

## POLICY BRIEF

# USING NIELSEN DATA IN PROMOTIONAL MATERIALS

A client station may refer to the station's ratings in past rating periods in promotional materials. While we encourage clients to take advantage of this benefit, there are some guidelines that the client must follow when using our data in this way. This policy brief provides a plain-language overview of these guidelines and other related information.

## GENERAL GUIDELINES

A client station can use Nielsen data in their marketing collateral so long as the client: is licensed to use the data, sources the data correctly, and is factual.

## LICENSED TO USE THE DATA

All Nielsen Information is copyrighted and reserved for the exclusive use of properly licensed clients and their representatives. The *specific* data to which a client is licensed to use is defined in that client's Nielsen license agreement. A client **may not use** (or refer to) any Nielsen data that is not covered by the client's license agreement.

## SOURCING

The term 'sourcing' refers to the proper disclosure of Nielsen as the source of the audience estimates. When sourcing audience estimates, the client **must** include the market name, survey period, type of audience estimate, applicable daypart, and applicable demo. For example: "New York Metro, January 2019, Average Quarter-Hour Estimates, Monday-Friday 6AM-Midnight, Persons 25-54." The client should also mention that the audience estimates are subject to all qualifications and limitations stated in the report.

## CLAIMS

When including additional information or perspective within the promotional materials (i.e. making a 'claim' about the audience data), it is essential that the claim be *factual*.

The Federal Trade Commission has issued guidelines regarding deceptive claims of broadcasting audience coverage. For additional information regarding the FTC guidelines, please see Chapter 16 of the Nielsen Audio *Description of Methodology*.

In order to conform to the FTC guidelines, a claim should be supported by the sourced data; should be plain-spoken and clear; should not omit any published data that disproves or conflicts with claim; nor be misleading in any way.

## EMPLOYEES AND SOCIAL MEDIA

While media-related employees are authorized users of Nielsen data in the context of their employment with the client organization, a media-employed individual is not a licensed user of Nielsen data *per se*. As such, a media-related employee may not post any Nielsen data or claim based upon Nielsen data on a social media outlet unless the posting is a re-posting of a station-originated posting in its entirety (including all required sourcing.)

## VIOLATIONS

Station promotions and employee social media postings that do not conform to the guidelines described in this brief are in violation of the client's license agreement and our policy. We reserve the right to take action, as warranted in our sole judgement, in response to such violations. We consider all circumstances and options on a case-by-case basis.

## CONTACT

For additional information, contact: Nick Freeling, [nick.freeling@nielsen.com](mailto:nick.freeling@nielsen.com); 667-786-4550.

**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.**

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