

POLICY BRIEF

TIME SHIFTED LISTENING IN PPM

WHAT IS TIME SHIFTING?

In our audio services, we use the term ‘time shifted’ to refer to a Panelist listening to a radio broadcast at a time later than the station originally broadcast it. A Panelist could time-shift radio listening by downloading and replaying a radio podcast, by listening to archived segments the station posted to the internet or social media, or by making a home recording.

OUR POLICY

A radio station may receive PPM credit for a Panelist’s time-shifted listening under certain conditions. In order to receive credit for time-shifted listening, the following must all be true:

- The radio station broadcast the audio **on-air**
- The audio is **PPM-encoded**
- The Panelist listened to the audio **within a day** of its original broadcast
- The replayed audio is **long enough** to earn the station a Quarter Hour of listening credit

CREDITING TIME-SHIFTED LISTENING

When a Panelist listens to a time-shifted radio broadcast within a day of the time that audio was broadcast on-air, the PPM system will assign listening credit to the station as if that Panelist listened to the audio live.

For example, if the station broadcast the audio on Friday morning from 8:45 to 8:50 AM, when the Panelist replays the audio later Friday evening, the station will receive listening as if that Panelist had listened to the station during the 8:45 to 9:00 AM Quarter Hour.

The PPM system will discard any time-shifted listening that has been shifted more than a day from the original broadcast.

IMPORTANT REMINDER: THE FIVE MINUTE RULE

For a station to receive a Quarter Hour of PPM listening credit, the Panelist must have listened to the station for at least five minutes during that Quarter Hour.

This rule also applies to time-shifting. For time-shifted listening to be credit-able, the time-shifted listening episode must be long enough to earn the station credit for that particular Quarter Hour. Broadcasters should be mindful of this when compiling and archiving audio to be replayed later.

LISTENED LIVE AND LISTENED LATER

In the exceptionally rare circumstance that a Panelist listened to the same audio live and then again later, the station will receive credit for that Panelist’s listening once. This is because the Panelist will be exposed to the exact same PPM codes in both the live and time-shifted listening events.

OUR DIGITAL AUDIO SERVICE

At the time of this writing, our longer-term vision is to measure all digital audio listening via our Digital Audio service / SDK (Software Development Kit). As the line-of-sight to that service is underway, readers should assume that the information presented in this brief will have a limited lifespan.

CONTACT

For additional information regarding our PPM time shifted listening policy, contact:

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