select and recruit respondents to participate in Diary surveys and PPM® panels. The descriptions included in this chapter are for general information purposes only, and do not constitute the full body of our methodology, policy, or procedure.

### DIARY SURVEYS

#### a. Sample Universe

The Universe for Diary Surveys is Persons aged 12 and older.

#### b. Sample Target

A Diary Metro's sample target is the In-Tab sample size objective for that Metro. In concept, the sample target for a particular demographic is a root function that reflects that demo's proportion of the 12+ population. Additional information on the algebraic formulae used to determine a sample target is available upon request.

A non-Metro sample target reflects the market's "effective sample base" (ESB). The ESB provides an estimate of the size of a simple random sample that would be required to provide the same degree of reliability as the sample for a complex survey such as a Radio Diary survey. Additional information on the algebraic formulae used to determine an ESB is available upon request.

#### c. Sample Frame

In Metro counties, the survey sample frame is a hybrid "landline/address" frame that includes both residential phone numbers and addresses.

In non-Metro counties and counties that are not a part of any market segment, the survey sample frame is residential telephone numbers.

The sampling process begins when the data vendor provides us with a list of addresses and with a list of telephone hundred blocks (e.g., groupings of 100 telephone numbers where at least two are residential phone numbers). The vendor filters the lists to exclude known part-time residences, businesses, and group quarters dwellings (such as barracks, a dormitory, or a prison).

#### d. Selection From the "Landline Frame"

One may refer to the telephone number portion of the sample frame as the "landline" or "RDD" (e.g., "random digit dial") frame.

Within each Metro, the sampling system (and/or a data vendor) randomly selects numbers from the hundred blocks; an interviewer then calls the number to attempt to recruit the household to participate in the survey. To help ensure that we apply the same recruitment procedures to

households, a centralized computer-assisted system manages respondent communication. English-Spanish bilingual interviewers are available to speak with a household as necessary.

Within each market, the sampling system organizes the telephone numbers into several different categories that reflect whether the telephone number is listed or unlisted and whether or not the address that corresponds to the telephone number is known. We report sample performance metrics for these categories as applicable.

**e. Selection From the Address Frame**

One may refer to the address portion of the sample frame as the “address-based” or “ABS” frame.

The Sampling system (and/or a data vendor) randomly selects addresses in the market and attempts to match each to a landline telephone number. Any address that can be matched to a phone number is discarded from the address frame because that household is already eligible for selection from the landline frame.

Next, we mail a short questionnaire to the selected addresses. If the household returns a completed questionnaire, we place that household in the pool of households to which we may send Diaries.

Each week during the survey, we review the market’s in-tab and sample performance; we may select households from the pool and mail Diaries to the selected households as research considerations warrant. As always, our goal is for the market’s In-Tab to hit the applicable target and maintain appropriate proportionality.

Note: our vendor includes select demographic information with addresses (as applicable) in both the landline and address frames. We use this data during the sample ordering process to help improve the final in-tab sample’s proportionality, particularly for young persons and persons of Hispanic origin.

**f. Incentives**

We use a complex and multi-tiered set of incentives to secure a respondent’s participation in the survey. The types and values of the incentive(s) offered to a respondent, and the schedule for distributing the incentive to the respondent, will vary depending upon that respondent’s demographic characteristics and location. We apply special procedures for Persons 18-34 in all markets and for Black, Hispanic, and Black/Hispanic persons in applicable High Density Areas.

**g. Second Chance**

In continuously measured sampling units, landline households that consented to participate in the survey but that did not return any diaries are offered a “second chance” to participate in the survey. An interviewer re-contacts applicable households by phone approximately four calendar

weeks after the household's original survey week in order to determine if the household's eligibility to participate in the survey has changed, to re-verify the respondent's name and address, and to gain consent to send new diaries. If the household is still eligible to participate, we will mail the household another set of diaries.

## PPM PANELS

### a. Universe

The Universe for PPM panels is Persons aged 6 and older living in the Metro.

### b. Sample Target

A PPM Metro's sample target represents the number of different In-Tab panelists that we believe will yield a statistically reliable sample for the panel on a media day. Factors we consider when determining a Metro's target include the Metro's population, additional sample purchased for the report, and/or other factors. We reserve the right to adjust a Metro's In-Tab target as business conditions or research considerations warrant.

### c. The Sample Frame

The sample frame for PPM panels is a list of residential addresses. A sample vendor filters the list to exclude known part-time residences, businesses, and group quarters dwellings (such as barracks, a dormitory, or a prison). The vendor attempts to match each address on the list to a telephone number. The vendor will successfully match a large subset of the addresses to phone numbers.

### d. The Address Pool

The vendor provides addresses and any matched phone numbers from the list; at this stage of the process, each of these records represents a household. The sampling system will store these households in an address pool. We will select households for sample prep from this pool as necessary. A household is retired from the pool if the sampling system does not select that household within two years from the date it was provided from the vendor.

### e. Sample Prep

During the sample prep select, the system classifies each household as a Basic or as an Alternate. This classification is important because we use different approaches for recruiting Basic and Alternate households.

In order to increase the number of households with eligible demographics within the recruitment pool, we use differential sampling rates for the demographic strata. This approach increases the probability that the enumerated households will have demographic characteristics that address the recruitment pool's needs.

An interviewer will call any household for which a telephone number was matched to an address. When the household answers the call and provides the interviewer with the household's demographic information, the sampling system places that household in the pool of households for recruitment via a telephone interview.

We mail a short questionnaire to the households in the pool for which a telephone number wasn't matched to an address. When the household returns the questionnaire and provides the household's demographic information and a contact telephone number, that household is also placed in the pool of households for recruitment via a telephone interview.

The sampling system will retire a household from the recruitment pool if it does not select that household within 18 months of its first contact with the household. Because it designates and interviews Alternate households on an ongoing basis, there will always be a pool of households from which the system will be able to select.

**f. Basic and Alternate Recruitment**

The sampling system randomly selects Basic and Alternate households from the recruitment pool as needed. The system organizes its Basic pool by placing each Basic household into one of two mutually exclusive demographic categories. The system organizes its Alternate pool by placing each Alternate household into mutually exclusive demographic categories. These demographic categories are market specific and may be updated throughout the year based on performance. If a Basic household refuses to participate in the panel, we attempt to recruit an Alternate household to meet the demographic needs of that market's panel.

Telephone recruitment procedures include a complex set of scripted communications, premiums, and incentives. The number of communication attempts, the types of premiums, and the amount of incentives offered may vary from market to market and from demo to demo.

**g. In-Person Recruitment**

Basic and Alternate households that did not return a completed questionnaire are placed into the pool of addresses that may be selected for an in-person recruitment visit. The sampling system randomly selects these addresses from the pool as needed. A Nielsen representative attempts to recruit the household residing at a selected address during a visit to the household. If the household agrees to participate, the Nielsen representative collects demographic information about the household members, explains the incentive program, provides the household with PPM equipment, and assists with the installation of the equipment.

**h. Geo Zones**

In PPM-measured counties, we conduct all sampling activities within the context of the Geo Zone (rather than in the larger context of the sampling unit). A “Geo Zone” is a group of zip codes within a county or sampling unit that are in close proximity to each other and contain clusters of residents with similar demographic and socioeconomic characteristics.

Due to the small size of a Geo Zone and the narrow demographic range of respondents within it, using a Geo Zone model aids in selecting and managing sample at a more discrete level and will provide a finer level of geographic control for each sampling unit. We use a structured set of criteria to determine what zip codes to include in a particular Geo Zone; these criteria took such factors as geography, socioeconomic characteristics (when possible), population density, and that sampling unit’s In-Tab target into account.

We review Geo Zones once each year, and will update a Geo Zone, as applicable, for the October report period.

**i. Panel Tenure**

The maximum amount of time any household can be in the Panel is 26 months from the date the household first agreed to participate. As a practical matter, it is very likely that we will either replace a household, or that household will choose to leave the panel, well before reaching that maximum.

We will remove a household from the Panel if that household moves out of the Metro, if the household is not compliant with our instructions, or if other changes in the household make the household no longer eligible to participate.

**j. Additional Studies**

We may recruit Panelists from the market’s currency PPM panel to participate in additional research studies. A PPM panelist will remain eligible to participate in the currency PPM panel regardless of whether he or she agrees to also participate in the additional studies.

**k. Ascription of Demographic Information**

Our interviewers collect a wide range of demographic information from households and panelists. We use a subset of this information to weight the In-Tab sample. We will not include a Panelist in the In-Tab sample if that Panelist does not provide information necessary for sample weighting.



We use another subset of this information purposes unrelated to sample weighting. While unlikely, it is possible that a household will have been recruited without having providing the full complement of this non-essential information. To account for missing data in this data set, we will ascribe a value for missing household income, personal education, and birth month to a panelist as necessary.

(Users of the data should be mindful that these characteristics may be used as weighting variables in other services and reports; ascription rates are disclosed in applicable reports.)

#### **I. The Houston-Galveston Panel**

The Houston-Galveston panel was the PPM demonstration panel. As such, there are procedures in Houston-Galveston that are different from all other PPM Metro services. This section addresses some of the key differences.

The Houston-Galveston market includes all Metro and non-Metro counties in the DMA region. The sample frame for the market is a list of residential addresses.

The sampling system organizes the addresses by census blocks within the address' sampling unit or "cluster." Next, the system randomly designates one address as the Basic and the remaining addresses as Alternates; a cluster will always contain one Basic address and up to 75 Alternate addresses. We mail a questionnaire to each Basic address on the list to collect some general demographic information about the household residing at that address.

Because the system designates Basics and Alternates within the cluster, a particular Alternate is always within close geographic proximity to the Basic that it may someday replace.

Our first attempt to recruit a Basic household is via telephone interview. If the household refuses to participate in the panel, we will send a representative to recruit the household with an in-person visit to the household. If the household cannot be recruited either via a telephone interview or an in-person visit, we will attempt to recruit an Alternate household that is demographically similar to the Basic on the predetermined matching criteria.

#### **CUSTOM SURVEY AREA REPORTS**

A Custom Survey Area's (CSA) target is based upon each sampling unit's proportion of the CSA's total 12+ population. Should a CSA sampling unit have more than one sample target, we will use the higher of the targets. We may add extra sample to the CSA per the customer's specifications or as business conditions warrant. In our data and reports, we designate sample ordered exclusively for a CSAR by appending the word "Special" to the county name (e.g., "Floyd County Special, Georgia"). CSA sampling units are eligible for differential survey treatments as described above with the exception of regional or state CSA's that are not eligible for DST as a whole.

**SAMPLE PERFORMANCE METRICS**

We report sample performance metrics for our Diary surveys and PPM panels via a wide range of sample performance metrics including consent rate, return rate, response rate, unified sample performance indicator, average unified weekly In-Tab, alternate response rate, and designated delivery index, as applicable.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or reactively change, modify, waive, or suspend any aspect of the methodology, policies, or procedures described herein and/or implement new policy or procedures at any time as research conditions or business conditions warrant.

## CHAPTER FOUR

# REFERENCE DATA

Our systems process and report Panelist/Diarykeeper listening data nearly every day of the year. For this reason, it is in a station's interest to have up-to-date station reference data on file with us at all times. If a station's reference data is out of date, the system may not process the data appropriately.

This chapter includes an overview of the station reference data we collect, the collection process, and additional important information. The descriptions in this chapter are for general information purposes only and do not constitute the full body of our methods, policies, or procedures.

### REFERENCE DATA WE COLLECT

We collect an array of reference data from AM, FM, and HD-multicast stations, including the station's call sign, frequency, station name, format, network affiliation, and select engineering data, including effective radiated power and height above average terrain.

We also collect some business-related information about the station, including the station's FCC-designated city and county of license, mailing address, email address, telephone numbers, and contact information for key station personnel (General Manager, Program Director, and Chief Engineer).

Should the station indicate that it also streams its signal, we will collect similar details about the stream.

### REFERENCE DATA COLLECTION PROCESS

#### Station Relations Team

Our Station Relations Team manages the collection, input, and storage of station reference data. This team is a radio station's primary point of contact for all inquiries pertaining to station reference data. The Station Relations Team is available during Eastern business hours via telephone at (410) 312-8062, via email at [rsimail@nielsen.com](mailto:rsimail@nielsen.com), or via fax at (410) 312-8619.

#### Radio Station Information Database (RSI)

The Radio Station Information Database (RSI) is our centralized station reference data warehouse. The station relations team inputs all of the station information that it collects from stations into this database. The RSI database includes multiple safeguards that help to ensure that all information input into it conforms to applicable business rules and that the systems drawing information from the database use information appropriately.

#### Station Reference Data Updates

A radio station may submit a reference data update at any time via the Nielsen Audio Online Station Information Form. When an authorized station representative (the station's General or Operations manager, Program Director, or other designated corporate official) submits a station information update

request via this form, a member of the Station Relations team will review the requested update, confirm that it conforms to applicable business rules, and update the station's information in our database. In some circumstances, the Station Relations associate may contact the station for additional information.

**IMPORTANT:** By submitting a station information update request, the requesting party certifies that the information represented in the request is accurate. When a broadcaster requests Total Line Reporting (TLR), he or she also confirms review of the TLR policy's eligibility criteria and certifies that the stations are eligible to be reported via TLR. Should we discover that a station either knowingly or unknowingly submitted inaccurate station reference data, we will take action as warranted in our sole judgment.

## WHEN TO SUBMIT A REFERENCE DATA UPDATE

### Our Recommendation

We recommend that a station submit a reference data update as soon as possible after making facility or station changes that require us to update the information in our systems. For frequency moves, frequency exchanges, or hot call letter updates (see below) we encourage stations to notify us of the changes *before* they take place. We keep information regarding the upcoming changes confidential.

### Reference Data Carry-Forward

With the debut of our online station information tool, our PPM and Diary data processing systems carry-forward all of a station's reference data on file from one survey/report period to the next. This means that if a station made no changes, that station does not need to contact us every month or quarter to confirm that it has no changes to report.

### Periodic Data Review

Even if a station has no changes or updates to report, we recommend that an authorized user log in to the online form on a regular basis to review the station's information and review it to ensure that it is accurate, complete, and up-to-date. At a minimum, we recommend that an authorized user review the station's reference data in advance of each quarterly survey period.

A station that wishes to review the reference data that we have on file for another station may do so by accessing the Online Station Information profile via the applicable link on the client's Nielsen login page. Accessing the Online Station information profile is only accessible to Nielsen Clients.

## FREQUENCY MOVES, FREQUENCY EXCHANGES, HOT CALL LETTERS

During a survey or report period, stations in the same market, or stations that have overlapping signal coverage areas, may make facility changes that introduce ambiguity regarding a station's identity or dial position. Examples of these unique marketplace conditions include when a station moves from one dial position to another (i.e. a 'frequency move'), when two stations "exchange" dial positions, or when two (or more) stations within the same area use the same call sign during the survey (a 'hot call letters').

In such instances, we determine the call sign with which to label the station's estimates based upon analysis, interpretation, and verification of information provided by the stations and on file with the FCC.

We disclose information related to such unique marketplace conditions in the report's "Special Notices."

### **FM TRANSLATOR INFORMATION**

Should an AM, FM, or HD-multicast station indicate that the station retransmits its signal on an FM translator, we will note the translator's dial position as an "alternate address" for the station in our databases and crediting tools. A broadcaster should contact our Station Relations team via telephone or email to discuss the broadcaster's FM translators.

### **NEW STATIONS**

Members of our Station Relations team carefully monitor FCC notices and other sources for information regarding any new AM or FM station that signs on-air. Should these reviews, or information provided by any other reliable source, include evidence that a new AM/FM station has signed on-air, a member of our Station Relations team will reach out to the station to collect station reference data.

