

Policy Update + Continuous Diary Refresher for Program Directors

Nielsen Audio - Continuous Diary Measurement (CDM)

July 31, 2019

TODAY'S AGENDA

- **Policy Update: John Budosh, Director, Policy & Guidelines Team**
 - Reporting Policy
 - Diary Credit Policy
 - Other Policy Areas

- **PD Refresher: Jon Miller, Audience Insights**
 - Let's Get Granular!
 - Software & Safety Tips When Crunching Data
 - Review Frequently Asked Questions

CONTINUOUS DIARY MEASUREMENT

What's Happening

- Monthly currency instead of quarterly
- Three month surveys
- Drop off old month & add on the new one

Where

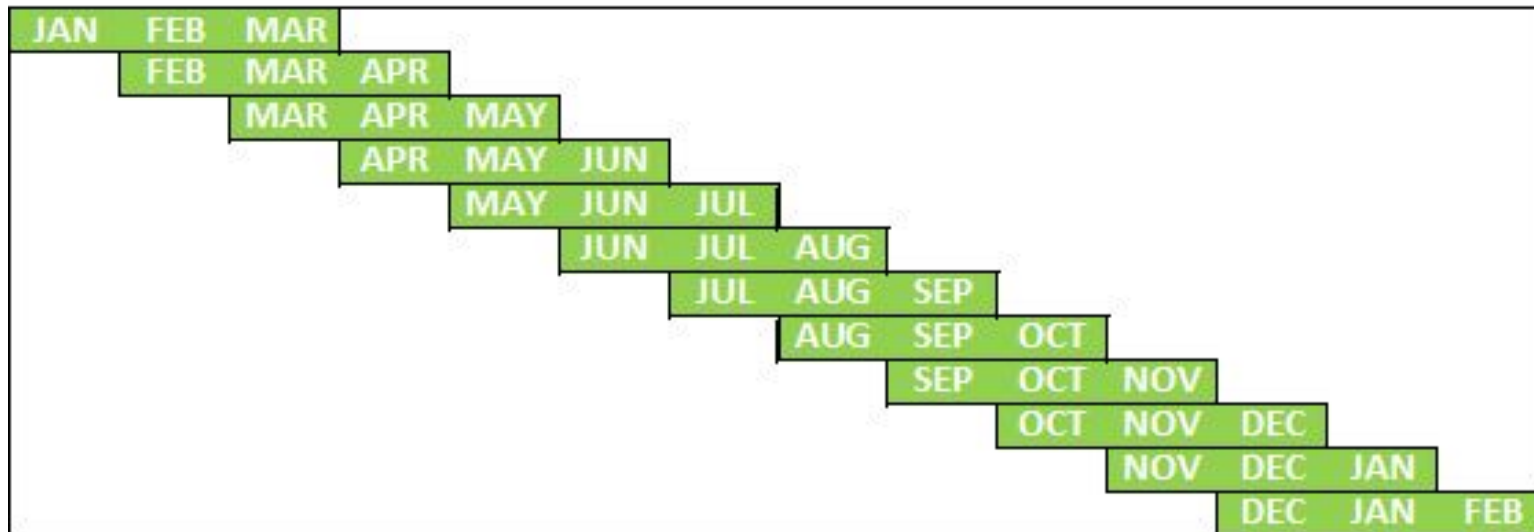
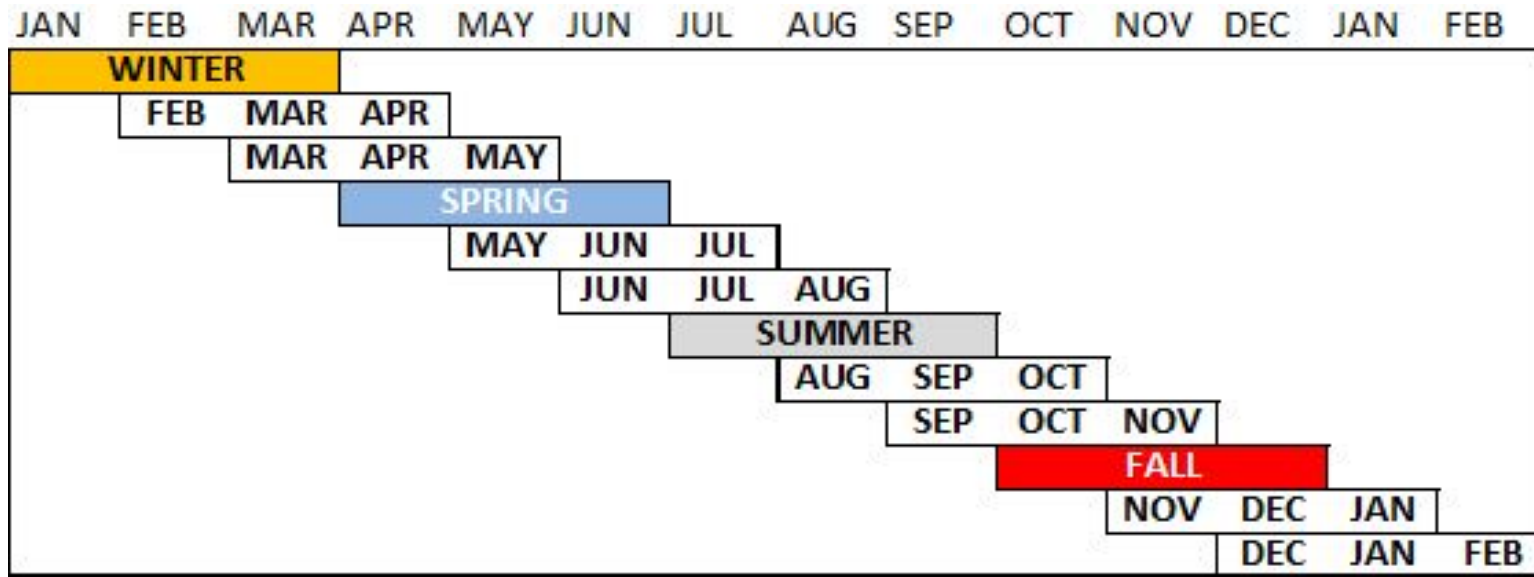
- 46 markets currently measured 4x per year
- Markets representing 80% of the ad spend and population will have monthly reporting

