

# NIELSEN RADIO METRO NAME GUIDELINES

## OVERVIEW

A Radio Metro is a radio market's primary mercantile area. Nielsen evaluates population, listening patterns and commuting flows from contiguous counties to establish or redefine Radio Metros.

## NIELSEN RADIO METRO NAME CRITERIA

These guidelines apply to Radio Metros and Custom Survey Areas only. A Metro's name is descriptive of the area surveyed. A market's name generally reflects the common name of the mercantile area and may include the name of a city or county, the market's nickname, or other preferred term. We may use a two-letter state abbreviation to differentiate markets that have the same name, markets that include counties from multiple states, and/or smaller markets.

Below are new criteria additions and are applied for new or redefined markets beginning with the Spring 2019 Diary Survey and April 2019 PPM Report Period and thereafter:

- Nielsen will adopt the Government name for new markets should the local Nielsen Audio market geography correspond to the Office of Management and Budget's Metropolitan Statistical Area at the time of Radio Metro startup.
- OR Nielsen will include the name(s) of the most populous cities or counties. Nielsen will limit Radio Metro names to no more than three cities or counties in descending order of estimated population to be included in a Metro Survey Area name.
- Nielsen may also modify and/or update a market's name without client consensus given a change of a market's survey area geography.

## PROCESS

When a new Radio Metro is evaluated or an existing Radio Metro is evaluated for Metro Redefinition, Nielsen will assign a Nielsen Radio Metro name based on the above criteria and available population estimates from the U.S. Census Bureau. Once a new Metro or Metro Redefinition is commissioned by local subscribers, the Radio Metro name will be formalized.

## HOW CLIENTS CAN REQUEST A METRO NICKNAME OR OTHER PREFERRED TERM:

In some cases, a Radio Metro may be assigned a nickname or other preferred term to replace the Nielsen assigned Radio Metro name to consider local preferences and/or a common popular name.

A nickname or other preferred term can be requested at any time from a local Radio Metro station client. To change a Radio Metro name requires client consensus from all local station clients in the Radio Metro. For Metro startups, nicknames or other preferred terms are applied in the Nielsen agreement for the applicable Radio Market Report.

For existing Radio Metros, all local clients will vote and may submit a contract addendum (called the "Request Form for Renaming of Nielsen Audio Market"). Submitting, signing, and returning this form to Nielsen represents a vote for the proposed nickname or other preferred term. If a client does not return this form to Nielsen, a vote against the proposed nickname or other term is applied. Station Client votes are counted by owners or operators towards the 100% threshold. Client consensus deadlines (market change deadlines) are in April and October annually to formalize these requests.

Clients are notified of any changes prior to implementation. Upon notification, Nielsen will include the applicable survey in which the nickname or preferred term will be applied.

## CONTACT

**Ryan Samuels**, Director, Policy  
U.S. Local Media – Policy and Guidelines  
Email: ryan.samuels@nielsen.com  
Phone: (667) 786-4559

**Paul Gussack**, Research Executive  
U.S. Local Media – Policy and Guidelines  
Email: paul.gussack@nielsen.com  
Phone: (667) 786-4558

**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.