

NIELSEN AUDIO POLICY BRIEF

FALL 2018 EXTRA SAMPLE CUSTOM SURVEY AREA REPORTS (EXTRA SAMPLE CSARS)

OVERVIEW:

Nielsen Audio may prepare a report for a custom survey area. Examples of custom survey area reports include regional reports and reports for a survey area specified by the party that commissioned the report. In some cases, a party may commission a report and add additional sample so long as the survey area specified is not measured by Nielsen Audio's Metro services. These additional sample reports are known as Extra Sample Custom Survey Area Reports or Extra Sample CSARs.

REQUIREMENTS:

- The survey area must consist of contiguous, non-metro counties.
- Total Diary In-tab target for the report must be a minimum of 450 per survey.
 - These reports combine information from in-tab placed for local non-metro services only with additional in-tab diaries placed in the same area as contracted by the client.

IMPLEMENTATION:

Deadlines (market change deadlines) for commissioning Extra Sample CSARS are typically in April and October annually. Extra

Sample CSARs may be published quarterly. Additional Sample from Extra Sample CSARs will also be used in reporting of the non-metro areas of syndicated, local market services where applicable such as in the TSA and/or DMA for the corresponding quarterly survey. All audience estimates are processed and analyzed through client software applications. Additional license fees apply.

SCHEDULED EXTRA SAMPLE CSARS:

These Extra Sample CSARs are scheduled for production with the Fall 2018 Diary Survey only:

1. State College, PA CSA (III)
2. Clearfield CSA (III)
3. New Castle-Hermitage-Meadville-Franklin CSA (III)

For additional information:

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