



# OUTLETS WE MEASURE IN OUR AUDIO SERVICES

An overview of our PPM and Diary policy

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# OUTLETS WE MEASURE

On-Air Radio	Streaming Radio	Other Transmitters and Platforms
AM Radio Stations	Radio Station Streams	Translators, Boosters, Repeaters
FM Radio Stations	Radio-Video Streams	Streaming Program Loops
HD-Multicast Stations		Social Media Audio Feeds
Low Power FM Stations		Radio Podcasts

# HOW WE MEASURE

On-Air Radio	Streaming Radio	Other Transmitters and Platforms
AM Radio Stations	Radio Station Stream	Translators, Boosters, Repeaters
FM Radio Stations	Radio-Video Stream	Streaming Program Loops
HD-Multicast Stations		Social Media Audio Feed
Low Power FM Radio Stations		Radio Podcast
<ul style="list-style-type: none"> <li>• Outlet is a standalone entity in our databases</li> <li>• Outlet is eligible to receive listening credit and be reported*</li> <li>• We denote the outlet by a unique label in our data and reports               <ul style="list-style-type: none"> <li>• PPM -- Encoded with unique codes</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Not a standalone entity in our databases</li> <li>• Not eligible to be reported on its own               <ul style="list-style-type: none"> <li>• Listeners credited to host station.</li> <li>• PPM -- Retransmits host's codes.</li> </ul> </li> </ul>

*\*Subject to the minimum reporting standard.*



# ON-AIR RADIO

# LABELING ON-AIR STATIONS

- The station's FCC-designed call sign followed by a two-letter band ID:

Media Outlet	Band-ID	Example
AM Radio Station	AM	WAAA-AM
FM Radio Station	FM	WAAA-FM
HD2 channel	F2	WAAA-F2
HD3 channel	F3	WAAA-F3
HD4 channel	F4	WAAA-F4
Low Power FM radio Station	FM	WAAA-FM*
HD-Primary / HD1	HF	N/A – combined with analog counterpart
Translators, Boosters, Repeaters	--	N/A – listeners credited to host station

*\*If the LP station and FM station have the same calls, we label the LP station with the alias 'XLP-FM'*

# HD1 / HD-PRIMARY CHANNELS

- An 'HD1' or 'HD Primary' is the digital version of an analog radio signal.
- FCC rules require that a radio station's analog and HD1 signals broadcast exactly the same audio.
- To reflect this rule, we automatically include audience delivered by the HD1 channel in the analog station's ratings.
  - PPM – HD1 transmits it's analog counterpart's codes. There is no ratings advantage or business reason to encode the HD1 with its own code.

# TRANSLATORS, BOOSTERS, REPEATERS

- Translators, boosters, and repeaters are radio transmitters, not radio stations.
- FCC rules require that these transmitters re-transmit an AM, FM, or HD radio station's signal.
- To reflect this rule, we include audience delivered by these transmitters in the host station's estimates.

# ADDITIONAL RADIO STATIONS

- In markets where listeners can hear them, we also measure and report:
  - FCC-licensed Analog Low Power Television Channel 6 stations.
    - Channel 6 audio program is tunable at 87.7 FM.
    - Now that TV is all digital, some remaining analog channel 6's operate as radio stations.
  - Canadian radio stations licensed by the CRTC.
  - Mexican radio stations licensed by the COFETEL.



# DIGITAL AUDIO

# LABELING DIGITAL AUDIO OUTLETS

- The outlet's call sign followed by a two-letter 'type' ID:

Media Outlet	Band-ID	Example
AM Radio Station Stream	IA	WAAA-IA
FM Radio Station Stream	FM	WAAA-IF
HD2 channel stream	G2	WAAA-G2
HD3 channel stream	G3	WAAA-G3
HD4 channel stream	G4	WAAA-G4
AM Radio-Video Stream	A8	WAAA-A8
FM Radio-Video Stream	F8	WAAA-F8
Streaming Program Loop	--	N/A – listeners credited to host station*
Radio Podcast	--	N/A – listeners credited to host station*
Social Media Audio Feed	--	N/A – listeners credited to host station*

*\*Subject to applicable policies and limitations.*

# RADIO STATION STREAM

- The streaming version of a radio station.
- Eligible to be reported as a standalone outlet.
- May be eligible to be reported as part of a Total Line Reporting combo, subject to applicable policy.
  - Different reporting policy applies depending upon if the broadcaster streams, replaces, or blacks-out on-air commercials or rights-protected programming.

# RADIO-VIDEO STREAM

- A multi-media version of the station's stream.
- The station's on-air audio plus a visual program (such as the view from an in-studio camera).
- Audio is exactly the same as broadcast on-air, including all programming and commercials.

# STREAMING PROGRAM LOOP (SPL)

- An additional radio station stream that plays just one of the station's programs over and over.
- The SPL streams the program live each day and replays it until the program refreshes with its next live edition.
- Audio is exactly the same as broadcast on-air, including all programming and commercials.
- Today, we include audience delivered via an encoded SPL in the host station's ratings. The station receives credit as if listened 'live.'\*

*\*Subject to our time-shifted listening policy...*

# RADIO VIA SOCIAL MEDIA

- A radio station's signal transmitted via a social media platform.
- To receive credit, the signal sent to social media must also be encoded.
- The broadcaster may send the on-air, encoded signal to the social media platform for redistribution.
- This policy allows for a station to receive PPM listening credit for a Panelist that listens to a particular segment or bit via a social media platform.

# RADIO PODCAST

- In PPM, a station can receive credit for a radio podcast when:
  - The radio station broadcast the podcast audio **on-air**, and
  - The podcast includes the station's **PPM** codes, and
  - The podcast is long enough to earn a **Quarter Hour** of credit, and
  - The Panelist listened to the podcast **within a day** of the original broadcast.
- The PPM system discards podcast listening that does not meet these criteria.



# SATELLITE RADIO

# SATELLITE RADIO

- Today, we do not publish ratings for satellite radio in our currency services.
- In our Diary service, we include satellite radio listening in our Persons Using Radio (i.e. 'market total') audience estimates.
  - Additional satellite radio listening information is available to clients in our market-level Control Panel Reports.
- We would also include satellite radio in PPM if Sirius-XM elected to encode.



# AUDIO WE DO NOT MEASURE

# UNMEASURED AUDIO SOURCES

Broadcast	Streaming	Downloaded / Physical
Music Channels on Cable / Satellite TV	One-to-One service (Pandora)	Music Downloads (iTunes/Amazon)
Police, Fire, Air-Traffic Control, and Marine Radio	One-to-Many service (AccuRadio)	Non-radio podcasts
Traffic and Weather Band Stations	Self-curated service (Spotify)	Compact Discs
Amateur / HAM Radio Transmitters	On-Demand service (YouTube)	Vinyl Records
Subcarriers and Reading Services	Streaming Radio from Outside the Americas (BBC, RTL, etc.)	Audio Cassettes
Pirate Radio Stations		

- PPM: These sources are not encoded or measured.
- Diary: We discard any listening reported to these sources.
- These sources do not contribute to Persons Using Radio or Persons Using Measured Media.
  - We do not report estimates for any of these sources.



# Contact

# FOR ADDITIONAL INFORMATION CONTACT

- **John Budosh**

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- Your Nielsen Client Services Representative
- Or consult our *Local Syndicated Services Description of Methodology* (available via the 'Methodology' tab in eBook)