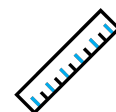


## NIELSEN AUDIO MEASUREMENT

# CONTINUOUS DIARY MEASUREMENT



Nielsen is transforming the measurement of the 46 four book markets measured with the Audio Diary from a quarterly view to monthly reporting. This transformation will allow clients to react more quickly to marketplace changes.

With *Continuous Diary Measurement* each report will be based on a three month period and it will be released each month. Each report will add the newest month and drop the oldest month. For example, the first new monthly currency report will be the May-June-July 2019 report released in August and the next report will be June-July-August released in September.

### BENEFITS OF CONTINUOUS DIARY MEASUREMENT

- Monthly data refreshed in Agency management systems
- Greater stability with rolling samples
- Enable advertisers to reach their target consumers with the right stations at the right time
- Better aligned with the inputs used in Marketing Mix Models
- Quicker read on format and market changes



### Year Round Measurement

- Sampling spread across **48 weeks per year** in the metro
- **No sample** during the "Holiday" survey period



### Monthly Reporting

- **12 reports a year instead of 4** in the markets currently measured 4x per year starting in mid-2019
- Monthly currency data based on a **3 month rolling sample**
- The first new Continuous Diary Measurement survey will be **May-June-July 2019 released in August**

**FOR MORE INFORMATION PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE.**