When

- May-June-July 2019 is first monthly survey
- Data begins releasing August 13th

NO IMPACT to 2x per year markets or National deliverables (RADAR, Nationwide, NRD)

DIARY 4X MARKETS → 12X CDM



Reporting Policy

REPORTING POLICY

<u>Station Type</u>	<u>Client MRS</u>	<u>Non-Client MRS</u>
AM	Credit in one Diary	.1 AQH Rating
FM		.1 AQH Rating
HD-Multicast		Not Reported
Radio Station Stream		Not Reported
TLR Combo*		Not Applicable

- No change to our minimum reporting standard or client benefits in Continuous Diary markets.

TOTAL LINE REPORTING IN CDM

- TLR will work the same as in CDM as in two-book markets.
- Stations must be TLR-eligible for the **three-month interval that corresponds to a traditional survey** to be reported via TLR.
- To avoid any delay in combo reporting, we recommend that clients calibrate their TLR changes to the start of a three-month survey.
- Clients request TLR and certifies eligibility via the online SIP.

TOTAL LINE REPORTING: EFFECTIVE MONTH & FIRST REPORT

<u>TLR Effective Month</u>	<u>First Report of TLR</u>
July	Jul/Aug/Sep
August	Oct/Nov/Dec
September	Oct/Nov/Dec
October	Oct/Nov/Dec
November	Jan/Feb/Mar
December	Jan/Feb/Mar
January	Jan/Feb/Mar
February	Apr/May/Jun
March	Apr/May/Jun
April	Apr/May/Jun
May	Jul/Aug/Sep
June	Jul/Aug/Sep

Diary Credit Policy

DIARY CREDITING

- No changes to Diary credit policy or Diary edit procedures.
- No changes to our back of house Diary crediting process flow.
- Change in approach: creditors and analysts work on a monthly cadence.
 - What they used to do at the quarter is now done each month.
 - Updated thresholds and triggers.

BIG CHANGE: CREDIT RESULTS LOCK EACH MONTH

- In continuous diary measurement, a month's diary credit results are **FINAL** at the end of the month.
- We can not go back and recredit diaries from prior months (i.e. no more 'fix it for the quarter').

WHAT DOES THIS ALL MEAN?

- Creditors must make crediting decisions for all entries now.
 - Includes entries that we used to review/re-credit at the end of the survey: lone program titles, marketplace changes, unidentified listening, etc.
- How some entries are credited may vary from one month to the next.
 - This is a normal part of business and is not an error.
- We will still be able to recredit diaries in order to reissue the data (subject to our reissue policy).

BIG CHANGE: STATIONS COMMUNICATE CHANGES ASAP

- Station staff have always been responsible for making sure station information is up-to-date...
- ...but we used to have time to track down if a station may have forgotten to update their info.
- We no longer have that flexibility.
- If we don't have current station information on file, we may be prevented from assigning appropriate listening credit.

WHEN TO UPDATE STATION INFORMATION

- **DO NOT WAIT! UPDATE AS SOON AS YOU MAKE CHANGES.**
- You can also let us know about changes ahead of time.
- Call Letters, dial position, and station name are the most critical.
- We will not consider it an error if mis-crediting happened because a station failed to update their station info.

HOW TO UPDATE STATION INFORMATION

- Online Station Information Profile / eSIP
- Registered user will view eSIP link in Answers
- email: SIPOnline@nielsen.com.

