

POLICY BRIEF

MINIMUM REPORTING STANDARD

An eligible station's audience must meet or exceed a given size to be reported in Nielsen Audio software and data sets. This "Minimum Reporting Standard" or "MRS" helps assure that we report data that is relevant to the marketplace. This policy brief offers an overview of our MRS policy.

ELIGIBLE STATIONS

FCC-licensed commercial and non-commercial AM, FM, and LPFM radio stations, and the streaming versions of these stations, are eligible to be reported in all of our reports and data sets. Client HD-multicast stations are also eligible to be reported.

MRS FOR LOCAL SERVICES

The Minimum Reporting Standard for our local services is an unrounded .1 AQH Rating in the Metro for the Monday-Sunday 6AM to Midnight daypart. In PPM markets, we apply MRS rules for the P6+ demo; in Diary markets we apply MRS for the P12+ demo.

We will report audience estimates for any eligible station that meets or exceeds MRS.

As a benefit to our clients, we will also report audience estimates for any subscribing station that did not meet MRS provided the received listening credit in the reported geography (Metro or DMA).

CONSISTENT LINE-UP

MRS rules apply for all Nielsen Audio local services. Therefore, the station line-up for a particular market will be the same in the *Radio Market Report*/eBook, the Summary Data Set (the database our third-party software partners use), TapScan, and PD Advantage. In the past, different MRS rules could have resulted in different line-ups among our local services.

MRS IN THE PAST

Previously, we had different MRS rules for PPM and Diary. We retired these rules in 2018.

In PPM, we reported audience estimates for any eligible station that had a .495 Weekly Cume Rating among P6+, in the Monday-Sunday 6AM to Midnight daypart in the metro.

In Diary, we reported audience estimates for any eligible commercial station that: 1) received credit in a minimum of 10 In-Tab Metro diaries, 2) had a Cume Rating of 0.495 or greater, and; 3) had an AQH rating of 0.05 or greater in the Metro among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart.

In TapScan and respondent-level data sets we reported all stations that had an AQH Rating of .1 or greater in the Total Survey Area (TSA) in the Monday-Sunday 6AM-6AM daypart.

MRS FOR NATIONAL SERVICES

Nationwide

The Minimum Reporting Standard for our Nationwide service is a .0495 Cume Rating in the DMA for the Monday-Sunday 6AM to Midnight daypart in the Persons 12+ demo.

National Regional Database (NRD)

In our National Regional Database (NRD) service we will report estimates for any station that received listening credit in the DMA during the Monday-Sunday 6AM to Midnight daypart in the Persons 12+ demo.

Radio County Coverage

In our Radio County Coverage service we use a two-tiered MRS. 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 data from 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.

CONTACT

For additional general information contact your Nielsen Client Solutions representative.

For more information about our MRS Policy, contact: john.budosh@nielsen.com, 667-786-4552

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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