

REDEFINING A NIELSEN RADIO METRO

OVERVIEW

Metro Redefinition refreshes a radio market's primary mercantile area, or Metro, to ensure that the Metro geography appropriately reflects the marketplace for survey measurement. Nielsen evaluates listening patterns and commuting flows from existing Metro and contiguous counties to generate a new Metro definition within policy requirements. A description of the review criteria, process and how a Metro Redefinition is formalized is provided. We developed this method in collaboration with a cross-functional team within Nielsen as well as with input from the Nielsen Audio Advisory Council.

CRITERIA FOR ADDING OR REMOVING A COUNTY (70 POINT CRITERION)

These are the criteria used to determine if a county may be added to or removed from a Radio Metro:

- The county is contiguous to a county within the Metro or a current Metro county and;
- The sum of listening and commuting¹ percentages to Metro counties must equal at least 70 and,
- At least 55% of listening reported in the county during the previous year's Spring and Fall Diary surveys or the previous year's April, May, June and October, November, December PPM report periods, are credited to Metro stations².

CRITERIA FOR ADDING A COUNTY WITH HIGHER LISTENING (100 POINT CRITERION)

These are the criteria used to determine if a county may be added to a Radio Metro:

- The county is contiguous to a county within the Metro and;
- The sum of listening and commuting¹ percentages to Metro counties must equal at least 100 and,
- At least 75% of listening reported in the county during the previous year's Spring and Fall Diary surveys or the previous year's April, May, June and October, November, December PPM report periods, are credited to Metro stations².

PROCESS

We assist clients by providing commuting and listening data pertinent to the metro. New data is available in May annually. As part of the redefinition analysis, Nielsen calculates an In-Tab goal based on Metro rank, report type and frequency of measurement.

Only after careful evaluation of this report should a client consider seeking local Client consensus. At which time, all local clients will vote and submit a contract addendum (called the "Request Form for Formal Metro Redefinition Evaluation"). Submitting and signing this form is required and binds the requesting parties to all the requirements and outcomes of each evaluation. Subscriber³ votes are tallied for counties added and/or removed, where 75% of subscribers must agree to each county addition or removal meeting the 70 Point Criterion and 66% must agree to each county addition meeting the 100 Point Criterion for implementation. Client Consensus deadlines (market change deadlines) are in April and October annually.

IMPLEMENTING THE METRO REDEFINITION

Clients are notified of any changes prior to implementation. Nielsen radio metro evaluation results are final and will remain in effect for at least three (3) years after implementation.

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¹ Commuting Data Source: U.S. Census Bureau, 2009-2013 American Community Survey, <http://www.census.gov/population/metro/data/other.html>

² Total unweighted quarter-hours of listening, Persons 12+ Monday-Sunday, Midnight to Midnight. Metro stations are defined as those that elected the Metro as "home" for Nielsen reporting purposes.

³ Owners or operators of multiple stations in a market count only once toward the 66% or 75% threshold.

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