Other Policy Areas

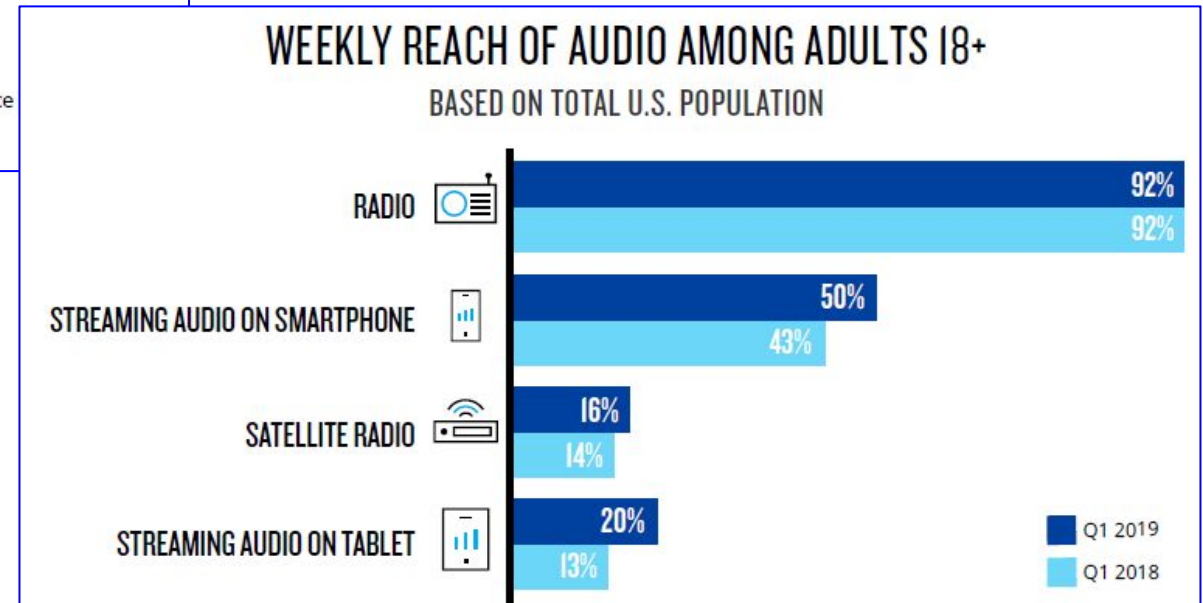
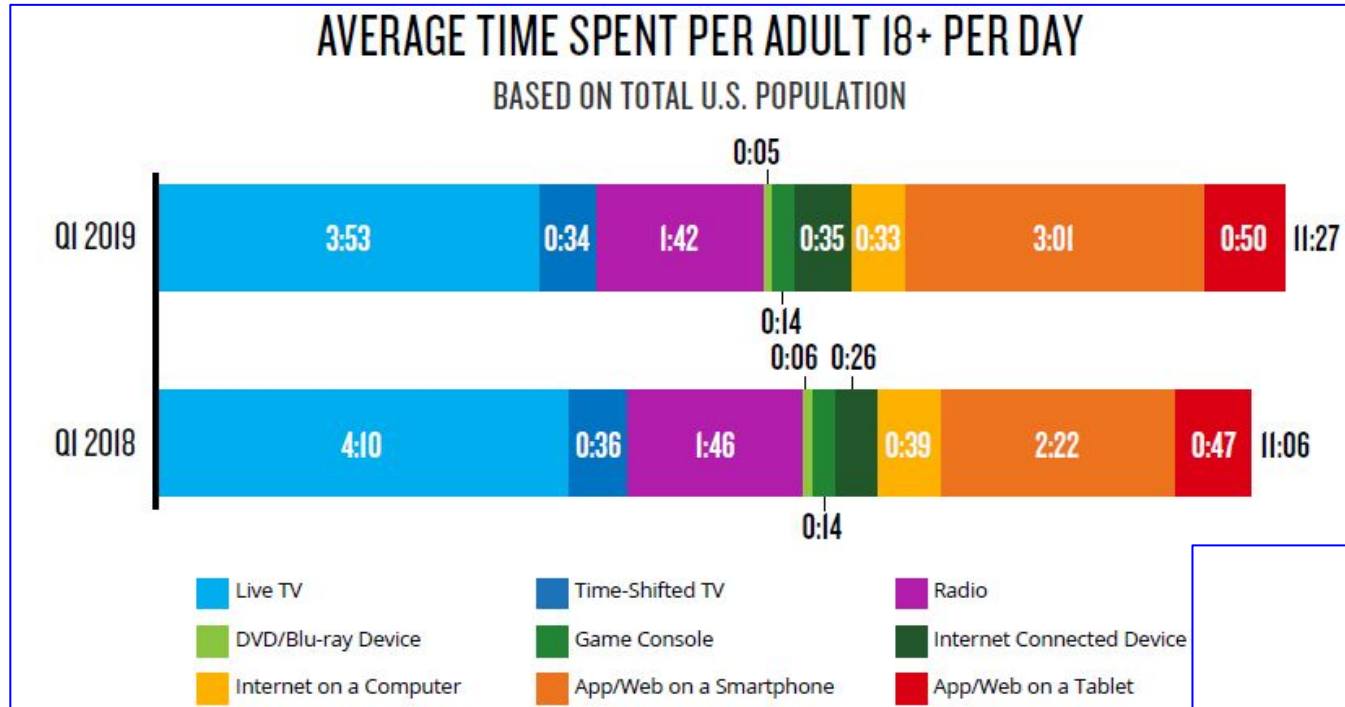
OTHER POLICY AREAS

- Market Definition -- No Changes for CDM.
 - Market can convert to Continuous Measurement given client support
 - The next opportunity to change to CDM is Winter 2020.
- Sampling -- No changes for CDM.
- Weighting -- No changes for CDM.
- Disclosures -- No change.
 - We will continue to publish Pre-Survey Bulletins quarterly.



