

## POLICY BRIEF

# TOTAL LINE REPORTING

Total Line Reporting (TLR) is an elective station reporting policy. The purpose of the TLR policy is to report a simulcast combination of stations as one entity in Nielsen reports and data sets, rather than individual stations. For eligible stations that request TLR, we combine the individual stations' audience estimates and report that sum as a single entity. Here's an example:

| Partner | Actual AQH | Reported AQH |
|---------|------------|--------------|
| WAAA-FM | 10(00)     | 20(00)       |
| WBBB-FM | 10(00)     | --           |

## ELIGIBLE STATIONS

To be eligible for TLR, the stations must:

- Be Nielsen clients in good standing, *and*
- Broadcast the same programming and commercials for at least 95% of all Quarter Hours during the survey / report period.

The simulcasting stations may break simulcast during the survey / report period and remain eligible for TLR under the following circumstances:

- The stations break simulcast to broadcast different programming and commercials, *and*
- Each simulcast break is at least one hour, *and*
- No single simulcast break is longer than 12 continuous hours.

In PPM markets, a TLR combo can break simulcast for up to 134 Quarter Hours (not counting any breaks in the overnight daypart) during the report period and remain TLR-eligible.

In Diary markets, a TLR combo can break simulcast for up to 403 Quarter Hours (not counting any breaks in the overnight daypart) during the three month diary currency survey and remain TLR-eligible for that survey.

## ELIGIBLE STREAMS

Radio station streams that meet the conditions described above are also eligible for TLR. We also have exceptions to address the following conditions:

- Combos where the advertisements sent to the online audience outside of the DMA are different than those heard on-air (i.e. geo-fencing):
- Combos that broadcast a different commercial on-air and on-line at the advertiser's request (i.e. advertiser opt-out) and;
- Combos that stream non-monetized audio during rights-restricted on-air play-by-play coverage.

## ESTIMATES LABELING

In our reports and datasets we label the TLR combo's audience estimates with one of the partner station's call signs (i.e. the combo's 'primary' call sign). The client chooses the combo's primary call sign. We list stations that are part of a TLR combo on Nielsen Answers and in the Radio Market Report/eBook.

**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.**

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.

## REQUEST AND CERTIFICATION

Authorized station personnel may request TLR via the online electronic station form (eSIP). By requesting TLR via eSIP the user affirms the truthfulness of the information provided and the validity of the request.

## VIOLATIONS

Should we discover that an ineligible station requested TLR, we will take appropriate action. The nature of our response depends upon the particulars of that circumstance. At a minimum, if we learn that the station's TLR status is invalid we will end the stations' TLR relationship and correct the current survey's data on a forward going basis. If the misinformation affected prior reports, we may choose to reprocess and reissue the estimates. We could also take additional action such as notifying the marketplace of the issue, suspending the client's TLR privileges, or even delisting the client from certain reports and data sets.

## DATA FOR ANALYSIS

Upon request, we will provide the client with estimates for each of the combo's partner stations. The client may use this information for non-transactional purposes.

## IN THE PAST

Prior to February 2019 in PPM markets and Winter 2019 in Diary markets, TLR was a policy option available to stations that were 100% simulcast – including all programming and commercials – for the whole survey or report period. Any break in simulcast disqualified a combo from TLR-eligibility. (Combos with a streaming partner could break for the stream exceptions described above and remain TLR-eligible.)

## CONTACT

For additional information, contact your Nielsen Client Services Representative.

To request Total Line Reporting, contact: Nielsen Station Relations, 410.312.8062; [rsimail@nielsen.com](mailto:rsimail@nielsen.com).

For General TLR Policy Inquires, contact: John Budosh, 667-786-4552 [john.budosh@nielsen.com](mailto:john.budosh@nielsen.com).

**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.**

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.