

POLICY BRIEF

NETWORKS IN OUR LOCAL SERVICES

In our local radio services, we use the term ‘network’ to indicate an entity that provides programming to radio stations in different markets. This policy brief offers an overview of our policies relating to networks in our local services.

STATION AFFILIATION

A radio station has the option to disclose its network affiliation to the marketplace. In order to disclose this information, the station should choose the appropriate options from the network selection tool on the electronic station information form. If the station declines to provide network information, we will classify the stations as ‘IND’ (i.e. ‘independent’). We publish each station’s self-reported network affiliation(s) in the Station Information section of the Radio Market Report.

ENGLISH LANGUAGE NETWORKS

We may consider a provider of English language programming to be a network if that entity distributes at least two programs (excluding commercials) that air on affiliates located in at least 25 of the top 50 radio Metros; or radio Metros whose 12+ population equals at least 60% of the total 12+ population in the United States.

SPANISH LANGUAGE NETWORKS

We may consider a provider of Spanish language programming to be a network if that entity distributes at least two programs (excluding commercials) that air on affiliates located in at least 25 of the top 50 Hispanic-controlled radio Metros; or Hispanic-controlled radio Metros whose combined 12+ population equals at least 60% of the combined 12+ population in the top 25 Hispanic-controlled Metros.

NEW NETWORKS

We will generally add a new network to our list of networks when it meets the applicable criteria described above. To facilitate the network addition process we will:

- Ask the requesting party to provide a list of its programs, a list of its affiliates, and the home Metro of each affiliate.
- Analyze the list of programs and affiliates to verify they meet our guidelines to be added.
- Report the results of our analysis to the requesting party and send an email to each affiliate’s General Manager (or other station manager) alerting the manager to the addition, provided the network meets our guidelines.
- Add the new network to the list of Nielsen-recognized options and announce its addition in the Pre-Survey Bulletin or other station communications.

DIARY EDIT PROCEDURES

Stations may also submit a network identifier as part of the station’s station name. Should an e diary entry of that particular identifier be received, the diary creditor will use the crediting tool to assign listening credit for that entry to the station that submitted the network identifier as a station name.

RADAR

The Nielsen service best suited to network radio clients is our RADAR service. Clients should be mindful that ‘network’ in the context of the RADAR service means something different than in the local service. Additionally, the roster of networks measured in RADAR may be different than the roster of networks identified by station affiliates in a particular market.

CONTACT

For additional information about our networks in our local services, contact our station relations team at: rsimail@nielsen.com.

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