Program Director Refresher

WE LIVE IN AN ALWAYS-ON WORLD



MONTHLY REPORTING DELIVERY SCHEDULES

Survey Schedule

SURVEY	DATES
Winter 2019	January 3 – March 27
Spring 2019	March 28 - June 19
July 2019 (May-Jul)	April 25 – July 17
August 2019 (Jun-Aug)	May 23 – August 14
September 2019 (Jul-Sep)	June 20 - September 11
October 2019 (Aug-Oct)	July 18 – October 9
November 2019 (Sep-Nov)	August 15 – November 6
December 2019 (Oct-Dec)	September 12 - December 4

Release Schedule

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CDM 2019 DIARY DATA RELEASE SCHEDULE
(Delivery Time is Noon Local)

Market	July 2019 (May-July) 04/25-07/17		August 2019 (June-August) 05/23-08/14		September 2019 (July-September) 06/20-09/11	
	Day	Date	Day	Date	Day	Date
Akron	Tue	8/20	Wed	9/18	Fri	10/18
Albany-Schenectady-Troy	Thu	8/15	Fri	9/13	Tue	10/15
Albuquerque	Mon	8/19	Tue	9/17	Thu	10/17
Allentown-Bethlehem	Thu	8/15	Fri	9/13	Tue	10/15
Bakersfield	Fri	8/16	Mon	9/16	Wed	10/16
Baton Rouge	Tue	8/13	Wed	9/11	Fri	10/11
Birmingham	Wed	8/14	Thu	9/12	Mon	10/14
Buffalo-Niagara Falls	Wed	8/14	Thu	9/12	Mon	10/14
Charleston, SC	Tue	8/20	Wed	9/18	Fri	10/18
Chattanooga	Fri	8/23	Mon	9/23	Wed	10/23
Colorado Springs	Thu	8/22	Fri	9/20	Tue	10/22
Columbia, SC	Wed	8/21	Thu	9/19	Mon	10/21
Dayton	Thu	8/15	Fri	9/13	Tue	10/15
Des Moines	Thu	8/22	Fri	9/20	Tue	10/22
El Paso	Mon	8/19	Tue	9/17	Thu	10/17
Fresno	Thu	8/15	Fri	9/13	Tue	10/15
Ft. Myers-Naples	Wed	8/14	Thu	9/12	Mon	10/14
Grand Rapids	Thu	8/15	Fri	9/13	Tue	10/15
Greenville-New Bern-Jacksonville	Wed	8/21	Thu	9/19	Mon	10/21
Greenville-Spartanburg	Wed	8/14	Thu	9/12	Mon	10/14
Harrisburg-Lebanon-Carlisle	Mon	8/19	Tue	9/17	Thu	10/17
Honolulu	Fri	8/16	Mon	9/16	Wed	10/16
Huntsville	Fri	8/23	Mon	9/23	Wed	10/23
Jackson, MS	Fri	8/23	Mon	9/23	Wed	10/23
Johnson City-Kingsport-Bristol	Mon	8/19	Tue	9/17	Thu	10/17
Knoxville	Fri	8/16	Mon	9/16	Wed	10/16
Little Rock	Wed	8/21	Thu	9/19	Mon	10/21
Louisville	Tue	8/13	Wed	9/11	Fri	10/11
Madison	Fri	8/23	Mon	9/23	Wed	10/23
Mobile	Thu	8/22	Fri	9/20	Tue	10/22
Monterey-Salinas-Santa Cruz	Tue	8/20	Wed	9/18	Fri	10/18
New Orleans	Tue	8/13	Wed	9/11	Fri	10/11
Oklahoma City	Tue	8/13	Wed	9/11	Fri	10/11
Omaha-Council Bluffs	Fri	8/16	Mon	9/16	Wed	10/16
Puerto Rico	Tue	8/13	Wed	9/11	Fri	10/11
Richmond	Wed	8/14	Thu	9/12	Mon	10/14
Rochester, NY	Wed	8/14	Thu	9/12	Mon	10/14
Shreveport	Fri	8/23	Mon	9/23	Wed	10/23
Spokane	Thu	8/22	Fri	9/20	Tue	10/22
Springfield, MA	Wed	8/21	Thu	9/19	Mon	10/21
Syracuse	Tue	8/20	Wed	9/18	Fri	10/18
Toledo	Wed	8/21	Thu	9/19	Mon	10/21
Tucson	Wed	8/14	Thu	9/12	Mon	10/14
Tulsa	Fri	8/16	Mon	9/16	Wed	10/16
Wichita	Thu	8/22	Fri	9/20	Tue	10/22
Wilkes Barre-Scranton	Thu	8/15	Fri	9/13	Tue	10/15
York	Mon	8/19	Tue	9/17	Thu	10/17

DOWNLOAD A COPY ON NIELSEN ANSWERS

answers.nielsen.com

The screenshot shows the Nielsen Answers portal. The main navigation menu includes:

- Delivery Schedule
- Subscriber List
- Total Line Reporting
- Station Information
- Comp Report
- Pre-Survey Bulletins
- Description of Methodology
- Contact Us

A prominent banner for "18+ / 21+ Radio Audience Composition" with a "VIEW NOW" button is visible. Below the navigation, there are social media icons for RSS, Facebook, LinkedIn, and Twitter.