### **OFF-AIR STATIONS**

"Off-air" stations are not eligible for crediting or reporting in the RMR/eBook service. We will classify a station as off-air when the station has ceased regular broadcasting and the FCC has terminated the station's license, or if the license's owner has let the license expire, or if a licensed station has been dark for a period of six continuous calendar months.

### **RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER FIVE

# ENCODING

This chapter provides a broad overview of our PPM encoding technology and the key policies we developed to support it. The descriptions in this chapter apply to our local syndicated Audio services only; policies and procedures for other services, tests, and for media outlets other than radio stations or streams, may differ from those described here. The descriptions included in this chapter are for general information purposes only, and do not constitute the full body of our methodology, policy, or procedure.

### WHAT IS A PPM CODE?

In the scientific sense, a PPM code is a sound wave. In each PPM code/sound wave is an attention signal that indicates to a panelist's meter that additional information is forthcoming, a unique station identifier, a time stamp that notes when the encoder transmitted the code, and other information. Detailed information regarding our PPM codes is confidential, patented, and proprietary.

### THE ENCODER

A PPM encoder is the piece of studio equipment that inserts PPM codes into a media outlet's audio signal. As it inserts codes into the outlet's signal, the encoder continuously analyzes the audio to determine the amplitude at which to insert the codes so that they will not be audible to the human ear.

Our general recommendation is that a station engineer install the PPM encoder in the station's air chain after all audio processors or pre-processors (as applicable). By doing so, the engineer helps ensure that the signal's encoding remains inaudible and free from any unintended artifacts or degradation that could result from additional audio processing.

Because station signals are unique, the ideal position for the encoder may vary from station-to-station. A Nielsen engineer will work with the station engineer to determine the most advantageous position within the air chain to install the station's encoder.

### CBET AND ENHANCED CBET

Our PPM encoding technology's formal name is 'Critical Band Encoding' or 'CBET.' In late 2015, we provided all encoded radio stations with a PPM-encoder firmware update. This firmware update included our next generation version of CBET or 'enhanced CBET.'

Our lab, field, and in-market testing demonstrated that enhanced CBET has the potential to increase how well our meters will be able to detect PPM encoding in high noise environments and/or other acoustically-challenged environments.

Starting in 2016, we will no longer support earlier versions of CBET (e.g. 'legacy CBET'); at that time, all new and replacement encoders will be programmed to transmit enhanced CBET.

## STATIONS ELIGIBLE TO ENCODE

AM, FM, and HD radio stations that are FCC-licensed to a county in a PPM Metro's DMA region, or that have signal coverage in a PPM Metro county, are eligible to encode. The streaming versions of these stations are also eligible to encode.

## THE ENCODING AGREEMENT

The Encoding Agreement is a contract that establishes an encoding relationship between a station, group, or broadcaster and Nielsen. By signing the agreement, the user agrees to all of the terms and conditions of the agreement, including those relating to the authorized uses of encoding equipment and encoded signals.

## THE IN-STATION PPM ENCODING MONITOR

An in-station PPM encoding monitor is a piece of audio equipment that is always listening for a station's PPM codes. The PPM encoding monitor will alarm any time it does not 'hear' the correct PPM codes in the station's signal.

We encourage station engineers to integrate the station's PPM encoding monitor into the station's critical alarm systems. An engineer that does so helps ensure that he or she will be notified quickly in the event of an alarm. To help ensure the monitor can successfully monitor the signal, we recommend that the engineer adjust the nominal input of the signal into the encoding monitor to +8dBu.

It is the responsibility of an encoded radio station's staff to monitor the station's encoding. As such, many stations and engineers have made in-station PPM encoding monitoring a business priority.

### Multi-Channel Encoding Monitor

In 2016, we made our next-generation in-station monitor available to all encoded stations. This monitor has an array of features not available on earlier-generation monitors. Key among these features is the ability to monitor up to four stations with one monitor, an expanded array of alert/alarm conditions, and reports that provide the user an assessment of the monitored signal's 'encodability' and the codes' 'detectability.'

#### Encodability

'Encodability' is an objective measure of an audio signal's capacity to be PPM-encoded. Encodability is determined by dividing the number of PPM codes inserted into the left and right signal channels by the maximum possible number of codes that could be inserted.

#### Detectability

'Detectability' is a subjective assessment from 0 (worst) to 4 (best) of the likelihood a Panelist's meter will detect PPM codes in an audio source. Detectability is determined by averaging the audio's message signal strength over the past 60 seconds and comparing that average to a set of thresholds. Detectability

is an estimate, however, because it is not possible for the algorithm to take into account all of the factors in any particular Panelist's listening environment (i.e. radio volume, meter position, background noise, etc.) that could affect the code being detected.

### **Configuration / Terms of Use**

Prior to providing a multi-channel encoding monitor to a station, we must collect additional technical/configuration information from the station Engineer, and a station manager (or other designated corporate officer) must review, click-through, and agree to the monitor's Terms of Use Acknowledgement. If the station does not provide the necessary configuration information and/or does not agree to the updated Terms of Use, we will be unable to provide the station with a multi-channel encoding monitor.

### **MONITOR ALARMS**

In circumstances where a station is on-air and its encoding monitor has alarmed for three continuous minutes or longer, the station engineer should enable the station's backup encoder and contact our Encoding and Monitoring Team for additional instruction.

Monitor alarms that are shorter than three continuous minutes in duration generally indicate a temporary pause in encoding continuity that is unlikely to affect a station's listening credit.

### **DAILY LISTENING DATA REVIEWS**

To supplement in-station monitoring, the Encoding and Monitoring team indirectly observes a station's encoding by reviewing unedited data returned from the panel each day. Should a data review indicate a potential encoding problem, a Nielsen broadcast engineer will contact the station engineer. We do not intend for stations to rely upon these data reviews as a PPM encoding 'monitoring service.' **In-station self-monitoring is the primary method for a station to verify that its signal is properly encoded.**

### **THE PPM CODE POLICY**

Because every station's PPM codes are unique, our **firm** policy is that all radio stations must transmit the appropriate, unique PPM codes (and only those PPM codes). We program the station's PPM codes into the encoders we provide to the station. To comply with this policy, a radio station must simply use the equipment that we provided according to our instructions.

Because of the direct link between encoding and listening credit, a station must also carefully manage the distribution of its PPM-encoded signal. For example, a station may not provide its encoded signal to any other radio station for re-transmission. The station must also refrain from transmitting any other station's PPM codes, either instead of or in addition to its own codes. Similarly, the station may not stream its on-air encoded signal (dedicated stream encoding equipment is available for that purpose).



Station encoding activities that do not comply with the PPM Code Policy violate the terms of the station's Encoding Agreement and may constitute Rating Distortion.

Should we discover that a station did not comply with our PPM Code Policy, we reserve the right to take action as warranted in our judgment.

### **EAS AND EMERGENCY CONDITIONS**

The PPM Code policy does not apply to radio stations during Emergency Alert System broadcasts or tests. We may also waive the PPM Code Policy for stations that suspend regular programming in favor of special programming broadcast in response to a weather event, natural disaster, or other emergency.

### **FM TRANSLATORS**

From both an FCC broadcast regulations perspective and from a ratings perspective, an FM translator is not a standalone 'radio station' on par with full-service FM radio stations. As such, our standard station reporting and encoding policies do not apply to translators. To help ensure that a station receives credit for audience delivered by a translator, the station should send its PPM-encoded signal to the translator for re-transmission. (Note: Our FM translator policies also apply to boosters and repeaters.)

### **HD1**

Today, we automatically include audience delivered via an HD1 or 'HD primary' channel in the audience estimates we report for the HD1's analog FM counterpart. For this reason, the broadcaster may use one encoder/the same PPM code to encode the analog FM and HD1 signals. Because there is no business reason or ratings advantage to encode an HD1 channel with a unique code, nearly all radio stations transmit the same PPM codes in their analog/HD1 signals.

### **PODCAST RADIO**

An encoded radio station may compile a podcast of its on-air encoded signal. In select circumstances, the radio station may receive listening credit when a Panelist listens to an encoded radio podcast. For additional information, see this DOM's 'Reporting Policies' chapter.

### **CODE LAYERING**

An encoder can 'layer' different PPM codes in the same audio. For example, a particular radio broadcast may include a code for the station that broadcast the audio, another code indicating the radio network that programmed the audio, and another code that identifies the audio content. For the purposes of our local radio syndicated services, we use 'station' layer encoding only. The presence of codes on these different layers does not degrade either audio or code quality.

## UNENCODED INTERVALS

When an encoded radio station is on-air but is not encoded, the station receives no listening credit. Such a period is an ‘unencoded interval.’ We list the details of all station-confirmed unencoded intervals in the Special Notices section of the applicable *Radio Market Report*/eBook.

## “DOUBLE ENCODING”

A station is ‘double encoding’ when more than one of the station’s encoders are simultaneously encoding the station’s signal with codes on the same layer (see ‘code layering’ above).

We list the details of station-confirmed double encoding circumstances that occurred in the Monday-Sunday 6AM to Midnight daypart in the Special Notices section of the applicable *Radio Market Report*.

Because a station generally receives credit for each Quarter-Hour of listening when it was double encoded, it is not possible to estimate the degree to which double encoding may or may not have affected the station’s audience estimates.

## ENCODING VERIFICATION / QUALITY OF SERVICE TEST

A station engineer that has concerns regarding his or her station’s encoding or that the in-station monitor is functioning properly may request that we perform a Quality of Service test. To request the test, the station engineer should reach out to his or her Encoding and Monitoring Team contact.

For this test, we recommend that the station engineer record a five-minute sample of the station’s on-air, encoded audio. To ensure a complete test, we ask that the engineer record a separate five-minute sample for each of the station’s encoders. The engineer should save these samples as digital files and note the date/time of each recording. The engineer should then send the samples and recording information to us via email. We will then test the audio samples and notify the engineer of the results.

## PPM ENCODING HEALTH CHECK

We will periodically reach out to an encoded station to verify that its signal is encoded. During this process, we will work with the station’s engineer to help ensure that the audio flow diagram we have on file for the station is accurate and up-to-date. Because we use this information to assist the station engineer with troubleshooting, it is important that we have up-to-date signal information on file for a station at all times.

## BEST PRACTICES / ADDITIONAL INFORMATION

Additional information regarding PPM encoding best practices and other topics described in this chapter are available in the ‘Policy & Guidelines’ section of Nielsen Answers, in the technical manuals we provided with your encoding equipment, or from our Encoding and Monitoring team upon request.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER SIX

# PPM 360 AND PANEL RELATIONS

The data collection instrument for our PPM panels is PPM 360. This chapter provides an overview of the PPM 360, information regarding how our Panel Relations team, and our instructions to Panelists. The information included in this chapter is for general information purposes only, and does not constitute the full body of our methodology policy, or procedure.

### PPM 360

#### Design

The PPM 360 resembles a flip model cellular phone. Inside each PPM 360 is a battery, a superior-quality microphone, an accelerometer, a data storage system, and cellular technology. Each meter's shell has a small LCD screen that we can use to display messages to the Panelist. To help a Panelist personalize his or her meter, we offer an array of different meter carry cases and other accessories.

#### Function

As a Panelist listens to encoded radio, PPM 360 receives and stores the PPM codes in the audio. Throughout the day, PPM 360 also captures detailed information regarding the Panelist's motion.

#### Packing and Activation

The household's PPM equipment arrives in a user-friendly package. This package includes the household's meters, charging cables, headphone adapters, in-home beacons, information about Nielsen and the Panel, and activation instructions.

Shortly after the household receives its equipment, we verify that each household member activated his or her meter. A household is eligible to contribute data to the ratings once we confirm that all of the household's meters have been successfully activated.

#### In-Home Beacon

We provide each Panel household with two in home beacons; these beacons emit a low power radio (RF) signal. When a Panelist listens to radio at home, the Panelist's meter appends the beacons' RF marker to the PPM codes that it received in the audio. We use these markers to help classify and report radio listening that takes place 'At Home.'

### PANEL RELATIONS TEAM

Our Panel Relations Team interacts with Panelists. Members of that team are available to answer Panelist questions, explain the incentive structure, coach Panelists, and provide additional support.

By maintaining a dynamic and personalized relationship with Panelists, the Panel Relations team helps to improve the panel's representativeness.

## **INSTRUCTIONS AND COMPLIANCE**

### **Wear or Carry**

We instruct each Panelist to wear or carry his or her PPM during all waking hours, and charge the meter when retiring for the day. We closely monitor how each Panelist complies with these instructions.

As we evaluate a Panelist's compliance, we consider how special circumstances may prevent the Panelist from following this instruction. Examples of such special circumstances include a school's or employer's prohibition against carrying electronic devices, chronic illness, an extended power outage, etc.

### **Travel**

If the Panelist will be traveling away from home for less than two weeks, we instruct the Panelist to wear his or her meter while traveling. For longer trips, we instruct the Panelist to leave the meter at home.

### **Coaching**

Should we determine that a Panelist is not following our instructions, we may coach the Panelist. We use a structured set of criteria to identify Panelists in need of additional coaching, and a standardized approach to communicating with the Panelists.

If the Panelist's compliance with our instructions does not improve after coaching, we may remove that Panelist's household from the Panel.

## **SECURITY**

### **Data**

We have built multiple safeguards into our PPM data collection and processing systems. Because of their nature, detailed information about these safety measures is confidential.

### **Panelist Confidentiality**

We firmly instruct Panelists to refrain from proactively discussing their participation in the panel in any live setting or in social media. We routinely monitor Panelist compliance with this instruction. We also provide Panelists with guidance on how to respond to questions he or she may receive about the meter.

If we discover that a Panelist has disclosed his or her participation in the panel to a radio station employee or representative, we will immediately remove that Panelist's household from the panel.

If we discover that a radio station employee or representative has attempted to, or has succeeded in, learning a Panelist's identity or contacting a Panel household, we will take action against that station.

**Other Circumstances**

Whether by accident or design, it is possible that a Panelist may carry another household member's meter, carry multiple meters, or otherwise misuse meters. We have a robust set of protocols, analyses, and procedures in place to identify such circumstances. Because of their sensitive nature, these procedures and analyses remain confidential. We will take action, as appropriate, should we determine that a Panelist or household misused a meter or meters.

**INCENTIVES AND PREMIUMS**

We compensate Panelists for their cooperation via a multi-tiered set of incentives and premiums. The form, amount, and timing of these may vary from market to market, from report period to report period, and from demo to demo.

There is no connection between the types or amount of media the Panelist consumed, or will consume, and our incentives and premiums. We provide clear verbal and written statements to all Panelists stating this is the case.

**DEMOGRAPHICS UPDATE**

A Panelist's demographic characteristics may change during his or her time in the panel. We automatically update a Panelist's age in our system each year during the Panelist's birth month. We also periodically re-contact Panelists to verify and update other demographic information, as necessary.

**TENURE**

The maximum amount of time a household may participate in the panel is approximately 24 months from the date the household agreed to participate in the panel. Most households choose to exit the panel before its term of eligibility expires.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER SEVEN

# THE DIARY AND DIARY PROCESSING

This chapter provides an overview of the radio listening Diary, how we process diaries, and key Diary edit procedures. The descriptions provided in this chapter are for general information purposes only and do not constitute the full body of our methodology policy, or procedure.

### THE STANDARD DIARY

The radio listening Diary is a paper survey booklet. Each Diary includes an instruction page, Daypages, a comments page, and a set of demographic/lifestyle question pages. The Diary is self-contained within a postage-paid mailer.

#### Instructions Page

On the Diary's instructions page, we instruct the respondent to "...record all your listening..." with listening defined as: "...any time you can hear a radio—whether you choose the station or not. You may be listening to radio on AM, FM, the Internet or satellite." The instructions page includes example listening entries.

