

# RADIO METRO CANCELLATION

## OVERVIEW

The Nielsen Radio Metro Survey Area (Metro) is the primary survey area for the buying and selling of local radio advertising time. Nielsen Metro definitions are based on radio listening<sup>1</sup> patterns with economic interdependence<sup>2</sup> and may differ from the Office of Management and Budget (OMB) definition of a Metropolitan Statistical Area (MSA).

We may cancel a Metro service at any time. It is not likely, however, that we would cancel a Metro service to which a station subscribes or to which there is a prospect.

Upon cancellation, all research activity in the Metro in the context of the Nielsen Audio Radio Ratings Data and/or Nielsen Audio Measurement Service ends, and the countdown on the authorized user's window of access to and usage of the Metro's data starts.

## TERMS OF ALLOWED DATA USAGE FOR CANCELLED RADIO METROS

Data from cancelled Metros may still be used in some cases for Client transactions after the Metro is no longer measured. Clients may use a cancelled Radio Metro's data as described below:

- **Cancelled PPM Metros:** Clients may use data from a cancelled metro for three months following the final Metro data release. After this period of time, rights and licenses granted to Client to use the Services and Nielsen Information shall cease and Client shall remove the Services and Nielsen Information from its systems and records, and destroy tangible forms thereof.
- **Cancelled Diary Metros:** For a cancelled Metro that was measured four times per year, Clients may use data for three months following the final Metro data release. For a cancelled Metro that was measured twice per year, Clients may use data for six months following the final data release. After this period of time, rights and licenses granted to Client to use the Services and Nielsen Information shall cease and Client shall remove the Services and Nielsen Information from its systems and records, and destroy tangible forms thereof.

## PROCESS OF EVALUATION AND TIMELINE

Metros are generally cancelled for the Spring and Fall survey periods only. Winter or Summer Metro cancellations may be considered in certain circumstances. A Nielsen decision to cancel a Metro must occur by the market change deadline, usually 90-120 days in advance of the first Diary or PPM® week in which a Radio Metro would cancel.

## OTHER CONSIDERATIONS

Cancelled Radio Metros may contain stale data that is no longer current. Stale data occurs in cancelled Radio Metros when a release of new data becomes available for the counties that defined a cancelled Radio Metro. Effective with the survey that Nielsen Audio cancels a Metro, Nielsen Audio will continue to place diaries in a cancelled Metro's counties for its Nationwide, NRD, RADAR®, and Radio County Coverage™ services. Nielsen Audio may also continue measurement of a cancelled Metro's counties as part of the TSA or DMA® of another nearby Metro. As a result, the release of these audience estimates supersedes the data of the cancelled Radio Metro.

Lastly, in response to extraordinary conditions that radically changed the market or disrupted business within it, we may elect to cancel a Metro in order to start a new, different Metro in its place, with the agreement of all subscribing stations. As the loss of all historical data for the cancelled Metro is a byproduct of this approach, it may lead to additional marketplace disruption. This approach may not be an option available to all Metros. All new Metros must meet our Guidelines for Starting New Radio Metros.

## 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

<sup>1</sup> The term "listening" in this sheet refers to unweighted quarter-hours of listening during the previous calendar year's Spring and Fall surveys.

<sup>2</sup> Economic interdependence is evaluated based upon the updated commuting data from U.S. Census Bureau, 2009-2013 American Community Survey, <http://www.census.gov/population/metro/data/other.html>

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