The "Nielsen Audio Workspace" section contains a table with the following data:

Category	Sub-category	Item Name
Maps		
Delivery Schedules	Diary	2019 Continuous Diary Measurement Delivery Schedule
Policy & Guidelines Information	PPM	Nielsen Delivery Schedule
Disclosures	National R	2019 Survey Schedule
Training Content	Qualitative	2018 Survey Schedule
National Radio	RetailDirec	2017 Survey Schedule
Insights and Studies	Scarborou	2016 Nielsen Audio Survey Schedule
Software Reference	Television Data	

Below the table is a "NIELSENWIRE FEED" section with a message: "Sorry, this channel is currently unavailable." Below that is a "SOFTWARE SOLUTIONS PROVIDER WORKSPACE" section with a table of documents:

Document Name	Last Modified	Summary
Nielsen National Data Delivery Schedule MLK Jr 2019	16/01/19 21:06	The Nielsen National Data Delivery Schedule outlines Standard and Holiday Broadc...

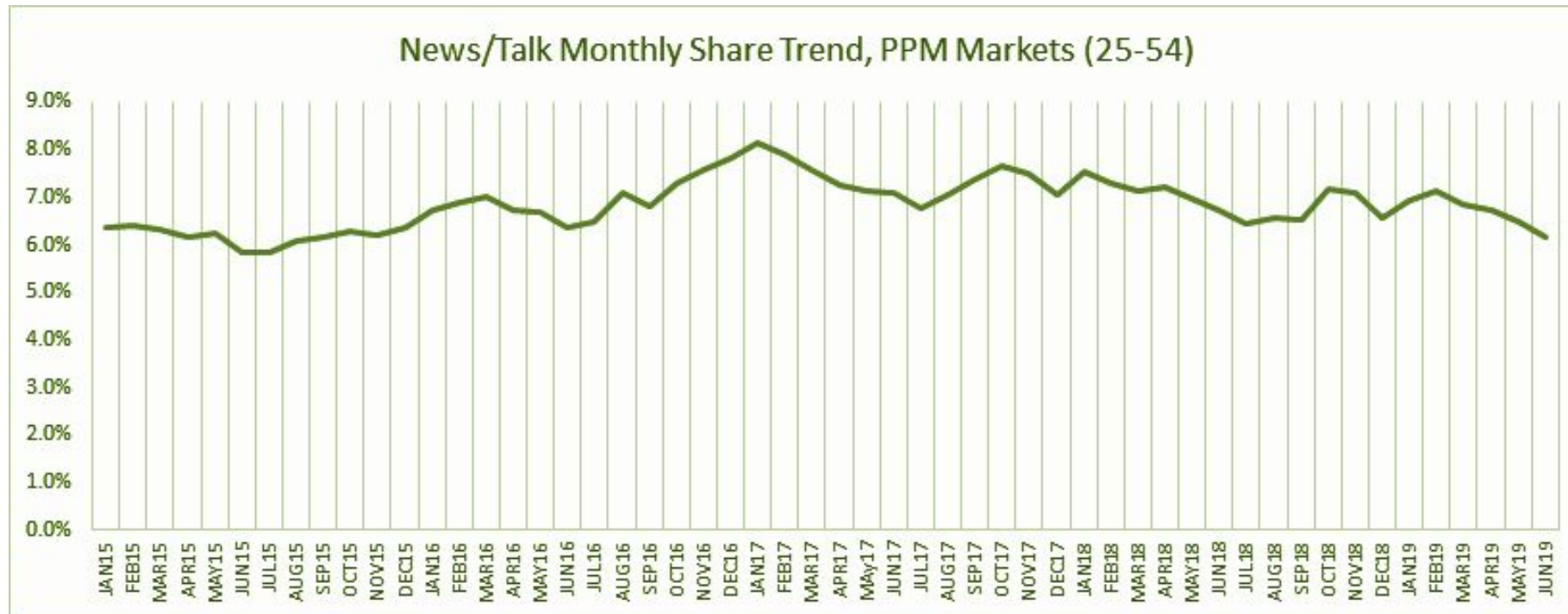
The URL at the bottom of the browser window is: <https://answers.nielsen.com/portal/workspace/US+Nielsen+Audio/Delivery+Schedules/Diary/2019+Continuous+Diary+Measurement+Delivery+Schedule+Updated+July+2019.pdf>

The July 2019 book (May-Jun-July) releases to clients between August 13th and August 23rd.

Continuous Diary Measurement

Fresher Data = More Granularity & Better Decisions

MORE DATA, GRANULARITY & SEASONALITY IN CDM



MORE DATA, GRANULARITY & SEASONALITY IN CDM

Track vital signs and other key metrics as before in PDA Web, but with monthly updates...