#### Daypages

The Diary includes seven Daypages—one for each day of the survey week. The respondent records his or her listening on these pages. Each daypage includes areas for the respondent to record the essential details of each radio listening occasion, including start and stop times, station identifier(s), AM/FM indicator(s), and listening location(s). Each Daypage also includes a checkbox at the bottom of the page that the respondent may use to indicate that he or she did not listen to any radio on that particular day.

#### Comments Page

The Diary also includes an open-ended 'comments page.' On this page, the respondent may write comments or additional information. Generally, we do not use comments page information when crediting diaries; we may, however, refer to information recorded on this page during quality assurance audits and re-crediting.

#### Demographic and Lifestyle Question Pages

Each Diary includes a set of demographic and lifestyle questions. On these Diary pages, we collect the respondent's age, gender, employment status, ethnicity, race, and, in applicable areas, the primary language spoken in the respondent's home (e.g., English or Spanish).

Should a respondent return a Diary that does not include age or gender information, an interviewer will attempt to contact the Diarykeeper via telephone and collect this information. If the interviewer is unable to collect this information, we will discard the Diary.

Should a respondent return a Diary that does not include race, ethnicity, or primary language spoken in the home, an interviewer will attempt to collect the information via telephone. If the interviewer is unable to collect the information, we will assign a value for the missing information. To determine the value to assign, we review information returned from other respondents in the household and/or information collected during recruitment.

### **THE QUALITATIVE DIARY**

The qualitative Diary is an expanded version of the Diary that contains additional lifestyle and consumer behavior questions.

### **THE BILINGUAL DIARY**

Standard and qualitative diaries are available in a Spanish-English bilingual format. We mail bilingual diaries to all Hispanic households in an HDHA, to any household that requests them, and to all households in the Puerto Rico market. Every bilingual Diary includes a question on whether English or Spanish is the primary language spoken in the home.

### **OVERVIEW OF DIARY PROCESSING**

Upon receipt of a Diary, we scan images of the Diary's cover and pages into our processing system. Staff and/or vendors then key-enter the information represented on the Daypages into the Diary processing databases.

Once all of the Diarykeeper responses are key-entered, the processing system groups the responses into complete listening entries. The system then organizes entries within each Diary into chronological sequence. Staff members review and resolve conflicting start/stop times according to established policy and protocol. If the chronology of listening events in the Diary is ambiguous to the extent that conflicts cannot be resolved, we discard the Diary.

Next, the Diary processing system and Diary Creditors assign listening credit to radio stations for the listening information the respondent recorded in the Diary. To assign listening credit, the Diary processors use a complex suite of online tools that cross-reference information contained in the diaries with reference data we collect from radio stations.

Last, a team of analysts reviews the market's crediting. During this analysis, the team identifies crediting anomalies that fall outside of acceptable tolerances. This team will re-credit entries, or take other action, as necessary.

Upon completion of these analyses, the Diary processing system transfers the final credited results to sample weighting and estimates reporting modules.



## DIARY USABILITY

We make a reasonable effort to use all returned diaries. There are conditions, however, that make it impossible for us to use a particular Diary. Examples of such conditions include if the respondent mailed his or her Diary too early or too late, if the Diary is not complete, or if the Diary includes amounts of listening in excess of the applicable thresholds.

We have developed quality checks at various points of the Diary processing workflow to identify diaries that we will not be able to use. Each check serves as a gate through which a Diary must pass to proceed to the next stage of processing. The Diary processing system rejects and discards diaries that do not pass these checks.

To complement these standard usability checks, we also use procedures to identify Diary tampering; because of their sensitive nature, these procedures remain confidential.

We provide data pertaining to unusable diaries to the Media Rating Council. This information is otherwise unavailable.

## DIARY EDIT PROCEDURES

We use a complex body of Diary edit procedures to assign listening credit to radio stations for the entries recorded in diaries. Following is a summary of several key Diary edit procedures. Additional information regarding specific procedures is available upon request.

### Station Reach

On-air radio stations are eligible for listening credit in any sampling unit where the radio station may be heard. A data vendor estimates the reach of radio stations into sampling units based upon the station's antenna height and effective radiated power plus a mileage allowance (as applicable). We calibrate our crediting tools to account for the data vendor's results. When crediting diaries, we may also consider other factors including commuting patterns in the area and the results of prior surveys. Radio station streams are eligible for credit in all sampling units.

### Call Letter Hierarchy

Diarykeeper confusion over a station's call letters, band, and/or unclear handwriting may result in key-entered call letters that are unlicensed or are the call letters of a radio station that does not reach into the sampling unit. Through an automated series of sequential and logical steps, the Diary processing system assigns credit to radio stations for such call letter entries.

### Station Credit and FM Translators

We do not consider an FM translator to be a 'station.' As such, we do not assign listening credit 'to' any translator. Instead, we assign listening credit for Diary entries that report listening to a translator to the station that re-transmits its signal on the translator.

### **The 1% Rule and Ascription**

In circumstances where two or more AM or FM stations are eligible for credit of the same Diary entry, we will use the ‘1% Rule’ to assign listening credit.

To qualify for credit via the 1% Rule, the station must have received listening credit in 1% (or more) of all In-Tab Diaries returned from that sampling unit during the previous survey year.

In the event that only one of the eligible stations ‘makes 1%,’ we will credit that station. If both stations make 1%, we will assign credit via ascription. If neither of the stations make 1%, we will credit the entry to ‘Unidentified Listening’ (see below).

(Note: Radio station streams are not eligible to receive listening credit via the 1% Rule.)

### **The “Blank Station” Edit**

A ‘blank station’ Diary entry does not include a station identifier. In certain circumstances, we may assign credit for a blank station entry based upon patterns of listening entries recorded elsewhere in the Diary.

### **Special Handling**

In the unlikely instance that standard Diary edit procedures may not assign credit for a particular entry appropriately, we may use special edit procedures.

For an entry to be considered eligible for such special handling, the entry must be received in diaries from the same market over the course of multiple surveys. Based upon an in-depth analysis of those entries, we will develop a special edit rule for crediting the entries.

We re-evaluate all special handling rules at least once per year to determine if we should maintain, update or retire the special handling rule.

### **Unidentified Listening**

If we are certain that a particular entry reports listening to radio, but we are unable to credit an entry to any *specific* radio station, we will credit the entry to ‘unidentified listening.’ We include all Quarter Hours of unidentified listening in our Persons Using Radio estimates.

### **Deleted Listening**

We discard Diary entries that report listening to traffic or weather band stations, two-way radio services (such as police, fire, air traffic, and marine radio), amateur/HAM radio transmitters, subcarriers and wired radio services, pirate radio stations, and streaming/mobile audio that is not also broadcast on-air.

### **Modeled Daypages**

The threshold for the minimum number of completed Daypages in an In-Tab Diary is five. In diaries with one or two blank Daypages, the Diary processing system will impute final credit from other days in the Diary to the blank day(s). The system imputes listening based upon a predetermined, empirically derived substitution matrix. The system will reject any Diary in which both Saturday and Sunday are blank.

### **Lifestyle Question Edits**

The system will impute a value to an unanswered lifestyle (i.e., “qualitative”) question. The system determines what value to assign based upon how other respondents of similar age or gender answered the question. If the respondent records multiple answers to a lifestyle question with mutually exclusive categories, the system uses the highest or the affirmative value.

(Note: Gender, age, employment status, race, ethnicity, or primary language spoken in the home are not “qualitative” questions; we process responses to these questions separately, and in advance of, the answers to qualitative questions.)

### **QUALITY ASSURANCE**

Each day, we audit a randomly selected sample of each associate’s work and our vendors’ work. During these audits we maintain a detailed log of all errors and/or deviations from procedures. Managers use this information to identify staff in need of additional training and to identify procedures that may require additional development.

To complement these daily reviews, we also monitor overall accuracy rates month-to-month via a separate end to end process audit of randomly selected Diaries processed each phase.

### **ON-SITE DIARY REVIEW**

A client (or the client’s designated representative) may visit the Client Services Suite in Columbia, MD, to review diaries. We provide visitors access to the electronic images of all usable Diaries and the Diaries’ corresponding credited listening information. While in the suite, a visitor may not photograph, copy, or reproduce Daypage images.

Visitors must schedule a visit to Client Services in advance of the day of the visit. Clients should be mindful to schedule a review of diaries in advance of the end of the applicable retention period.

### **RETENTION PERIOD**

We retain the electronic images of diaries scanned into its system for one year from the date of the release of the last syndicated report that includes information collected in those Diaries.

We retain paper diaries for 60 days after the release of the final *Radio Market Report* for which the diaries were In-Tab.

### **RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER EIGHT

# PPM DATA EDITING

The PPM data processing system applies a series of edits to the data it collects from the panel. As a group, these edits transform the raw data into a meaningful record of the panel's radio listening. The edits also increase the validity of PPM audience estimates compared to what the estimates' validity may have been, had we used unedited data to produce them.

This chapter offers a broad overview of several key PPM data edit procedures we use in our local Audio syndicated services. Edits for other services and research tests may differ from those described here. The descriptions included in this chapter are for general information purposes only, and do not constitute the full body of our methodology, policy, or procedure.

### WHEN A PANELIST LISTENS TO ENCODED RADIO

When a Panelist listens to an encoded radio station, the Panelist's meter receives the codes in the audio and stores them in its memory. The meter then adds its own time stamp to each code indicating the time that it received the code and a marker that indicates the meter's assessment of the code's quality. The collection of codes, time stamps, and quality markers form a "log" of the Panelist's radio listening. Throughout the day, the Panelist's meter also maintains a record of the Panelist's motion.

### THE MEDIA DAY AND IN-TAB

For data collection and editing purposes, the media day begins at 4AM and continues until 4AM the next day. Each day, the PPM system collects data from the panel for the previous media day. A Panelist is eligible to be In-Tab for a particular media day if the Panelist wore or carried his or her meter for the applicable number of hours that day.

To be In-Tab on a particular media day, a Panelist aged 18 years or older must have worn or carried his or her meter for at least eight hours that media day; a Panelist aged 6-17 must have worn or carried his or her meter for at least five hours on that media day.

### SEGMENTS AND INTERVALS

The PPM system downloads the In-Tab Panelist's listening log in chronologically ordered 15-second segments; the system then groups the 15-second segments into 30-second intervals that correspond to either the first or second half of a clock minute.

### LAST BEST CODE

While most intervals will include a single station's code, if a particular interval includes two different codes, suggesting that the Panelist tuned into more than one station during that 30-second interval, the system keeps the last code in the sequence. If, however, the first code in the sequence is complete and the second code is not, the system will keep the first code.

### INCOMPLETE CODES

While most of the codes that the system will eventually credit to a radio station are complete when received by the Panelist's meter, it is possible that the meter may not receive all of a particular code.

When a meter does not receive all of a code, the data processing system reviews other codes in that Panelist's listening log in the 15 minutes prior to and the 15 minutes following the incomplete code. If the incomplete code is "one character-off" from a code within that 30 minute window and meets other technical criteria, the system credits that code to the time corresponding to the incomplete code.

When it does not meet the one-off criteria, the system will credit a code from the media outlet broadcasting in that same medium (i.e., radio or television) as the incomplete code that is nearest to the time corresponding to the incomplete code. When it applies the "same medium" edit, the system looks to the five minutes before and the five minutes after the incomplete code for a code to credit.

### LEAD-IN EDIT

To account for the possibility that it may take a moment for the Panelist's meter to receive the station's code when the Panelist first tunes into the station, the PPM edit system applies a "lead-in" edit to the beginning of each listening event.

Via the lead-in edit, a radio station receives credit for up to the 60 seconds immediately prior to when the Panelist tuned into a station —assuming, of course, that the Panelist was not tuned into *another* station at that time. The lead-in may also bridge a brief interruption within an extended listening period.

### CONSOLIDATING SEGMENTS INTO MINUTES

The system then bundles the 30-second segments into minutes of listening. If two different stations receive credit for a particular clock minute's 30-second segments, then *both* stations receive credit for the minute. Because of the way the system organizes listening, it is not possible for more than two radio stations to be eligible to receive credit for a single minute.

### BUILDING QUARTER-HOURS

The system then builds Quarter-Hours of listening credit by combining minutes of listening. The system will credit a code for any Quarter-Hour when the Panelist listened to the station for five or more cumulative minutes during that Quarter-Hour.

### STATION CREDIT

In the final step of the process, the PPM data processing system cross references the codes against our station information database. During this translation, the system assigns credit to a station for all of its codes and the Quarter-Hours of listening associated with them.

## TIME

### Time Stamps

By comparing a PPM code's time stamp and the time stamp the Panelist's meter appended to the code, the PPM system determines if the Panelist listened to encoded audio at a time *later* than the broadcast time. Recent analysis demonstrate that 'time-shifted' radio listening is *very* rare.

### Podcast Radio

Today, we assume that isolated instances of time-shifting within a Panelist's listening log is likely to indicate that the Panelist listened to a radio podcast. In select circumstances, the radio station may receive listening credit for a Panelist's radio podcast listening. For additional information, see this DOM's 'Reporting Policies' chapter.

### Correction Factor

Should the PPM data processing system discover that *all* of an encoder's time stamps do not match the corresponding time stamps across all Panelists' meters, it will apply a correction factor to the encoder time stamps. By bringing the meters' and encoder's time stamps into better alignment, this data adjustment helps ensure that the station receives listening credit for the appropriate Quarter Hours.

## HOUSEHOLD NON COMPLIANCE

We developed a series of protocols to help ensure that our audience estimates do not include inauthentic listening, the listening of unauthorized or ineligible individuals, or a single Panelist's listening represented as the listening of multiple Panelists. When these protocols identify a Panelist or household for review, we investigate. If we determine the listening in question does not represent actual listening, we will take action as appropriate. Our protocols, supporting analyses, and follow-up procedures are systematic, objective, and empirical. Due to their sensitive nature, additional information about these is proprietary and remain confidential.

We developed another series of protocols to help identify 'outlier' households. An outlier household is a household that listens to a large amount of radio, includes individuals that are heavy listeners to a particular station, and accounts for a large proportion of a station's total audience. If our analyses determine the listening is not the byproduct of non-compliant behavior, we will leave the household in the Panel. If we find otherwise, we will take action as appropriate.

## QUALITY ASSURANCE

We built quality assurance checks and measures into each process step and software module of the end-to-end PPM data processing system. Because of their sensitive nature, detailed information about these measures also remains confidential.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER NINE

# SAMPLE WEIGHTING

Survey researchers generally use some form of sample weighting to compensate for the disproportionate representation of specific segments of the population in the sample. As such, weighting is a tool that helps the sample more closely represent the universe from which it was selected.

This chapter provides a broad overview of the methodology we use to weight the In-Tab sample for Diary and PPM *Radio Market Reports*. The descriptions included herein are for general information purposes only, and do not represent the full body of our methodology, policy, or procedure.

### SAMPLE BALANCING

Our method of sample weighting is *sample balancing*. This method of sample weighting was developed by Drs. W. Edwards Deming and Fredrick F. Stephan, and is widely used in survey research. [For a detailed explanation of sample balancing, see Chapter Seven of Dr. Deming's book, *Statistical Adjustment of Data* (Dover Publications, 1964).]

### POPULATION ESTIMATES

We weight our In-Tab samples to the applicable population estimates. In each issue of the RMR/eBook, we disclose the population estimates we used for weighting the sample.

Generally we use a set of population estimates for one year; with the start of each Fall survey/October PPM report period, we will use an updated set of population estimates.

### WEIGHTING VARIABLES

We may weight In-Tab sample on up to six variables including geography, sex/age, race/ethnicity, dominant language, employment status, and the presence of children in the household. The specific variables used to weight the sample will vary from Diary Surveys to PPM panels and from market to market.

#### a. Geography

We weight all sample to the county, county-equivalent, or county cluster level. Thus, the number of geographic classes may vary considerably from one market to the next.



