

## POLICY BRIEF

# AUDIO / VIDEO IN PPM

In PPM we measure audiences to several different types of outlets that combine a radio station's audio with a video program. This policy brief offers an overview of these outlets and key policies related to each.

## RADIO VIDEO STREAM

A radio-video stream is a 24-7-365 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 eligible to be encoded, measured, and reported in our PPM 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.

Streaming outlets that do not meet all of these criteria are not eligible to be measured or reported in our currency PPM services.

## RADIO OVER TELEVISION

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 credit for audience that listened to the radio station's signal 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.
- The television channel's audio is encoded with a unique PPM code during the simulcast hours.

For stations that take advantage of this policy, we will include audience delivered via the TV outlet in the radio station's PPM audience estimates.

## SOCIAL MEDIA

An encoded station may also re-transmit its encoded signal for portions of the broadcast day via a social media outlet so long as that re-transmission is a live, real-time re-transmission of the station's on-air signal. If the social media stream includes video, that video program must be related to the broadcast radio station and may not include any sold-separately visual advertising.

The intent of the social media policy is allow radio stations to receive PPM listening credit for a Panelist that uses a station's social media outlets in order to listen to specific segments, programs, or 'bits.'

Our social media policy applies to social media outlets that transmit radio signals but that are not eligible to be reported as a standalone radio station in our currency services.

## THESE POLICIES AND TOTAL LINE REPORTING

While our audio/video policies may achieve an end similar to Total Line Reporting (TLR), it is important to be mindful that these policies are not Total Line Reporting. TLR refers specifically to combining multiple outlets' audiences and reporting that sum as if it were one outlet's audience. .

## CONTACT

For additional information: John Budosh, Director, Policy & Guidelines, [john.budosh@nielsen.com](mailto:john.budosh@nielsen.com).

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