	APR19 (FEB-APR)	MAY19 (MAR-MAY)
Estimates		
AQH Share	3.1	2.7
AQH Share Rank	8	10
AQH Persons	2,300	2,000
Weekly Cume Persons	49,400	47,100
Weekly Cume Rating	8.4	8.0
Weekly Time Spent Listening (HH:MM)	6:00	5:30
Weekly Tune-Ins	6.8	6.9
Weekly Time Spent per Tune-In (HH:MM)	:52	:48
P1 Information		
P1 AQH Persons	2,000	1,600
P1 % of AQH Persons	87%	80%
P1 Weekly Cume Persons	30,800	25,900
P1 % of Weekly Cume Persons	62%	55%
P1 Weekly Time Spent Listening (HH:MM)	8:00	8:00
P1 Weekly Tune-Ins	8.7	9.4
P1 Weekly Time Spent per Tune-In (HH:MM)	:55	:51
P1 Weekly Diaries	61	61
P1 % of Station Weekly Diaries	60%	54%
When I'm P1, Who's the Top P2?	WWOZ-FM	WWOZ-FM
% of P1 Listeners	20%	18%
When I'm P2, Who's the Top P1?	WWOZ-FM	WEZB-FM
% of P2 Listeners	24%	12%
In-Tab		
In-Tab	1,353	1,386
# of Station Diaries	102	112
% of Station Diaries with 100+ QHs (M-Su 6a-12m)	2.9%	1.8%
Detailed Daypart Trend (AQH Share)		
M-F 6a-10a	4.0	3.5
M-F 10a-3p	2.7	2.1
M-F 3p-7p	3.8	3.3
M-F 7p-12m	2.4	2.2
M-F 6a-7p	3.5	2.9
Sa-Su 6a-12m	2.4	2.4

Ranker								
Station	Format	Rank	AQH Share ▼	AQH Persons	AQH Persons is a factor of:		Weekly TSL is a factor of:	
					How Many	How Long	How Often	How Long Each Time
					Weekly Cume Persons	Weekly Time Spent Listening (HH:MM)	Weekly Tune-Ins	Weekly Time Spent per Tune-In (HH:MM)
WYLD-FM	Urban Adult Contemporary	1	13.8	10,200	134,000	9:30	7.1	1:21
WQUE-FM	Urban Contemporary	2	13.6	10,000	152,000	8:15	7.0	1:11
WLMG-FM	Adult Contemporary	3	6.4	4,700	87,500	6:45	4.4	1:33
WEZB-FM	Pop Contemporary Hit Radio	4	5.0	3,700	111,400	4:15	4.8	:52
WRNO-FM	News Talk Information	5	4.6	3,400	56,100	7:45	6.7	1:08
WNOE-FM	Country	6	4.3	3,200	68,700	5:45	5.4	1:06
WKBU-FM	Classic Rock	7	4.2	3,100	69,600	5:45	4.5	1:15
KVDU-FM	Adult Hits	8t	3.3	2,400	52,100	5:45	4.4	1:19
WWL-FM	News Talk Information	8t	3.3	2,400	61,600	4:45	5.2	:55
WWNO-FM	News Talk Information	10	2.7	2,000	47,100	5:30	6.9	:48

MORE DATA, GRANULARITY & SEASONALITY IN CDM

Dial into specific months using Programmers Package in PDA Web

The screenshot displays the PDA Web interface for configuring a report. The left sidebar shows the navigation menu with 'Diary Reports' selected, and 'Programmers Package' expanded. The main content area is titled 'How Are Stati' and shows the 'Select Surveys' process. The 'Edit Selection' step is active, showing a table of available surveys and a dialog for selecting specific weeks.

Select Surveys

1 Select a Favorite (Optional)

2 Edit Selection

3 Save as Favorite (Optional)

Available:

Survey	Weeks
EA MAY19 (MAR-MAY)	All
APR19 (FEB-APR)	

Selected:

Weeks: All 1-4 5-8 9-12
 1 5 9
 2 6 10
 3 7 11
 4 8 12

Ok Cancel

Name: Save

MORE DATA, GRANULARITY & SEASONALITY IN CDM

Dial into specific months using Rankers & Trenders in PDA Web - **UNWEIGHTED ESTIMATES**

NEW ORLEANS; Metro
MAY19 (MAR-MAY) (Wk 1-4); Adults 25-54; M-Su 6a-12m

Ranker

Station	Format	Rank	Quarter Hours ▼	% of Market Quarter Hours	Station Diaries	% of Market Diaries
WYLD-FM	Urban Adult Contemporary	1	4,402	15.7%	85	21.0%
WQUE-FM	Urban Contemporary	2	3,679	13.1%	98	24.3%
WLMG-FM	Adult Contemporary	3	2,192	7.8%	74	18.3%
WEZB-FM	Pop Contemporary Hit Radio	4	1,534	5.5%	84	20.8%
WNOE-FM	Country	5	1,382	4.9%	61	15.1%
WKBU-FM	Classic Rock	6	1,376	4.9%	51	12.6%
WRNO-FM	News Talk Information	7	1,373	4.9%	40	9.9%
KNOL-FM	Contemporary Christian	8	770	2.8%	25	6.2%
WWNO-FM	News Talk Information	9	673	2.4%	25	6.2%
WRNO-FM HD2	Urban Oldies	10	532	1.9%	28	6.9%

MORE DATA, GRANULARITY & SEASONALITY IN CDM

Dial into specific months using Programmers Package in PDA Web - **UNWEIGHTED ESTIMATES**

Monthly Tracking Report

How Are Stations Tracking on a Monthly Basis?