**b. Sex/Age**

We weight our In-Tab  
Diary sample to 16 sex/age classes:

Males	Females
12-17	12-17
18-24	18-24
25-34	25-34
35-44	35-44
45-49	45-49
50-54	50-54
55-64	55-64
65+	65+

We weight our In-Tab  
PPM sample to 18 sex/age classes:

Males	Females
6-11	6-11
12-17	12-17
18-24	18-24
25-34	25-34
35-44	35-44
45-49	45-49
50-54	50-54
55-64	55-64
65+	65+

Note: During recruitment for the PPM panel, if a respondent will not provide his or her exact age, we ask the respondent to identify his or her age range from a series of mutually exclusive categories. If the respondent selects an age range, we classify the respondent's age as the midpoint of the selected range. If the respondent refuses to provide an exact age or to select an age range, that respondent is ineligible to be a panelist.

**c. Race/Ethnicity**

In ethnic-controlled Metros, we weight the sample to race/ethnicity. There could be two or three race/ethnic classes, Black and Other; Hispanic and Other; or Black, Hispanic, and Other.

For sample balancing purposes, Black and Hispanic are considered mutually exclusive categories. We classify respondents who indicate that they are both Black and Hispanic as Hispanic.

Metros that do not qualify for ethnic controls but that are embedded in ethnically controlled Metros may qualify for race/ethnic weighting, based on certain thresholds for race/ethnic estimated population percentages and expected race/ethnic In-Tab.

**d. Dominant Language**

In Hispanic-controlled Metros where universe estimates are available, we weight Hispanic In-Tab sample to one of two dominant language classes: English-dominant or Spanish-dominant. (Note: We also use these population estimates for a calendar year, and start using a new set of estimates each January.)

**e. Employment Status**

We weight the PPM In-Tab to one of two employment statuses—full-time or not full-time. Note: We do not weight panelists under the age of 18 by employment status.

**f. Presence of Children**

We weight the PPM In-Tab sample based on the presence of children in the household under the age of 18.

**EXAMPLE OF SAMPLE WEIGHTING**

Following is an example of how we weight our sample. This example assumes that the survey area has two ethnic classes (Hispanic and Other), 16 sex/age classes, and three county classes. While this example applies directly to Diary surveys, the statistical principles demonstrated in the example also apply to PPM panels.

**Step One:** If Hispanic Persons 12+ represented 15% of the population but only 12% of the In-Tab, a weight of 1.25 ( $0.15 \div 0.12$ ) would be assigned to all Hispanic diaries. Similarly, since Other (non-Hispanic) Persons 12+ represented 85% of the population but 88% of the In-Tab, a weight of 0.97 ( $0.85 \div 0.88$ ) would be assigned to all Other Diaries.

**Step Two:** If, after summing the Step One weights for the diaries in County A, County A represented only 15% of the population but 20% of the In-Tab, a weight of 0.75 ( $0.15 \div 0.20$ ) would be assigned to all County A diaries. The same process applies to County B diaries and County C diaries.

**Step Three:** If, after summing the products of the Step One and Step Two weights for Women 35-44, Women 35-44 represented 6% of the population but only 5% of the In-Tab, a weight of 1.20 ( $0.06 \div 0.05$ ) would be applied to all Women 35-44 diaries. The same process applies for the 15 remaining sex/age classes.

In this example, each diary has been weighted three times: once for ethnicity, once for geography, and once for sex/age, with each successive adjustment taking into account the results of previous adjustments. The example shows collective (i.e., class-level) adjustments because that is how the adjustments are determined, but in effect, each individual diary—which started out with a value of 1—is being continually adjusted around that value until convergence (see below) is attained.

It is extremely unlikely that, after the county and sex/age adjustments, the weighted Hispanic In-Tab would still equal 15% of the total sample. Because we weighted some Hispanic respondents up for county, some down for county, some up for sex/age, and some down for sex/age, the weighted Hispanic In-Tab might now be only 14.5% of the total sample. In this case, we automatically initiate a second iteration of weighting.

**Step One:** This time, the weights will be much smaller than before. For example,  $0.15 \div 0.145$  would produce a weight of only 1.03 for all Hispanic diaries, and  $0.85 \div 0.855$  would produce a weight of only 0.99 for all non-Hispanic diaries.

**Step Two:** Another round for county.

**Step Three:** Another round for sex/age (end of second iteration).

The successive adjustments for any particular class—one additional adjustment per class per iteration—are multiplicative. For example, Hispanic diaries received a weight of 1.25 in the first iteration and 1.03 in the second, for a total adjustment of 1.29 ( $1.25 \times 1.03$ ) thus far. The iterations will continue until no further adjustment is necessary (i.e., until the adjustment for each marginal category is so slight that it does not affect the proportions for any of the other categories). This point of resolution is called *convergence*. The resulting weights will be the basis for diary values used to process the data in each *Radio Market Report/eBook*.

### DETERMINING WEIGHTS

Our sample balancing procedures produce weights for each marginal class within a survey area. Because each In-Tab respondent belongs to one class within each marginal category, we weight every respondent multiple times. In the above example, a respondent who is a Hispanic woman age 42 from County A might receive the following weights:

Hispanic weight = 1.29

County A weight = 0.79

W 35-44 weight = 1.23

This would compute to an overall weight of 1.25 ( $1.29 \times 0.79 \times 1.23$ ). The final Diary PPDV or PPM weight would be equal to the model population divided by the model In-Tab (or average weight) times 1.25. Example: If the model population was 82,500 and the In-Tab was 165, the average weight would be 500; with a weighting factor of 1.25, the example respondent would have a final weight of  $500 \times 1.25$ , or 625. This weight is the number of persons that the respondent represents.

In non-embedded condensed Metros, data collected during two survey periods are combined in each release of a *Radio Market Report/eBook*. For example, data to be included in the Fall 2013 report included data collected during the 24 weeks of the Fall 2013 and Spring 2013 surveys. For estimates published in a *Radio Market Report/eBook* in these Metros, we derive PPDVs as described above for each individual survey period and then divide them in half, so that the sum of the PPDVs for all In-Tab diaries returned during the two-survey reporting period will approximate population estimates for each marginal class.

When determining final weights, we rounds to tenths.

### MAXIMUM RESPONDENT WEIGHT

During preliminary rounds of sample balancing, should a respondent's weight exceed the pre-determined maximum permitted weight, we will adjust that respondent's weight by applying a factor to the weight so that, once all sample balancing routines are complete, the respondent's weight will not exceed the maximum. In such circumstances, we redistribute the weight adjusted to other respondents with similar weighting characteristics.

During any particular survey or report period, we expect to apply these procedures to a small percentage of the In-Tab sample. Over the broad continuum of time, however, these procedures may help to reduce survey-to-survey bounce in a station's estimates that may have resulted from a survey that included In-Tab with heavy listening to the station combined with an excessive weight.

Based on a detailed analysis of empirical data, once each year we determine a maximum weight threshold for all Diarykeepers and a threshold for all Panelists. Once determined, our expectation is that the threshold will remain in place for the next 12 calendar months of audience measurement. We may, however, prospectively reset these thresholds for any survey as business conditions or research considerations warrant.

Due to their sensitive nature, our maximum respondent weight thresholds are proprietary and remain confidential.

### DIARY SURVEY MODELS

The context in which the researcher performs sample balancing (e.g., the particular group of diaries being sample-balanced together) is a "model." Previous sections of this chapter explained how we perform marginal weighting for a particular group of diaries in a "survey area." While models generally correspond to a survey area, or a subset of survey areas, this may not always be the case.

Following is an example of a common weighting model. This example reflects a typical model configuration for a market that qualifies for DMA region reporting, and presumes that there are no Metro counties that are not also in the DMA region, and that there are no DMA region counties that are not also in the TSA:

**Model 1:** Metro/DMA region counties—All Diaries

**Model 2:** Non-Metro TSA/DMA region counties—All Diaries

**Model 3:** Non-Metro TSA-only counties—All Diaries

A model may also correspond to race or ethnicity within a particular Metro. Generally, we use race/ethnic models if the theoretical In-Tab target for each applicable category is at least 160. If neither criteria is met, race/ethnicity remains a marginal category within the model.

For example, following is a typical model configuration for a market where the Metro qualifies for Black DST but the market does not qualify for DMA region reporting:

**Model 1:** Metro counties—Black Diaries

**Model 2:** Metro counties—Other Diaries

**Model 3:** Non-Metro TSA counties—All Diaries

In the two Metro models above (“Metro—Black” and “Metro—Other”), race would not be a marginal category; the only marginal categories in each model would be sex/age and county.

Regardless of how the models are defined, every diary in a market is assigned to one, and only one, model. However, due to overlapping markets (primarily overlapping TSAs), a diary may be sample-balanced multiple times—once for each market.

## DESIGN WEIGHTS

Because a household that is in both the telephone and address sample frames has a greater probability of selection than does a household that is in only one frame, we apply a factor or “design weight” to all diaries returned from households that could have been in both frames. This factor “pre-weights” the household’s In-Tab diaries prior to sample balancing.

## PPM SAMPLE BALANCING CONFIGURATIONS

In some Metros, we balance the entire PPM In-Tab sample to one set of independent population estimates. In other Metros, we sample-balance applicable race/ethnic classes to race/ethnic, sex/age, and geographic population estimates separately and then balances the entire Metro’s In-Tab to population estimates for other marginal variables.

The particular model we use to balance a Metro’s sample depends upon that Metro’s specifications and service level. Note: For sample balancing purposes, PPM-measured non-Metro DMA region counties in the Houston-Galveston market are combined with Metro counties.

## DAILY AND WEEKLY WEIGHTS

Because we produce daily and weekly PPM audience estimates, a particular panelist may have different weights in different services; a panelist’s weight depends upon the weighting model we use for that particular service.

In general, we use a “daily weight” to derive daily audience estimates such as daily Cume and AQH. Panelists who are In-Tab for at least six days during the media week (Thursday-Wednesday) qualify for weekly In-Tab. We weight the final weekly In-Tab sample for each media week to produce a weekly weight, which we then use to determine weekly estimates, such as average weekly Cume and TSL.

**CSAR SAMPLE WEIGHTING**

We also weight In-Tab diaries for Custom Survey Area Reports by the methods described above. When weighting Diary CSAR sample, we combine the county's "special" CSAR over-sample with the county's sample for its syndicated reports and weight the aggregated sample as a single unit. If a custom survey area includes a PPM or Diary Metro county (or counties), we use the respondents' currency weights whenever possible.

**RESERVATION OF RIGHTS**

We reserve the right to waive, suspend, change, or modify any element of the methodology described above as business conditions warrant. All determinations regarding the sample weighting policy and procedure, including weighting variables, models, maximum weights, and sample balancing configurations, remain solely with Nielsen.

## CHAPTER TEN

# AUDIENCE ESTIMATES

This chapter provides a broad overview of the audience estimates that we report in the local radio syndicated services. This overview is for general information purposes only and does not constitute the full body of our methodology, policy, or procedures.

### DEMOS AND DAYPARTS

We report audience estimates for stations across a range of standard demos and dayparts in the *Radio Market Report*. The demos and dayparts included in a particular report will depend upon the Metro's survey instrument and service specifications. To complement the standard demos and dayparts, a licensed user of the data may use our software programs to create custom reports that reflect non-standard demos and dayparts.

### CUME

#### a. Cume Persons

A station's "Cume Persons" or "Cume" is the number of unique persons that listened to the station during the specified daypart. We determine a radio station's Cume Persons by summing the PPDV's or weekly panelist weights averaged across the report period (as applicable) for each of the station's listeners and rounding that sum to hundreds.

#### b. Cume Rating

A station's "Cume Rating" is the percent of a demo's population that listened to the station during an average week of the survey or report period. We determine a station's Cume Rating by dividing that station's Cume Persons by the specified demo's population and then multiplying that product by 100.

#### c. Cume Duplication Percent

A station's Cume duplication percent with another station represents the percent of the station's listeners that also listened to that other station. We determine a pair of stations' Cume Duplication Percent by dividing the sum of the PPDVs or weekly panelist weights averaged across the report period (as applicable) for respondents that listened to both stations during the survey or report period by the selected station's Cume Persons and then multiplying that product by 100.

## AVERAGE QUARTER-HOUR

### a. Average Quarter-Hour Persons

A station's "Average Quarter-Hour Persons" or "AQH Persons" is the average number of persons that listened to the station during a 15-minute period in the specified daypart during the survey or report period.

We determine a station's AQH Persons by multiplying each listener's PPDV or daily weight averaged across the number of days in the daypart (as applicable) by the number of Quarter-Hours that respondent listened to the station. We then sum the products of those equations, divide by the total number of Quarter-Hours in the daypart, and round to hundreds.

### b. Average Quarter-Hour Rating

A station's Average Quarter-Hour rating is the percent of a target demo's population that listened to the station during the specified daypart. In a Diary-based report, we determine a station's AQH rating by dividing the station's AQH persons for the specified demo by that demo's population and then multiplying that product by 100. In a PPM-based report, we determine a station's AQH rating by dividing its Average Daily AQH by the Average Daily Population for the demo and then multiplying by 100.

### c. Average Quarter-Hour Share

A station's AQH share is the percent of all radio listening represented by that station's audience. To determine a station's AQH share, we divide the station's AQH Persons by the Market Total AQH Persons for the applicable demo and daypart and then multiply that product by 100.

## TIME SPENT LISTENING

A station's Time Spent Listening (TSL) is the average number of Quarter-Hours the station's listeners listened to that station during the survey or report period. To determine a station's TSL, we multiply the number of Quarter-Hours in the daypart by the station's AQH or Average Daily AQH (as applicable) in that daypart and then divides by the station's Cume or Average Daily Cume for the daypart. TSL estimates are expressed in hours and minutes.

(Note: We report the estimate "Average Weekly Time Exposed" in select software services. While similar in concept to TSL, the calculations that we use to determine the two estimates are slightly different. For additional information on AWTE, see the software's reference materials.)

## COMPOSITION

In select reports, we provide a "Composition Report" that includes station estimates based upon a subset of respondents. We determine these estimates described as above for the applicable demos and dayparts.



**LISTENING LOCATION**

In select reports, we provide a “Listening Location” report that includes station estimates based upon the respondents’ listening location including “At Home,” “Away from Home,” “In a Car,” “At Work” or “Other Place,” as applicable.

**EXCLUSIVE LISTENING**

A station’s “Exclusive Cume” is the number of respondents that listened only to that station during the survey or report period. We determine a station’s Exclusive Cume by summing the PPDVs or weekly panelist weights averaged across the report period (as applicable) for all respondents that listened only to that station during the survey or report period and then rounding to hundreds.

**MULTIBOOK AVERAGES**

In select Diary-based reports, we report a two-book or four-book average for select station estimates. We determine these multibook averages by averaging audience estimates for the applicable surveys. We will not report a multibook average for any station unless that station met minimum reporting standards for each of the surveys included in the multibook average. Additionally, we do not publish estimates under the heading “4-book” or “2-book” in reports for non-embedded condensed markets (e.g., “two-book average” markets) because station estimates in these markets reflect information from a two-survey reporting period.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER ELEVEN

# REPORTING POLICY

We do not report audience estimates for *all* radio stations in our reports and services. Were we to do that, the report would be so large that it would difficult for clients to use and it would include a large amount of information that would be of limited interest to the market.

To help ensure our reports are easy to use and meet our clients' needs, we developed a robust body of station reporting policies. We developed these policies organically over time in response to marketplace needs. These policies help define the outlets that are eligible to be reported in our reports, the roster of stations that will appear in a particular report or data set, and how we report the estimates.

This chapter provides an overview of our key reporting policies. These descriptions are for general information purposes only, and do not constitute the full body of our methodology, policy, or procedure.