NEW ORLEANS; Metro

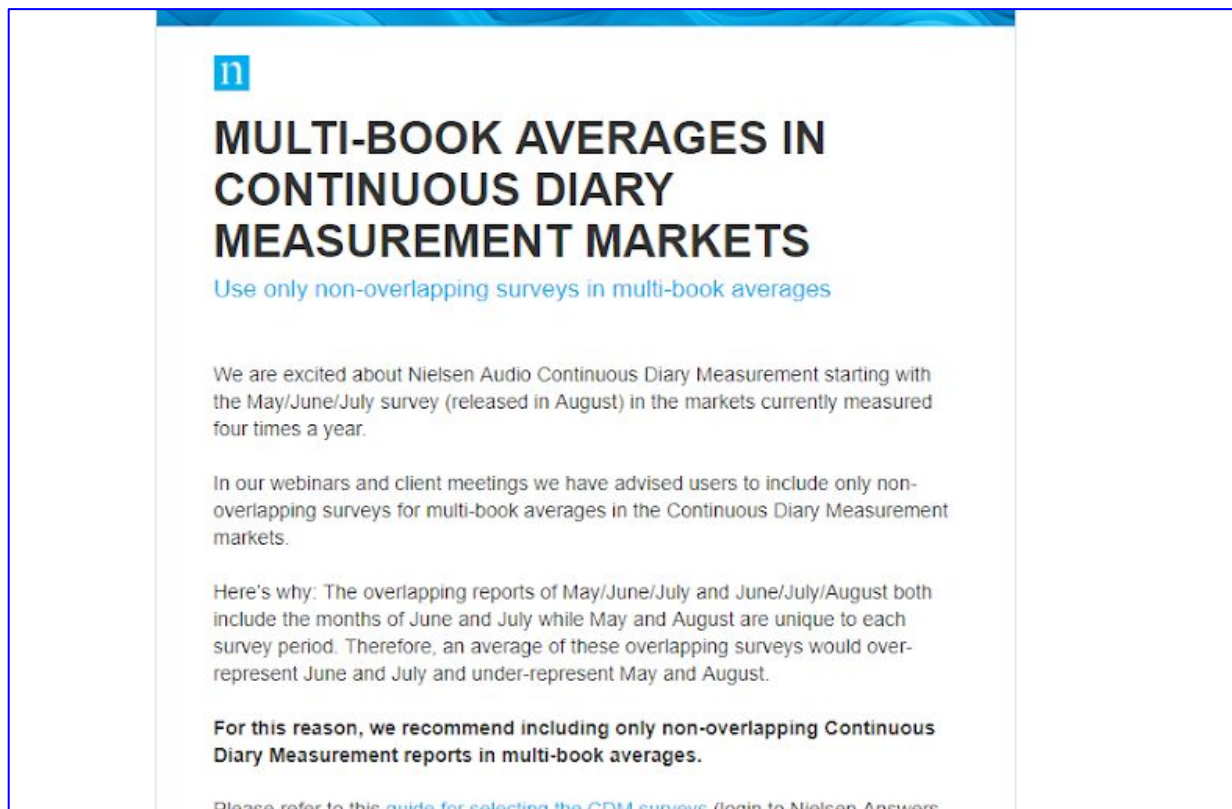
APR19 (FEB-APR) - MAY19 (MAR-MAY); Adults 25-54; M-Su 6a-12m

	FEB19	MAR19	APR19	MAY19
WWNO-FM				
Quarter Hours	1,173	673	724	1,062
% of Market Quarter Hours	4.0%	2.4%	2.4%	3.5%
Station Diaries	46	25	31	56
% of Market Diaries	10.8%	6.2%	6.9%	12.5%
Market Total				
Quarter Hours	29,300	27,983	29,766	30,176
Diaries	427	404	448	448

SPECIFIC MONTHLY REPORTS WILL FEATURE UNWEIGHTED DATA

- A diary keeper who is in March will be used in the following surveys:
 - MAR (JAN-FEB-**MAR**)
 - APR (FEB-**MAR**-APR)
 - MAY (**MAR**-APR-MAY)
- Each survey has its own weighting
- A diary keeper will have a different weight depending on the survey used
- Different weighting = different estimates for Cume, AQH, etc. for the component months
- Unweighted Estimates provide consistent month-by-month measures of diary counts and quarter-hour counts

MULTI-BOOK AVERAGING IN CONTINUOUS DIARY MEASUREMENT



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MULTI-BOOK AVERAGES IN CONTINUOUS DIARY MEASUREMENT MARKETS

Use only non-overlapping surveys in multi-book averages

We are excited about Nielsen Audio Continuous Diary Measurement starting with the May/June/July survey (released in August) in the markets currently measured four times a year.

In our webinars and client meetings we have advised users to include only non-overlapping surveys for multi-book averages in the Continuous Diary Measurement markets.

Here's why: The overlapping reports of May/June/July and June/July/August both include the months of June and July while May and August are unique to each survey period. Therefore, an average of these overlapping surveys would over-represent June and July and under-represent May and August.

For this reason, we recommend including only non-overlapping Continuous Diary Measurement reports in multi-book averages.

Please refer to this [guide for selecting the CDM surveys](#). (login to Nielsen Answers

A diary keeper who is in March will be used in the following surveys

MAR (JAN-FEB-MAR)

APR (FEB-MAR-APR)

MAY (MAR-APR-MAY)

MULTI-BOOK AVERAGING IN CONTINUOUS DIARY MEASUREMENT

WHEN THIS IS THE CURRENT SURVEY	USE THESE SURVEYS FOR A 2-BOOK AVERAGE (6 months)	USE THESE SURVEYS FOR A 3-BOOK AVERAGE (9 months)	USE THESE SURVEYS FOR A 4-BOOK AVERAGE (12 months)
JAN (Nov-Jan)	OCT (Aug-Oct) JAN (Nov-Jan)	JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan)	APR (Feb-Apr) JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan)
FEB (Dec-Feb)	NOV (Sep-Nov) FEB (Dec-Feb)	AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb)	MAY (Mar-May) AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb)
MAR (Jan-Mar)	DEC (Oct-Dec) MAR (Jan-Mar)	SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar)	JUN (Apr-Jun) SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar)
APR (Feb-Apr)	JAN (Nov-Jan) APR (Feb-Apr)	OCT (Aug-Oct) JAN (Nov-Jan) APR (Feb-Apr)	JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan) APR (Feb-Apr)
MAY (Mar-May)	FEB (Dec-Feb) MAY (Mar-May)	NOV (Sep-Nov) FEB (Dec-Feb) MAY (Mar-May)	AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb) MAY (Mar-May)
JUN (Apr-Jun)	MAR (Jan-Mar) JUN (Apr-Jun)	DEC (Oct-Dec) MAR (Jan-Mar) JUN (Apr-Jun)	SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar) JUN (Apr-Jun)

IMPORTANT SAFETY TIP: DON'T CROSS THE STREAMS

Full Year Survey Combo before CDM:

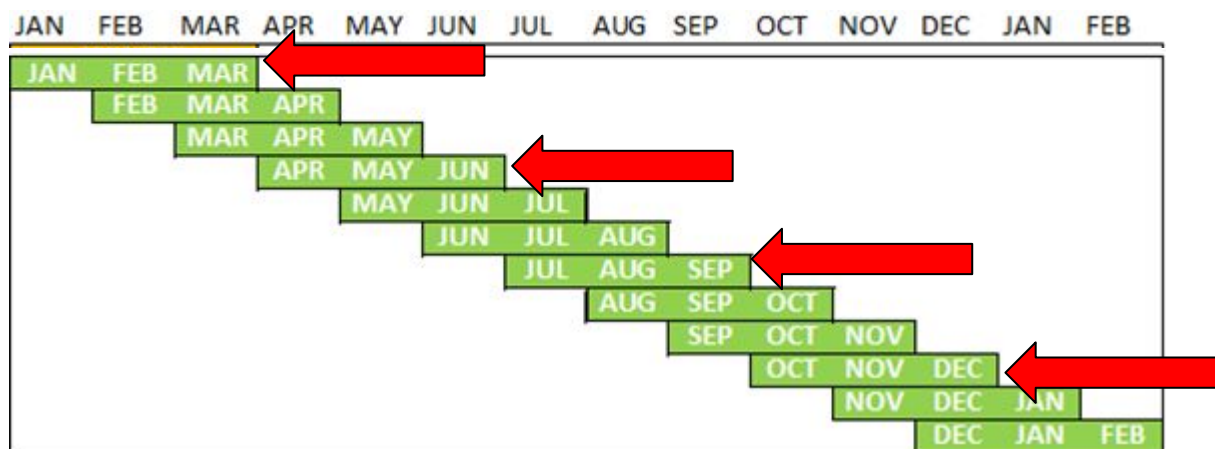
Winter, Spring, Summer, Fall

- No overlapping survey months.

Full Year Survey Combo post CDM:

March, June, September, December

- No overlapping survey months. No problem



When multi-book averaging select survey releases that do not have shared survey months.

FREQUENTLY ASKED QUESTIONS...

- Q: Are sample sizes changing in CDM?** No. Sample sizes in each of the 46 markets moving to CDM will remain the same as they are now. Diary-keepers will still hold the diary for one week, and each book will be a three-month aggregate of 12 weeks of survey. CDM will deliver monthly data using the same effective sample sizes that are in place now for quarterly surveys and the Arbitrends service during the rest of the year.
- Q: What will the books be called?** Each book will be named after the final month in the trend. July 2019 (May-June-July) will come first, then August 2019 (June-July-August), and so on.
- Q: Is there going to be a 'Holiday' book?** No. Continuous diary markets will have twelve monthly reports covering 48 weeks of the year (out of 52). There will NOT be a holiday book as in PPM.
- Q: Will diary comments and MRI reports still be available?** Yes. Diary comments will delivery monthly with new data and include the three most current months. MRI reports (deep drive raw metrics for the station) will also deliver monthly and include the three most current months of insights..

Continuous Diary Measurement

Fresher Data = Better Decisions

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The image features the Nielsen logo in a white serif font, centered on a vibrant blue background with a 3D wavy, liquid-like texture. Below the letters of the logo is a horizontal line of eight white dots.

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This artwork was created using Nielsen data.

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