### ON-AIR RADIO STATIONS

#### Full Power Radio Stations

Encoded, FCC-licensed, commercial and non-commercial AM, FM, and client HD-multicast stations are eligible to be reported in PPM-based *Radio Market Reports*/eBooks.

FCC-licensed commercial AM, FM, and HD-multicast radio stations, are eligible to be reported in Diary-based *Radio Market Reports*/eBooks.

#### FM Translators, Boosters, and Repeaters

We automatically include any audience delivered via a translator in the estimates we report for the station that the translator retransmits. We do not report estimates for a translator as if it were a stand-alone, full service radio station. We apply this same policy to boosters and repeaters.

#### Other Stations

Low Power FM (LPFM) radio stations, Canadian stations licensed by the CRTC, Mexican stations licensed by COFETEL, and FCC-licensed analog LPTV channel 6 stations (that operate as radio stations), are also eligible to be reported, subject to the applicable encoding and crediting policies. Additional information is available upon request.

### RADIO STATION STREAMS

#### Radio Station Streams

Encoded streams of FCC-licensed AM, FM, and client HD-multicast stations are eligible to be reported in PPM-based *Radio Market Reports*/eBooks.

Streams of commercial, FCC-licensed AM, FM, and HD-multicast stations are eligible to be reported in Diary-based *Radio Market Reports*/eBooks.

### **Streaming Program Loop**

A streaming program loop (SPL) is a radio station stream that streams just one of the station's programs over and over each day. SPLs are eligible to be reported in PPM-based reports. If a panelist listens to an encoded SPL, the station receives credit as if the panelist had listened to the program live on-air.

### **Radio-Video Stream**

A radio video stream is a radio station stream that combines the station's on-air audio with a video program (such as the view from an in-studio camera). A radio video stream is also eligible to be measured and reported in our PPM and Diary services so long as the streaming audio is a 100% simulcast of the station's signal (including all programming and commercials), the stream's video program is related to the broadcast or radio station, and the video program does not include any visual advertising.

## **ADDITIONAL PLATFORMS**

### **Radio-Over-TV**

We use the term 'radio over TV' to indicate when a TV channel simulcasts a radio station's audio. A radio station may receive PPM-listening credit for audience delivered via the TV channel in circumstances where all of the following conditions are true: the radio and TV outlets are home to the same DMA; the radio and TV signals' audio is 100% simulcast, including all programming and commercials; the radio-TV simulcast is live, real-time; each episode of the radio-TV simulcast is at least seven (7) continuous Quarter Hours in duration; the radio-TV outlets simulcast on multiple days of the week; during the simulcast, the video program does not include any content unrelated to the radio program and/or any sold-separately visual advertising, and; the television channel's audio is encoded with a unique PPM code during the simulcast hours.

### **Radio Podcasts**

In the context of our local radio syndicated services, we use the term 'radio podcast' to indicate a podcast of an FCC-licensed radio station's on-air signal.

In our PPM service, it is possible for a radio station to receive listening credit when a Panelist listens to podcast radio. In order to receive listening credit, the podcast's audio must have been broadcast on-air; that audio must be PPM-encoded; the podcast must include at least five minutes of audio from the same Quarter Hour; and the Panelist must download and replay the podcast within a day of the audio's original broadcast.

In our Diary service, a radio station may receive listening credit for diary entries that combine the word 'podcast' with other identifiers that *clearly* identify a particular station (for example, the station's call

letters, or the station's name and frequency, etc.). If such an entry is received, we will credit the station for the podcast listening at the time recorded by the Diarykeeper.

In both PPM and Diary, we discard podcast listening that we are unable to credit to any radio station.

## STATION COMBOS / TOTAL LINE REPORTING

### Overview

A "Total Line Reporting combo" is a group of stations. For client stations that request Total Line Reporting (TLR), we sum the stations' audiences and report that sum as if it were one station's audience.

We do not report standalone audience estimates for any station or stream that is a part of a Total Line Reporting combo in any syndicated report.

**The option of Total Line Reporting is available to clients only.** Throughout the rest of this chapter, the reader should be mindful that all descriptions of the TLR policy are in the context of client stations.

### Eligible Stations and Streams

To be eligible for TLR, the combo's broadcast radio stations must be 100% simulcast, including all programming and commercials, for the duration of the report period or survey.

A combo's broadcast radio station and digital stream is eligible for TLR if the streaming audio delivered to listeners located in station's home Metro/DMA region is 100% simulcast, including all programming and commercials, with the stream's on-air counterpart. The broadcaster may replace commercials in the streaming audio delivered outside the station's home DMA region and remain eligible for TLR.

The combo's streaming partner will also be eligible for TLR if the streaming audio delivered to all listeners is 100% simulcast with the stream's on-air counterpart, with the exception of advertisements not streamed at the advertiser's request. In place of the removed advertisements, the broadcaster may stream a cleared commercial for the same advertiser or other non-commercial content.

(Note: broadcasters to whom the 'advertiser opt out' provision of the policy applies must secure the advertiser's consent for this arrangement. In select circumstances, we may request a station provide us with that documentation.)

A station stream that is 100% simulcast with its on-air counterpart, may also be eligible for TLR if the streaming partner streams non-monetized content, streams a blackout message, or ceases streaming during hours when the combo's on-air station broadcasts play-by-play programming.

### Additional Information

Radio station clients may request a report that lists the audience each partner contributes to the combo's estimates. These reports are for analysis purposes only and may not be used as currency for transactional purposes.

Clients may review a list of stations and streams that requested Total Line Reporting via the secure client website and in the Special Notices section of the applicable *Radio Market Report/eBook*.

### ESTIMATES LABELING

In our reports, we label each station's audience estimates with a unique label that includes the station's FCC-designated call sign that was in effect on the last day of the survey followed by a suffix that indicates the station's band or the media outlet's "type" as follows:

BAND ID	STATION	EXAMPLE
AM	AM radio station	WAAA-AM
FM	FM radio station	WBBB-FM
IA	AM station's stream	WAAA-IA
IF	FM station's stream	WBBB-IF
F2, F3	HD-multicast station	WBBB-F2, WBBB-F3
G2, G3	HD station's stream	WBBB-G2, WBBB-G3
A8	AM station radio-video stream	WAAA-A8
F8	FM station radio-video stream	WAAA-F8

We label a TLR combo's estimates with the partner station's call sign as indicated by the broadcaster (e.g. the combo's 'primary' call sign).

### MINIMUM REPORTING STANDARD

In a PPM *Radio Market Report/eBook*, we report estimates for any eligible station, stream, or combo that has a Cume Rating of 0.495 or greater in the Metro among Persons 6+ during the Monday-Sunday 6AM-Midnight daypart during the report period.

In a Diary *Radio Market Report/eBook*, we report audience estimates for any eligible station, stream, or combo that received credit in a minimum of 10 In-Tab Metro diaries, that has a Cume Rating of 0.495, and that has an AQH rating of 0.05 or greater in the Metro among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart during the survey.

Reminder: The minimum reporting standard for other reports, software, and services may differ from those described above.

### REPORTING SEQUENCE

In the RMR/eBook, we list stations, streams, and combos alphabetically by call sign, with outlets that are home to the Metro separated from those that are not by a dashed line.

We classify a station as 'home' to the Metro if the station's FCC-designated city of license is within a Metro county. In some instances, a station that is not home to the Metro can request home status.

For reporting purposes, we consider a radio station stream to be home to same market as the stream's on-air counterpart.

### **AUTHORIZED USERS**

We indicate stations and streams that are authorized to use our data with the indicator "(s)" next to the outlet's call sign on the Station Information Page(s) of the report.

### **SPECIAL NOTICES**

In the "Special Notices" section of the report, we include information to assist users in making evaluations of the data.

### **REISSUE**

#### **General Policy**

If we determine that an error or policy violation affected the published data, we may elect to correct the problem and reissue the report if, in our opinion, the revised estimates are likely to have a material effect on client transactions.

#### **Reissue Guidelines**

Nielsen uses the following guidelines to assess the materiality of potential changes in the published estimates that may result from corrected errors or addressing policy violations. Nielsen uses this assessment, among other considerations, to inform its reissue decision.

#### **Average Quarter Hour Persons Estimates**

When evaluating a potential reissue, we will compare revised estimates to the published estimates for Persons 6+, 12+, 18-34, and 25-54 for the Monday-Sunday 6AM to Midnight daypart for stations that met minimum reporting standards in the market/survey in question.

We will consider reissuing the estimates if; 1) the revised AQH Persons for any significantly ranked station differs by 5% from the published estimate in each of the demos mentioned above and; 2) the difference in AQH Persons results in a change in rank.

#### **Cume Estimates**

We may also reissue a PPM report if the revised Average Weekly Cume estimate differs from the published estimate by 10 or more percentage points among Persons 6+, Monday-Sunday 6AM-Midnight daypart.

#### **Other Reissue Considerations**

When applying these guidelines, we will also consider: the effect reprocessing may have in estimates for other key demos, the extent to which reprocessing will affect the lineup of stations, whether advertisers

are likely to buy time on the affected station(s), the importance of the affected demo to the affected station(s), the affected station's performance in other dayparts and demos, or other relevant factors.

#### **Reissue of Report Periods Other Than the Most Recent Survey**

There may be occasions when we need to consider reissuing reports that are older than the current survey. In these cases, we will consider the length of time the marketplace used the original report and the effect the revised estimates may have on multi-book averages. Generally speaking, we will be more likely to reissue more current reports and less likely to reissue older reports.

#### **Reservation of Rights**

The final decision regarding report reprocessing and whether to reissue lies solely with Nielsen. We reserve the right not to reissue in circumstances where the disruption to the marketplace that would occur from reissue outweighs the benefits of the reissue. We also reserve the right to amend our reissue policy at any time as business conditions or research considerations warrant in our judgment. We may also elect to take action other than to reissue as warranted in our judgment.

#### **STATION REPORTING IN A DIARY METER COMBO DMA REGION**

We report DMA region-level audience estimates two times per year in 100 U.S. markets. A market where we measure Metro counties via PPM and the non-Metro DMA region by diaries is a 'Diary Meter Combo DMA Region.'

We determine a station's Diary Meter Combo (DMC) audience estimates using the listening information we collect from respondents 12 years of age and older.

To determine an encoded station's DMC estimates, we sum the station's Metro and non-Metro audience and then divide by the DMA region's Persons 12+ population.

DMC estimates for a station that is not eligible to encode or that elected not to encode reflect that station's non-Metro audience divided by the DMA region's Persons 12+ population.

We will report DMC estimates for any station that has a Cume Rating of 0.495 or greater in the Monday-Sunday 6AM-Midnight daypart for the applicable survey and report periods.

The MRC has accredited our DMA region audience estimates in all Diary-measured markets, and in the Houston-Galveston market. We plan to seek accreditation for our other PPM-based DMC estimates.

#### **SOFTWARE SOLUTIONS PROVIDERS**

Users of our data may access the data via software and reports provided by a third party software solutions provider. A software solutions provider that uses our data may apply unique reporting policies and station labeling schema in its systems and services. Contact the vendor for additional information.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.



## CHAPTER TWELVE

# SPECIAL STATION ACTIVITIES

Years ago, the industry convened a task force of researchers, radio broadcasters, advertisers, and industry stakeholders to help define station activities that have the potential to undermine the data's credibility. Over time, we evolved those guidelines into the dynamic policy that we enforce today.

This chapter includes an overview of our 'Special Station Activities' policy. The descriptions in this chapter are for general information purposes only and do not constitute the full body of our methodology, policy, or procedure.

### MEDIA AFFILIATION

Any household that includes an employee of a radio station, television station, or cable television network is ineligible to participate in a Diary survey or PPM panel.

Additionally, any household that includes an employee of a broadcast television network or advertising agency may not participate in a PPM panel.

We ask every recruited household a media affiliation question. We rely on the household's response.

Should we discover that a media-affiliated individual participated in a Diary survey or PPM panel prior to the release of the audience estimates, we will remove that household's data from the In-Tab sample.

If we discover the media affiliation after the release of the estimates, we will take additional action, as warranted, which may include reissue of the report, delisting of the station with which the household is affiliated, or other actions.

### RATING DISTORTION

Rating Distortion includes any act or statement by a person employed by or acting for a station that may prompt a respondent to identify his or her participation in a Nielsen survey or panel, surrender control of the survey instrument, misreport listening, misuse the meter, or provide us with false household information. The misuse of in-station PPM encoders may also constitute Rating Distortion.

### RATING BIAS

Rating Bias includes any act or statement made by a person either employed by or acting for the station that may 'over sensitize' the station's listeners to the survey as compared to other stations' listeners.

Examples of station activities with Rating Bias potential include, but are not limited to: activities that may differentially prompt the station's listeners to participate in the survey (relative to other stations' listeners); differentially prompt panelists to wear their meters when listening to that station (relative to wearing their meters when listening to other stations); prompt a listener to report listening to that

station differently than listening to other stations; emphasize the importance of the survey to the station's success; alert the audience to a current or future survey; or discuss survey methodology.

### **VIOLATIONS**

Should we determine that a station has violated our Rating Distortion or Rating Bias guidelines, we will take appropriate action as warranted in our judgment.

Examples of actions that we have taken in the past include removal of a station from the report (i.e., "delisting"), listing the station out of alphabetical sequence below a special distinguishing line ("below the line" listing), citation of the event in the report, and/or other special communications with the marketplace.

We reserve the right to take other appropriate action depending upon the content, context, frequency, or repetition of the activity.

### **SOCIAL MEDIA**

Our Rating Distortion and Rating Bias guidelines also apply to social media activities in which a radio station or station personnel engage, including activities on publicly-accessible 'personal' accounts associated with station personnel.

### **OTHER MEDIA AND PLATFORMS**

Our Rating Distortion and Rating Bias guidelines apply to communications across all other media and platforms including broadcast, streaming, internet, mobile, multimedia, and print.

### **ESTIMATE SOURCING**

Generally, we do not consider a station referring to its success in previous surveys or report periods to be Rating Bias. We may consider such a remark to be Rating Bias, however, if it is made in the context of an appeal for support.

### **PRE-REVIEW**

To avoid activities that may have Rating Distortion or Rating Bias potential, a station can submit an overview of planned activities for a confidential pre-review. A radio station may also request an inquiry into the activities of another radio station.

### **ADDITIONAL INFORMATION**

For additional information, to request a pre-review or for access to the *Rating Distortion and Rating Bias Handbook*, contact the Special Station Activities Committee or your account executive.

**RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.

## CHAPTER THIRTEEN

# RELIABILITY

One can think of *reliability* and *validity* as measures of a survey's accuracy. Reliability refers specifically to sampling error and validity refers to non-sampling error. Just like any other survey's results, our local radio services' audience estimates are subject to both sampling and non-sampling error.

This chapter provides a broad conceptual overview of the principles of statistical reliability and the measures we use to determine the estimates' reliability. The descriptions in this chapter are for general information purposes only, and do not constitute the full body of our methodology, policy, or procedure.

### ESTIMATED RELIABILITY

This chapter is specifically concerned with *estimated reliability*, which refers to how close the estimate would come, in repeated applications of the sampling procedures, to the result that would be achieved through a complete census of the same population (defined by the sample frame using the same methods and procedures).

It is important to keep in mind that reliability is not a measure of the validity of the estimate. Instead, reliability provides the user with information that's important to understanding the role that sample design and other procedures may play in determining the estimates.

### RELIABILITY MEASURES

There's more to a rating than simply the reported value. The reported value is only an estimate of the actual rating that exists for the entire population; reliability measures supplement the reported ratings.

For example, if we report an AQH rating of 0.5 for a station in a given survey, that means the information from the sample for that survey indicates that, on average, .5% of persons in the market were exposed to the station for at least five minutes during each 15-minute period.

However, that's only part of the story. The natural question is what is this average for all people in the market? Perhaps, the average for the market population is actually 0.4 or 0.7. Reliability measures provide a likely range for that population average.

### STANDARD ERROR

Because we base our radio audience estimates on a sample of the population, the estimates are subject to uncertainty. As it applies to our local radio services, the statistical concept of "standard error" can be thought of as the amount of uncertainty involved in estimating the size of a radio audience.

The uncertainty comes from the fact that any one of the possible random samples of the population will result in different estimates than any other. The variation in these hypothetical estimates over all possible samples is called sampling error. The standard error is a measure of this sampling error.

## CONFIDENCE INTERVAL

As it applies to our local radio services, the statistical concept of a “confidence interval” can be thought of as the range of plausible values for the actual population average.

For example, a confidence interval range of 0.4 to 0.7 for an AQH rating of 0.5 indicates that it is likely that the actual population rating is somewhere between 0.4 and 0.7.

Users of the data should exercise caution when interpreting confidence interval ranges, however, as they do not provide a complete picture of the likelihood of the population rating being *any* particular value.

For instance, in this example, the most likely value of the population rating is 0.5 and the values near 0.5 are more likely values for the population rating than are the extremes of the confidence interval.

Each confidence interval references a specific confidence level. The confidence level indicates how strong the evidence is that the population rating is contained in the confidence interval range. The larger the confidence level, the larger the likelihood that the range contains the population rating.

## REPLICATION STUDY

From 2007 to 2009, Arbitron conducted several replication studies of PPM and Diary radio ratings in a number of markets. We used the findings of that study as the basis for our Ratings Reliability Estimator (RRE). These replication studies were similar in concept and design to previous studies, including the 2005-2006 PPM replication studies and 1981's *Replication II* study.

## RATINGS RELIABILITY ESTIMATOR

The RRE is a web-based application that a client can use to determine standard error estimates and confidence intervals for our currency radio audience estimates. The client may find a link to the RRE on his or her secure customer website.

Clients should be mindful that -- due to the limitations described in Chapter 15 of this *Local Radio Syndicated Services Description of Methodology* -- it is not possible to determine the reliability of our estimates, data, reports and their statistical evaluators to any precise mathematical value or definition.

## CHAPTER FOURTEEN

# THE PUERTO RICO MARKET

We report audience estimates for the Puerto Rico radio market. Puerto Rico is a market within the local radio syndicated service, not a service separate and distinct from it. As such, we generally apply the same methods, policies, and procedures in Puerto Rico that we apply in all other US Diary markets.

However, due to the market's infrastructure, its location and geography, and the population's demographics, we also apply a small body of unique procedures in the market. This chapter outlines those unique procedures and additional key points of interest.

Except for as specifically described below, users of the data should presume that all of the policies and procedures described in this *Description of Methodology* also apply to the Puerto Rico market.

### THE MARKET

Because we treat the whole of the island as a market, the Puerto Rico market does not have a Metro or TSA in the traditional sense.

The basic sampling unit in the Puerto Rico market is the municipio. There are 80 different municipios on the island. All municipios are 'home' to the market; there are no 'non-Metro' municipios.

To reflect how the market buys and sells radio, we also group municipios into mercantile regions; these regions reflect the area's topography and marketplace preference.

### SAMPLING AND RECRUITMENT

#### a. Landline Sample Frame

The market's landline sample frame is a list of telephone numbers known to be part of a working telephone exchange. Because we do not match telephone numbers and addresses in the market, our initial contact with all landline households is by telephone.

#### b. Cell Phone Sample Frame

The market's cell phone sample frame is a list of addresses that are likely to exist. We develop this list using a proprietary methodology that estimates addresses that may exist from detailed information pertaining to known addresses.

We mail a short questionnaire to addresses randomly selected from this list. The screener we use on the island is a condensed version of the screener we use in other markets.

#### c. Differential Survey Treatments

Due to the market's sample performance history, we do not apply any differential survey treatments in the market.

**d. Bilingual Survey Materials**

We mail Spanish-English bilingual survey materials to all households in the market that agree to participate in the survey.

**DIARY EDIT PROCEDURES****a. Frequency**

We adapted our frequency edit procedures to account for the fact that all radio stations on the island are home to the market; that few home-to-market radio stations broadcast at the same dial position; and that radio station signals from other markets cannot reach the island.

When a station is the only station broadcasting at a particular dial position on the island, that station will receive credit for all diary entries that include that frequency.

If two stations broadcast at the same dial position, and only one of the stations reaches the municipio from which the diary was received, the reaching station will receive listening credit.

In the event that two stations broadcast at the same dial position and both stations reach the municipio from which the diary was received, the Diary creditor will attempt to assign listening credit based upon information recorded elsewhere in the Diary. If he or she cannot assign listening credit based on that information, we will credit the entry as “Unidentified Listening.”

**b. The 1% Rule**

Diary creditors apply the 1% Rule and ascription, as necessary, to station name, network, inexact frequency, and program entries.

**c. Program Entry Edit Procedures**

As compared to respondents in other markets, a significantly greater proportion of Puerto Rico respondents report listening via entries that include the name of a program or personality. For this reason, we collect detailed program information from Puerto Rico radio stations. Diary creditors refer to this information when crediting diaries.

**SAMPLE WEIGHTING**

We do not apply any ethnic or language weighting in the Puerto Rico market.

**STATION REPORTING**

In the Puerto Rico *Radio Market Report*/eBook, we report audience estimates for radio stations in the market as a whole.

In the TAPSCAN service, we report audience estimates for radio stations in the market as a whole and pre-tabulated estimates for each of the market’s mercantile areas.

The user may also create custom reports in TAPSCAN. Because we do not weight the sample by language or by ethnicity, “Other” is the only ethnic/demographic option the user may select.

#### **MRC ACCREDITATION**

As of this writing, we are evaluating the Puerto Rico market for accreditation consideration. We will notify the marketplace should we elect to submit the market for accreditation.

#### **RESERVATION OF RIGHTS**

We reserve the right to prospectively or retroactively modify, waive, suspend, or change any policy or procedure described above, and/or implement a new policy, as business conditions or research considerations warrant in our judgment.



## CHAPTER FIFTEEN

# RADIO COUNTY COVERAGE

In our *Radio County Coverage* service we publish audience estimates for radio stations county by county.

Because we port final In-Tab data from our local currency services to *Radio County Coverage*, the methods, policies, and procedures we describe in this DOM are latent in *Radio County Coverage*.

This chapter provides an overview of the unique methods, policies, and procedures we apply to *Radio County Coverage*.

### MRC ACCREDITATION

*Radio County Coverage* is MRC-accredited. The MRC accredited *Radio County Coverage* in 2003.

### THE REPORTS

We publish *Radio County Coverage* audience estimates in printed books. We prepare a book for each state and the District of Columbia. We mail the books to clients at the end of March. Clients may use the software program ‘Custom Coverage’ to create custom reports.

### SURVEY AREA

The survey area for a *Radio County Coverage* report is all counties, county equivalents, and county clusters within the state.

### SURVEY INSTRUMENTS

We use either diaries or PPM to measure radio listening in a county. We note each county’s survey instrument at the top of that county’s page(s) in the report.

### SURVEY PERIOD

The *Radio County Coverage* survey period is the “fieldwork year.” A county’s fieldwork year includes all days of audience measurement that we conducted in that county during the calendar year.

In PPM-measured counties, the “Holiday” report period may span New Year’s week. As such, a PPM county’s fieldwork year may include up to a few days of the next calendar year.

### MINIMUM COUNTY IN-TAB

We will prepare and report *Radio County Coverage* audience estimates for any county from which we have collected data from 30 or more respondents during the fieldwork year.

### COUNTY CLUSTERING

If we collect data from fewer than 30 respondents in a county, we may combine or ‘cluster’ that county with an adjacent county (or similar county) in that same state and time zone that we measured via the

same instrument. If we cluster counties, we weight the sample and report estimates for the cluster as if it were one county.

Factors we consider when determining if it is appropriate to cluster counties include the counties' populations and In-Tab (we won't cluster counties that are too dissimilar), market conditions, and broadcaster preference.

Additionally, we will not cluster a county if we collected "zero" In-Tab from the county. Due to the nature of random sampling, it is very unlikely that we would not collect *any* In-Tab from a county. Counties that have no qualifying stations will be removed from the Coverage Report.

### CREDITED LISTENING

We determine a station's *Radio County Coverage* audience estimates by aggregating all Quarter-Hours of that station's listening credit in the county and weighting it according to the methods described below.

### MODELED PPM MEDIA DAYS

Before it weights the data, the *Coverage* processing system imputes the final credited results of a panelist's In-Tab PPM media days to other media days when the panelist was not In-Tab.

The system imputes final credit results on a same day-of-week model with, for example, listening from one of the previous four Tuesdays copied to an out-of-tab Tuesday.

We report the percentage of media days modeled in a county on our secure client website. Reminder: we do not model PPM days in the local radio syndicated service.

### WEIGHTING

We use 'cell weighting' for *Radio County Coverage*; this method is materially different than the method we use for the RMR/eBook.

In *Coverage's* cell weighting methodology, we assign each In-Tab diary or PPM panelist a weight. In Diary-measured counties, we determine this weight by dividing that cell's population by that cell's In-Tab. In PPM-measured counties, we determine this weight by dividing that cell's population by that cell's Unique Weekly Qualified In-Tab (adjusted for the number of weeks each panelist was In-Tab).

We use ethnicity as a weighing variable for every county or county equivalent which we applied an ethnic control for all surveys or report periods (as applicable) for the whole of the fieldwork year as long as each ethnicity within the county receives a minimum of 30 In-Tab.

For *Radio County Coverage* weighting, we use the county's (or county equivalent's) population estimates for the Fall survey / October-November-December report periods

We also apply a weighting factor to PPM In-Tab to normalize it to the format of Diary In-Tab. This is necessary because a single panelist may contribute up to 52 weeks of data to the report.

We apply a different weighting factor to the Diary In-Tab to account for the fact that some households could be included in multiple sample frames (and thus may be more likely to be selected for the sample than are other households).

### DEMO

The demo for *Radio County Coverage* is Persons 12+.

### DAYPARTS

We report *Radio County Coverage* audience estimates for the Monday-Sunday 6AM-Midnight and Monday-Friday 6AM-7PM Dayparts.

### STATION INFORMATION

We apply the station information on file for the last day of the Fall survey/December report period to the whole fieldwork year.

### ELIGIBLE STATIONS

FCC-licensed, commercial AM and FM radio stations that have signal coverage in a county are eligible to be reported in that county's audience estimates.

### MINIMUM REPORTING STANDARD

In counties from which we collected In-Tab data from fewer than 350 respondents, we will report estimates for a station if three or more of the respondents listened to the station.

In counties from which we collected 350 or more respondents, we will report estimates for a station if 1% or more of the respondents listened to the station.

In the rare instance that no stations met minimum reporting standard in a particular county, we will not include that county in the report.

### TOTAL LINE REPORTING

Because we apply a station's Fall station information to the whole of the fieldwork year, it will materially affect a TLR combo's *Radio County Coverage* estimates if the broadcaster starts, ends, adds partners, or removes partners from the combo. Contact your Nielsen account executive for additional information.

### REPORTING SEQUENCE

We list stations in a *Radio County Coverage* report alphabetically by call sign, with stations that are home to a Metro grouped ahead of stations that are not.

### "OTHERS"

We also report an estimate listed as 'Others.' This estimate is an aggregate of listening credited to stations that did not meet the applicable minimum reporting standard, stations that are not eligible for

reporting, stations that signed off-air during the fieldwork year, and listening reported by Diary keepers that we could not credit to any particular radio station.

### **SPECIAL NOTICES**

An “unencoded interval” is a period where an encoded radio station is on-air but not encoding.

A ‘technical difficulty’ is a period where a station is off-air, broadcasting at reduced or intermittent power, or experiencing signal interference.

Both unencoded intervals and technical difficulties can affect a station’s audience estimates.

With the release of each edition of *Radio County Coverage*, we will publish notices that detail stations’ unencoded intervals and technical difficulties that accounted for 5% or more of the fieldwork year’s broadcast hours. These notices will be available for view via the secure client website.

### **REMEDIAL ACTION AND REISSUE**

Should we discover that a data, processing, or other error affected a *Radio County Coverage* report, we may elect to correct the error and issue a revised report. We will generally reissue a report in circumstances where correction will substantially change a significantly ranked station’s audience estimates. When determining if we will reissue a report, we will also consider the amount of time that the marketplace used the original estimates and the extent to which the affected station’s audience estimates are available in other services.

### **STATISTICAL RELIABILITY**

Clients can find the estimates’ statistical reliability and information on how to interpret that information by using the online *Radio County Coverage* reliability estimate calculator available via the secure client website.

### **RESTRICTIONS ON USE AND LIMITATIONS, DISCLAIMER OF WARRANTIES, WARNINGS**

The restrictions on use, limitations, disclaimer of warranties, and warnings described in Chapter 16 of this DOM also apply to the *Radio County Coverage* service.

### **RESERVATION OF RIGHTS**

We reserve the right to modify, waive, or suspend any *Radio County Coverage* method, policy, or procedure that would appear to be unreasonable, illogical, or impractical in light of known conditions.

We also reserve the right not to produce *Radio County Coverage* in circumstances where there is insufficient data available to meet our minimum research standards or when any event has jeopardized the reliability of the data.

All determinations about the *Radio County Coverage* service, including crediting, clustering, weighting, and reporting, lie solely with Nielsen.

## CHAPTER SIXTEEN

## RESTRICTIONS ON USE OF REPORTS AND LIMITATIONS

## RESTRICTIONS ON USE OF REPORTS

All Nielsen *Radio Market Reports*/eBooks, including the audience estimates and maps contained therein, software and information related thereto, are confidential, proprietary to, and protected by various intellectual property laws, including but not limited to state and federal copyright laws by Nielsen. They are provided to properly licensed authorized users pursuant to the terms and conditions of their executed license agreement(s) with Nielsen (whom are neither in breach nor default with Nielsen), and in accordance with the restrictions and limitations on use stated herein.

All Nielsen audience data, estimates, reports, software, and Nielsen products related thereto, are for the exclusive use of properly licensed authorized users and their authorized representatives, and may be disclosed only to advertisers, prospective advertisers, and their agencies for the purpose of obtaining and retaining advertising, accounts, and through advertising or promotional literature as permitted hereunder or in the license agreements between Nielsen and its clients. Any use of the audience data, estimates, reports, software, and Nielsen products related thereto, for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet, or any other medium, must be under the terms of a written license agreement between an authorized user and Nielsen specifying the permitted uses. For an authorized user to divulge or provide any data, estimates, reports, and/or software to a non-subscribing party, or, unless expressly authorized by Nielsen in writing, to lend and/or give a copy and/or a reproduction of any part of any report or Nielsen software program(s) to an unauthorized party, including but not limited to print media, advertisers, and/or their agencies, constitutes a willful breach of the license agreement between Nielsen and the authorized user, and a violation of Nielsen intellectual property rights, including but not limited to Nielsen copyrights. A violation of Nielsen U.S. federal and state copyright rights can subject an infringer to statutory damages and attorney's fees. Quotations by authorized users of the estimates as allowed by this section for purposes of advertising or promotion must identify Nielsen as the source and that Nielsen data, estimates, reports, and software are copyrighted by Nielsen. Users of the *Radio Market Report*/eBook service shall also mention that the audience estimates are subject to all qualifications and limitations stated in the Nielsen report and shall include the appropriate market, survey period, type of audience estimate, applicable daypart(s), and applicable demographic group(s) (e.g., New York Metro, January 2016, Average Quarter-Hour Estimates, Monday-Friday 6AM-Midnight, Persons 25-54).

An authorized user to any particular *Radio Market Report*/eBook may not use or reference, in whole or in part, the demographic data or audience estimates stated in the "Target Listener Trends" section that reference a *Radio Market Report*/eBook to which the authorized user did not subscribe.

The *Radio Market Report*/eBook, nor the map contained therein, nor any audience estimate, nor software, or products related thereto, may be used in any manner or for any purpose by unauthorized parties without the express written permission of Nielsen.

Users of audience estimates are also referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

### **WARNING**

**All Nielsen audience estimates and maps are proprietary and confidential.** Each Nielsen audience estimate and map is protected by various intellectual property laws, including but not limited to U.S. federal and state copyright laws. The unauthorized use of any Nielsen audience estimate or map may constitute willful copyright infringement that can subject a willful infringer to statutory damages of up to \$150,000 per act of infringement and criminal penalties of up to 10 years imprisonment and a \$500,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code, and attorney's fees associated with any such enforcement of Nielsen intellectual property rights. All users of the Nielsen *Radio Market Report* are referred to "Restrictions on Use of Reports and Limitations," on this page.

### **DISCLAIMER OF WARRANTIES**

NIELSEN MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS, CONCERNING: DATA GATHERED OR OBTAINED BY NIELSEN FROM ANY SOURCE; THE PRESENT OR FUTURE METHODOLOGY EMPLOYED BY NIELSEN IN PRODUCING NIELSEN DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS; AND/OR THE DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS PROVIDED BY THIS SERVICE. ALL NIELSEN DATA, ESTIMATES, REPORTS, AND/OR OTHER ASPECTS OF THIS SERVICE REPRESENT ONLY THE OPINION OF NIELSEN, AND RELIANCE THEREON AND USE THEREOF SHALL BE AT AUTHORIZED USER'S OWN RISK. ALL SOFTWARE PROGRAMS ARE PROVIDED ON AN "AS IS-WHERE IS" BASIS AND RELIANCE THEREON AND USE THEREOF SHALL BE AT AUTHORIZED USER'S OWN RISK. IN NO EVENT SHALL NIELSEN BE LIABLE FOR THE FAILURE OF ANY THIRD PARTY TO PROVIDE ANY DATA OR SERVICES IN CONNECTION WITH THE DATA, REPORTS, AND/OR SOFTWARE LICENSED BY NIELSEN.

### **RESERVATION OF RIGHTS**

Nielsen reserves the right to exercise its judgment in modifying, waiving, or suspending any policy, procedure, or element of methodology that would appear to Nielsen to be unreasonable, illogical, or impractical.

Additionally, Nielsen reserves the right not to produce data, and/or listening estimates, and/or any report(s) and/or service(s) whenever, in its judgment, insufficient data are available to meet its minimum research standards or any event has jeopardized the reliability of the data.

## SPECIAL NOTICES

To the extent that any provisions contained in this *Local Radio Syndicated Services Description of Methodology* are directly inconsistent or directly conflict with any provision contained in the “Special Notices” section of the *Radio Market Report/eBook*, such Special Notices are deemed to supersede and/or amend this *Local Radio Syndicated Services Description of Methodology*.

## FTC GUIDELINES

The FTC has issued Guidelines regarding deceptive claims of Broadcasting Audience Coverage (issued July 8, 1965). These Guidelines are still in effect and are reprinted in full here:

The Commission believes that...television and radio broadcasters, other persons selling advertising or broadcasting time or programs, advertising agencies, and advertisers should, in making claims based on survey results, or data, observe the following basic Guidelines:

1. A person (or firm) making a claim concerning the size, composition, or other important characteristics of a listening or viewing audience is responsible for seeing to it that the claim is truthful and not deceptive. If he bases his claim on the results of an audience survey, he assumes responsibility for interpreting the data accurately. Thus, he should not engage in activities calculated to distort or to inflate such data—for example, by conducting a special contest—or otherwise varying his usual programming, or instituting unusual advertising or other promotion efforts, designed to increase audiences only during the survey period. Such variation from normal practices is known as “hypoing.” It is also improper to cite or quote from a survey report or survey data in such a way as to create a misleading impression of the results of the survey, as by unfairly basing audience claims on results achieved only during certain periods of the broadcast day or on a survey of only a segment of the total potential audience.
2. Audience data are based on sample surveys not derived from complete measurements of audiences. As such, they are statistical estimates, and, at best, are of only limited reliability due to errors and distortions inherent in the statistical methods yielding such data. Claims as to audience coverage based on audience surveys should therefore be qualified in recognition of the fact that survey data are inherently imperfect. Any such claim should be accompanied by a disclosure that any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree unless based upon a true probability sample. Audience surveys are not in practice based upon true probability samples.
3. Such claims should not be based on data obtained in a survey that the person (or firm) making the claim knows or has reason to know was not designed, conducted, and analyzed in accordance with accepted statistical principles and procedures, reasonably free from avoidable bias and based on a properly selected sample of adequate size. Such claims should not be based on survey reports or data that do not reasonably reflect current audience coverage, either

because the passage of time has made the data outdated, or because a later survey report encompassing essentially the same area has been published, or because of the entry or departure of a competitor, or for any other reason.

These Guidelines are offered for consideration to broadcasters and others concerned with avoiding possible violation of the Federal Trade Commission Act.

## LIMITATIONS

In addition to sources of possible error described elsewhere in this *Local Radio Syndicated Services Description of Methodology*, the user should be aware of the following limitations:

- a. Known commercial establishments and other known nonresidential facilities are specifically excluded from the sample frames. Reasonable steps are taken during sampling and recruitment to further exclude, to the extent possible: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 10 or more unrelated individuals or containing 17 or more individuals regardless of relationship. Additionally, all possible sample units may not be included in the frame employed for sample selection. Persons not included in the sample may have media habits that differ from those of persons included in the sample.
- b. The sample for the Houston-Galveston panel contains residential addresses only. Known commercial establishments and other known nonresidential facilities listed in address sources are specifically excluded from the sample frame. Steps are taken during recruitment to further exclude: business or other nonresidential addresses inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 10 or more unrelated individuals or containing 17 or more individuals regardless of relationship. Additionally, all possible residential addresses may not be included in the frame employed for sample selection. Persons not included in the sample may have media habits that differ from those persons included in the sample.
- c. Effort is made to exclude households with media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the household in response to the media affiliation question at the time of recruitment, or anytime thereafter, or from other sources.
- d. There may be instances where the interviewer or Panel Relations staff does not follow instructions.
- e. Non-responding Persons may have listening habits that differ from those of respondents.
- f. Non-responding Persons and other limitations in the original designated sample prevent the In-Tab sample from being a perfect probability sample.
- g. The sample design and/or response patterns may preclude proportional representation of certain groups within the population, such as ethnic groups, racial groups, or persons in certain income or education groups. Such persons may have radio listening habits that differ from those of other persons.
- h. The dominant language spoken by a Diary keeper or panelist may influence his or her listening behavior, and Persons whose dominant language is not English may be differentially



represented in the sample. In-Tab sample is weighted upon the dominant language spoken by respondents where dominant Spanish-language-usage population estimates are available.

- i. The population estimates used in designing and weighting the sample are based on the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used to update populations between decennial Census dates may not include adjustments for known or unknown over counts or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based historic rates of change that may not be sensitive to current conditions.
- j. The language-usage population estimates that Nielsen uses in weighting the sample are subject to all of the limitations existing in those results, which may include: sampling errors, methodological errors, processing errors, and recording errors.
- k. The limitations in data from Customer Analytics, the third-party vendor that supplies market information for Puerto Rico, are inherent in the Nielsen estimates based thereon. The population estimates from Custom Analytics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all of the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Customer Analytics to update populations between decennial census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.
- l. Zip code information used to produce the *Radio Market Report*/eBook is subject to defects and limitations that are inherent in the estimates based thereon.
- m. Panelists may not wear or carry their meters from rise to retire as instructed, and to the extent this occurs, the media exposure data collected may be incomplete.
- n. Encoding devices placed at media outlets may malfunction and/or be disconnected in such a way as to prevent the media sources from being properly encoded. To the extent this condition is known, it will be noted in the applicable report.
- o. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by Diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, Diarykeeper approximations, or could have been influenced by comments made by the interviewer or others to Diarykeepers.
- p. In addition to direct responses to the qualitative questions at the back of the qualitative diary, the final qualitative database may contain derived responses to qualitative questions. For example, the qualitative database contains information on Household Size. Household Size can be determined by combining a response to the qualitative question for Number of Children less than 12 years of age with placement diary information for Number of Persons 12+.
- q. Human and computer processing errors may occur before or after electronic meter data are received by Nielsen. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

- r. The data upon which Nielsen has based its In-Tab sample weighting, including racial or ethnic identification, may not be precise.
- s. Defects and limitations found in data supplied by others are inherent in audience estimates based thereon.
- t. Data analysis, preprocessing preparation, or ascription of data may affect media exposure data from being modified or excluded from the In-Tab sample.
- u. Data analysis, preprocessing preparation, ascription of the data, or post-survey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or the station's ability to meet MRS.
- v. Nielsen conducts research involving new methods of improving panel cooperation and/or securing additional information from panelists. Occasionally, a portion of this research may be integrated with syndicated data and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- w. Certain data, such as call letters in effect, format, or programming, are based on data supplied by stations, the FCC, industry publications or notices, and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.
- x. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups.
- y. Situations in which stations use or have used the same call letters or frequency, or have changed call letters or frequency, may result in Diarykeeper confusion in correctly identifying the station to which the listening occurred.
- z. Estimates reported for different reporting periods may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; changes in a station's or a combo's Total Line Reporting status; changes in station operations or facilities; special station activities and other factors.
- aa. Nielsen places sample at the county (or county equivalent) level, not the zip code level. From reporting period to reporting period, there may be greater variation in the number of panelists at the zip code level than at the county (or county equivalent) level.
- bb. For radio stations that are 100% simulcast, there are methods of signal routing that technically prohibit the installation of PPM encoding equipment into the backup air chains of one or more of the encoded simulcast partners. This method of encoding may affect the way media exposures are credited to individual partner stations and may affect the way audience estimates are credited or reported for the simulcasting stations.
- cc. The digital radio Band ID labels referenced in this report are proprietary to Nielsen and protected under terms of Nielsen authorized user agreements and/or federal copyright and trademark law. Authorized users and purchasers of Nielsen data may display and use the Band ID labels provided the user clearly states that the labels are proprietary to Nielsen (e.g., "Nielsen Inc. retains all copyrights or other legal rights to the Band ID labels used herein."). The reports may be used in accordance with the applicable license agreement between the authorized user and Nielsen. All other uses, unless Nielsen prior written approval is obtained,

are expressly forbidden, and may subject the user to legal action, damages, and recovery of Nielsen legal expenses incurred in enforcing its intellectual property and proprietary rights.

- dd. In response to an event outside of Nielsen's reasonable control, such as power outages, mail disruptions, strikes, an extraordinary weather event, natural disaster, or any other event that precluded respondents in the marketplace from completing the survey, returning diaries, carrying their meters, or from transferring meter data to Nielsen for an extended period, Nielsen reserves the right to publish a report for the Metro that reflects a special survey area and/or truncated survey period. When determining if issue of a standard or special report is warranted, Nielsen will consider a range of factors including (but not limited to) conditions in the marketplace, the utility of the data in light of the marketplace conditions, and Nielsen's estimation of the data's validity and reliability.

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

## CHAPTER SEVENTEEN

## GLOSSARY OF SELECTED TERMS

## IMPORTANT INFORMATION

In this glossary we provide the formal business definition for selected terms as they are generally used in the context of the local radio syndicated services. The reader should assume that a term applies to both PPM Panels and Diary Surveys unless we note otherwise. If a term has a different meaning in PPM and Diary, we note the applicable survey instrument in the entry's header. If a term applies exclusively to PPM or Diary, we indicate the applicable survey instrument in parenthesis.

## GLOSSARY OF SELECTED TERMS

**ABS:** Operational acronym for the address-based sample frame.

**Alternates (PPM):** Non-Basic households recruited to participate in the panel if the Basic household cannot be recruited, refuses to participate, or cannot be maintained in the panel.

**Alternate City of Identification:** A city other than its legally authorized city of license with which a station may regularly identify on-air.

**Alternate Response Rate "ARR" (PPM):** A metric which measures the performance of Alternate (non-Basic) sample within a Panel. This metric includes all address-based sample including sample that can be matched to a telephone number and sample that cannot. It reflects the aggregate performance for all stages of the process including enumeration, recruitment, daily compliance, and panel tenure.

**Ascription:** A probabilistic statistical procedure that assigns values for missing or incomplete data.

**Average Daily Cume Persons (PPM):** The estimated number of different (unduplicated) persons exposed to an encoded station for at least five minutes in a quarter-hour within a specified time period during an average day.

**Average Weekly Cume Rating (PPM):** The estimated number of different (unduplicated) persons exposed to an encoded station for at least five minutes within a quarter-hour within a specified time period expressed as a percentage of the appropriate estimated population.

**Average Daily Time Exposed (ADTE):** (See "Time Spent Listening.")

**Average Quarter-Hour Persons, Diary:** The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart.

**Average Quarter-Hour Persons, PPM:** The estimated average number of persons exposed to an encoded station for at least five minutes within a quarter-hour during a daypart.

**Average Quarter-Hour Rating:** A station's Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population.

**Average Quarter-Hour Share:** A station's Average Quarter-Hour Persons estimate expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart.

**Average Quarter-Hour Composition (PPM):** An encoded station's Target AQH Persons divided by its Total Persons 6+ AQH audience.

**Average Time Exposed (ATE):** (See "Time Spent Listening.")

**Average Weekly Cume Rating:** The number of different (unduplicated) persons exposed to an encoded station for at least five minutes within a quarter-hour within a specified time period expressed as a percentage of the population.

**Basics (PPM):** A randomly selected household(s) chosen to represent a sampling unit in the panel.

**Below the Line:** Describes where in the report a station's audience estimates may be listed (e.g., below a special distinguishing line). We use a dashed line to distinguish stations that are home to the Metro or DMA region (as applicable) from those that are not; we may use a pink line to distinguish stations that have engaged in activities with Rating Bias or Rating Distortion potential.

**CBET (PPM):** Our PPM encoding technology's formal name -- 'Critical Band Encoding' or 'CBET.'

**Compliance Rate (PPM):** The number of In-Tab panelists divided by the number of Compliance-Capable Persons.

**Compliance-Capable Person (PPM):** An online panelist that is not prevented from being In-Tab on a given media day due to travel away from home or due to a technical problem with his or her meter or household equipment.

**Compliance Rate (PPM):** The proportion of all Compliance-Capable Persons that were In-Tab.

**Condensed Radio Market Report (Diary):** One of two types of *Radio Market Reports*/ eBook. Condensed Reports have smaller sample objectives for the Metro and TSA, and contain fewer dayparts and demographics than standard *Radio Market Reports*. Estimates published in *Radio Market Reports* for non-embedded condensed radio markets consist of averages from the two most recent survey periods.

**Consent Rate (Diary):** The proportion of sampled households that agree to participate in the survey.

**Country of Origin:** Country or region of origin as reported by Hispanic panelists. We determine a panelist's country of origin based upon the outcome of interviews with the panelist's household. We based our country/region classifications, and the wording of the applicable interview questions, on the U.S. Census Bureau's American Community Survey. We report country of origin within select services and reports.

**Cume Composition (PPM):** An encoded station's Weekly Cume Persons divided by its Total Persons 6+ Weekly Cume audience.

**Cume Duplication:** The percentage of estimated Cume Persons for one station who also listened to another specific station.

**Cume Persons, Diary:** The estimated number of different persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart.

**Cume Persons, PPM:** The estimated number of different persons exposed to an encoded station for at least five minutes in a quarter-hour within a specified time period during an average week.

**Cume Rating:** The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population.

**Daily Weight (PPM):** Numeric value assigned to an In-Tab panelist for the given media day for the purpose of projecting audience estimates to the population. The daily weight reflects the number of persons in the panelist's geographic, sex, and age group, and (if applicable) other groups, including dominant language (Spanish/English in Metros where Spanish-dominant language usage universe estimates are available), employment status, and the presence of children in the household.

**Daypart:** A time period for which audience estimates are reported (e.g., Monday-Sunday 6AM-Mid, Monday-Friday 6AM-10AM, Weekend 6AM-Mid).

**De-installed Household (PPM):** A household that was at one time, but is not currently, participating in the panel.

**Demographic Groups (Demos):** Classifications of populations according to sex, age, race, ethnicity, income, etc.

**Designated Delivery Index/“DDI”:** A measure of sample delivery in Diary surveys and PPM panels. We determine DDI with the following equation:  $(\text{Actual In-Tab}/\text{In-Tab Target}) \times 100$ . DDI may be determined for the In-Tab sample as a whole, for particular demos, or for particular geographies.

**Designated Market Area (DMA Region):** A geographic market design used to measure television audiences. Every county in the United States is assigned exclusively to one DMA Region.

**Design Weight (Diary):** Pre-weight applied to In-Tab diaries returned from households that have a dual probability of selection.

**Detectability:** A subjective assessment from 0 (worst) to 4 (best) of the likelihood a Panelist's meter will detect PPM codes in an audio source. Detectability is determined by averaging the audio's message signal strength over the past 60 seconds and comparing that average to a set of thresholds. Detectability is an estimate, however, because it is not possible for the algorithm to take into account all of the factors in any particular Panelist's listening environment (i.e. radio volume, meter position, background noise, etc.) that could affect the code being detected. The Multi-Channel Encoding Monitor (MCEM) provides the user with detectability reports.

**Diary Mentions:** The number of different In-Tab diaries in which a station received credit for at least one quarter-hour of listening.

**Diarykeeper:** Any individual to whom we send Diaries.

**Differential Survey Treatment (DST):** Special survey procedures used to increase participation rates of targeted demographic groups (e.g., Black, Hispanic, young males) that tend to be underrepresented in surveys.

**Digital Radio Station:** Term used to refer to radio stations that broadcast in digital format rather than an analog format. Types of digital stations include digital AM, digital FM, HD-multicast, and the Internet streams of radio stations. The term is also used as a noun to refer to the group of all digital stations.

**Double Encoding (PPM):** A period when more than one of the station's encoders is simultaneously encoding the station's signal.

**Effective Sample Base (ESB):** An estimate of the size of a simple random sample that would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as a radio Diary survey.

**Encodability:** An objective measure of an audio signal's capacity to be PPM-encoded. Encodability is determined by dividing the number of PPM codes inserted into the left and right signal channels by the maximum possible number of codes that could be inserted. The Multi-Channel Encoding Monitor (MCEM) provides the user with encodability reports.

**Encoder (PPM):** Audio equipment or software that embeds a PPM code into an audio signal of a broadcast.

**Encoder Time Stamp (PPM):** Characters within a length of encoding that indicate the time when the encoded audio was broadcast.

**Ethnic Composition:** Audience estimates for Total, Black, and/or Hispanic persons, ratings, and composition percents. Ethnic composition estimates are based on total Metro In-Tab and are reported for the Metro if at least 30 Black and/or Hispanic Diaries or panelists are In-Tab for the Metro, as applicable.

**Ethnic Controls:** The collective term for procedures designed to improve the representation of Black and Hispanic populations in our services. These procedures include Black and Hispanic Differential Survey Treatments, Black and Hispanic weighting of the In-Tab sample, High-Density Black and Hispanic Areas, and bilingual (Spanish-English) survey materials for Hispanics.

**Frequency Exchange:** Coined term that describes when two or more simultaneous frequency moves occur in the same area; as the name implies, a frequency exchange generally indicates station "A" and station "B" exchanged dial positions.

**Frequency Move:** Coined term that describes when the FCC reassigned a call sign from one channel to another channel, and when the broadcaster elected to “move” the station’s programming from the old dial position to the new dial position. To qualify for frequency move processing, the broadcaster must also have positioned the call letter reassignment as a “move” that incentivized the station’s listeners to tune into the programming at the new dial position.

**Geo Zone:** A cluster of zip codes within a sampling unit.

**Group Quarters, Diary:** For Diary survey sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes, and prisons, plus dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

**Group Quarters, PPM:** For PPM panel sampling purposes, group quarters is defined as more than nine unrelated persons or more than 16 related persons living at the same address.

**High-Density Area (HDA):** A zip code-defined sampling unit—either a High-Density Black Area (HDBA) or High-Density Hispanic Area (HDHA)—that may be established in a county within the Metro of an ethnically controlled market.

**Home Station:** A station licensed to a city located within a particular radio Metro (or a reported DMA Region). A station that is not licensed to a city within a radio Metro may be granted “home” status if it meets certain criteria.

**Hot Call Letter Change:** Coined term that describes when the FCC licenses more than one radio station in the same area to identify with the same four letter call sign during a survey or report period.

**Installed Household (PPM):** A household that includes online Panelists.

**In-Station PPM Encoding Monitor (PPM):** Piece of audio equipment that a station uses to verify that its signal is PPM-encoded.

**In-Tab/Usable Sample:** Sample that is in-tabulation; sample that is used in the production of audience estimates.

**In-Tab Rate (PPM):** The number of In-Tab panelists divided by the total number of installed panelists.

**Landline Frame:** Operational pseudonym for the random digit dial frame.

**Layering:** The embedding of multiple CBET codes into an audio broadcast.

**Listed Sample (Diary):** Telephone numbers for which names and mail able addresses are published in telephone directories.



**Listening Location:** A location for which we report audience estimates. In Diary-based reports, listening locations include: “At Home,” “In a Car,” “At Work,” “Other Place.” In PPM-based reports, listening locations include: “At Home” and “Away From Home.”

**Market Totals:** (See “Metro Totals/DMA Region Totals.”)

**Media-Affiliated Household, Diary:** A household in which the person being recruited to participate in the survey, or anyone else in the household, is employed by a radio station or network, a television station or network, a cable or satellite station or network, or an advertising agency. Media-affiliated households are not eligible to participate in the survey.

**Media-Affiliated Household, PPM:** A household in which the person being recruited to participate in the panel, or anyone else in the household, or anyone the contact knows directly, is employed by a radio station or network, a television station or network, a cable or satellite station or network, or an advertising agency. Media-affiliated households may not be eligible to participate in the panel.

**Media Day (PPM):** Time periods corresponding to individual days of the week used to organize panelist exposure data. The media day begins at 4AM and ends at 4AM the next day.

**Media Rating Council® (MRC):** An organization that accredits media ratings services.

**Meter Time Stamp (PPM):** Information appended to CBET encoding that indicates the time when the panelist’s meter was exposed to the encoding.

**Metro In-Tab Target Index, Diary:** The ratio of the number of Metro In-Tab diaries to the Metro sample target, generally expressed as a whole number.

**Metro In-Tab Target Index, PPM:** The ratio of the Metro's Average Daily In-Tab panelists to the Metro sample target, generally expressed as a whole number.

**Metro Survey Area (Metro):** The primary reporting area for local radio audience estimates. Metro Survey Area definitions may correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Statistical Area, subject to exceptions dictated by historical industry usage or other marketing considerations.

**Metro Totals/DMA Region Totals, Diary:** Total reported listening to radio in the Metro or DMA Region (could refer to AQH or Cume estimates), which includes listening to reported stations, non-qualifying commercial stations, noncommercial stations, satellite radio, the Internet streams of AM, FM, and HD radio stations and unidentified listening. This is also referred to as Persons Using Radio (PUR).

**Metro Totals PPM:** Total reported exposure to encoded media in the Metro (could refer to AQH or Cume estimates). This is also referred to as Persons Using Measured Media (PUMM).

**Minimum Reporting Standards (MRS):** Criteria we use to determine which stations to list in a report.

**Offline Status (PPM):** Status indicating that a panelist is not eligible to be In-Tab.

**One Percent (1%) In-Tab Criterion (Diary):** A radio station meets the 1% In-Tab criterion if the station was mentioned in at least 1% of the In-Tab diaries returned from a given county during the previous available survey year. If two or more stations are eligible for credit of the same diary entry, and only one of the eligible stations meets the 1% In-Tab criterion, that station receives credit for the entry. If two or more stations meet the 1% In-Tab criterion, credit for the entry is determined via ascription.

**Online Status (PPM):** Status indicating that a Panelist is eligible to have his or her listening data included in the In-Tab sample (subject to applicable minimum compliance standard).

**Outside Station:** A station that is not “home” to a particular Metro and/or DMA Region.

**Panel:** A research methodology in which similar measurements are made on the same sample at different points in time. “Panel” may also be used as a singular noun to refer to the group of all panelists.

**Panelist (PPM):** An individual who is participating in the PPM Panel.

**Panel Management (PPM):** The processes by which installed panelists are encouraged to wear or carry their meters and panelist compliance with this instruction is monitored.

**Persons-Per-Diary Value (PPDV):** Numeric value assigned to each In-Tab diary for the purpose of projecting audience estimates to the population. The PPDV reflects the number of persons in the geographic, sex, age, and (if applicable) ethnic and/or language usage (English/Spanish) group represented by each In-Tab diary after sample balancing has been performed.

**Persons Using Measured Media (PUMM):** (See “Metro Totals.”)

**Persons Using Measured Media Percent (PUMM %):** Persons Using Measured Media expressed as a percentage of the appropriate estimated population.

**Persons Using Radio (PUR):** (See “Metro Totals/DMA Region Totals.”)

**Portable People Meter (PPM):** Nielsen’s proprietary electronic measurement device that detects and stores CBET codes as it is exposed to encoded audio.

**Pre-Alerted Survey:** A survey in which survey respondents are notified of their selection to participate in the survey before the survey takes place. This pre-notification to the sampled person or household is usually made by telephone or mail contact. It has been shown to increase both response and data quality relative to similar surveys having no pre-notification of respondents.

**Premium:** An incentive intended to encourage participation in the survey or panel, or offered as a “thank you” for participation.

**Qualification Edit (PPM):** Process that screens data collected from PPM equipment to evaluate motion detection, equipment functionality, and data collection results. Qualification Edits identify potential equipment faults, data issues, and panelist compliance.

**Quarter-Hour, Diary:** The basic unit of listening credit. Generally, a station receives credit for a quarter-hour of listening if the Diarykeeper reported five or more minutes of continuous listening to the station during a quarter-hour.

**Quarter-Hour, PPM:** The basic unit of listening credit. Generally, a station receives credit for a quarter-hour of credit if the panelist is exposed to the station for five or more minutes during a quarter-hour. (Note: The minutes of exposure need not be continuous.)

**Radio Market Report (RMR)/eBook:** The syndicated report that provides audience estimates and other data for specific markets.

**Radio Video Stream:** Streaming media that synchronizes an on-air radio station's audio to visual images related to the station (such as the view from an in-studio camera).

**Rating:** See "Average Quarter-Hour Rating" and "Cume Rating."

**Ratings Reliability Estimator (RRE):** A web-based application that a client may use to determine standard error and confidence intervals for the Cume and AQH estimates reported in our local and national syndicated radio services.

**Respondents:** Sampled persons who provide information in response to survey questions.

**Response Rate (Diary):** The ratio of In-Tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

**Return Rate, Diary:** The proportion of In-Tab diaries compared to the number of diaries we mailed to consenting households.

**Sample Target:** The In-Tab sample size objective for a particular survey area.

**Sampling Unit:** A geographic area consisting of a county or county equivalent, for which sample is separately selected and monitored.

**Second Chance Diary:** A sampling methodology in which households that did not return any diaries are re-contacted and asked to participate in the survey a second time.

**Second Chance Diary Household:** A household that has been sampled via second chance diary procedures.

**Share:** (See "Average Quarter-Hour Share.")

**Split County:** A portion of a county, consisting of one or more zip codes, that is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

**Station Name:** A station's most frequently used on-air identifier other than call letters or lone exact frequencies.

**Streaming Program Loop (SPL):** An Internet stream that broadcasts one of a radio station's programs live each day, then replays that program from beginning to end during the remaining hours of the day. In the PPM service, an SPL that replays all of the program's content and commercials is eligible to have its audience included in the estimates reported for the originating station.

**Technical Difficulty (TD):** Period when a station notified us that it was broadcasting at reduced or intermittent power, experiencing signal interference, or was off-air during the station's authorized broadcast day.

**Time Spent Listening (TSL) PPM:** An estimate of the average amount of time the average panelist was exposed to an encoded station (or all encoded media) during a particular daypart.

**Time Spent Listening (TSL) Diary:** An estimate of the average amount of time the average listener reported listening to a station (or total radio) during a particular daypart.

**Total Line Reporting (TLR):** A reporting option available to stations and streams that simulcast.

**Total Survey Area (TSA):** A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

**Turnover Rate (PPM):** The proportion of panelists that left the panel during the report period. We determine turnover rate by dividing the number of panelists installed on the first day of the report period but not on the last day of the report period by the number of panelists installed on the first day of the report period.

**Unencoded Interval (PPM):** A period of at least five minutes within a quarter-hour during which the station was on-air but not encoded that has been confirmed as having occurred by the station.

**Unidentified Listening (Diary):** Listening that is included in Persons Using Radio that could not be credited to a specific station.

**Unified Response Rate, Diary:** One of the appropriate metrics with which to measure a Diary survey's sample performance. We determine unified response rate with the following equation: (Percent of In-Tab from RDD Frame x [RDD Frame In-Tab diaries / RDD Frame Estimated Persons in Usable Households]) + (Percent of In-Tab from the address frame x (Address frame In-Tab diaries / Address Frame Estimated Persons in Usable Households)).

**Unified Sample Performance Indicator/ "USPI," PPM:** One of the appropriate metrics with which to measure a panel's sample performance. We determine USPI with the following equation: (RDD Persons SPI X RDD Installed Sample Percentage) + (Matched AB Persons SPI x Matched AB Installed Sample Percentage) + (Unmatched AB Persons SPI x Unmatched AB Installed Sample Percentage).

**Universe Estimate (or Population):** The estimated total number of persons in a particular sex/age group and geographic area.

**Unlisted Sample (Diary):** Sample telephone numbers for which names and mail able addresses are not published in telephone directories and may or may not be known prior to placement calling.

**Unusable Diaries:** Diaries returned that we cannot include in the In-Tab sample. Generally, unusable diaries do not pass established quality criteria.

**Weekly Weight:** (PPM) Numeric value assigned to an In-Tab panelist for the given week for the purpose of projecting audience estimates to the population. The weekly weight reflects the number of persons in the panelist's geographic, sex, and age group, and (if applicable) other groups including dominant language (Spanish/English in Metros where Spanish-dominant language usage universe estimates are available), employment status, and the presence of children in the household.

### FREQUENTLY USED ABBREVIATIONS

AQH	Average Quarter-Hour
COO	Country of Origin
DOM	Description of Methodology
DST	Differential Survey Treatment
ESB	Effective Sample Base
HDBA	High-Density Black Area
HDHA	High-Density Hispanic Area
MRC	Media Rating Council
MRS	Minimum Reporting Standards
MSA	Metropolitan Statistical Area
NAB	National Association of Broadcasters
OMB	Office of Management and Budget
PPDV	Persons-Per-Diary Value
PPM	Portable People Meter
PSB	Presurvey Bulletin
PUMM	Persons Using Measured Media
PUR	Persons Using Radio
RDD	Random-Digit Dialing
RMR	Radio Market Report
RRE	Ratings Reliability Estimator
SIP	Station Information Packet
SSA	Special Station Activities
TD	Technical Difficulty

TLR	Total Line Reporting
TSA	Total Survey Area
TSL	Time Spent Listening
UI	Unencoded Interval

## SOURCING

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