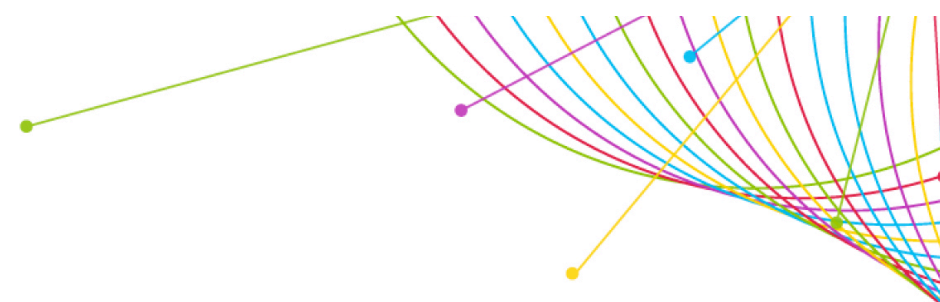




AN UNCOMMON SENSE
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REPORTING DIFFERENCES IN NIELSEN RADIO CURRENCY SERVICES

FEATURE	SERVICE			
	EBOOK	TAPSCAN WEB	PPM ANALYSIS TOOL	MAXIMIŞER/MEDIAPRO
DATA SERVICES AVAILABLE FOR REPORTING				
Radio Diary	YES	YES	No	YES
PPM	YES	YES	YES	No
PPM/Diary Combo (DMA/CSAR)	Lead-in Information Only	YES	No	No
NRD	No	YES	No	Not anymore
MINIMUM REPORTING STANDARDS (MRS) FOR INDIVIDUAL STATIONS TO BE DISPLAYED				
Radio Diary	10 mentions 0.495 Cume Rating 0.05 AQH Rating	10 mentions	N/A	10 mentions
Radio Diary Small Market	<u>Based on 2 Surveys:</u> 10 mentions 0.495 Cume Rating 0.05 AQH Rating	<u>Based on 1 Survey:</u> 1 mention	N/A	<u>Based on 1 Survey:</u> 1 mention
PPM	0.495 Cume Rating	0.495 Cume Rating	0.495 Cume Rating	N/A
PPM/Diary Combo	N/A	0.495 Cume Rating	N/A	N/A
NRD Data	N/A	1 mention	N/A	N/A
STATION TYPES ELIGIBLE FOR REPORTING (IF MRS IS MET)				
Commercial radio stations				
Radio Diary	YES	YES	N/A	YES
PPM	YES	YES	YES	N/A
PPM/Diary Combo	N/A	YES	N/A	N/A
Non-commercial/public radio stations				
Radio Diary	No	YES	N/A	YES
PPM	Yes	YES	YES	N/A
PPM/Diary Combo	N/A	YES	N/A	N/A
HD Multicast and Internet Stream stations	YES	YES	YES	No

continued...



REPORTING FILTERS				
Country of Origin filtering availability for PPM Hispanic Markets	No	YES	YES	N/A
Dayparts that include the overnight hours of midnight to 5 AM can be based on the broadcast day (5 AM - 5 AM) or traditional calendar day (12 midnight - 12 midnight). For example: Monday 12A-5A broadcast day = Tuesday 12A-	N/A	Overnight dayparts follow broadcast day	Overnight dayparts follow broadcast day	Overnight dayparts follow calendar day
PPM Demographics - Number/Presence of Children: TAPSCAN Web Number of Children in Household vs. PPM Analysis Tool Presence of Children Multiple selections are available for these custom demographic filters, but their meanings are slightly different	N/A	Number of Children in House (Age 0-11): 0 1 2 3+	Presence of Children: Pres. of Children < 12 (Age 0-11) Pres. of Teens (Age 12-17) No Pres. of Children or Teens (None Age 0-17)	N/A
When Preference (P1) filtering is selected, it may be based on only the daypart specified, or on the entire measurement day regardless of	N/A	P1 is determined based on the daypart selected	P1 is determined based on the daypart selected	P1 is determined based on the entire day regardless of daypart specified
When Preference (P1) filtering is selected, and more than one station is tied for the same preference, tiebreakers may be applied	N/A	Tiebreakers are applied	Tiebreakers are applied	Tiebreakers are <i>not</i> applied
MULTI-SURVEY DIARY ESTIMATE CALCULATION METHODS				
Adjustments made to the number of surveys averaged for Off-Air Stations for Diary estimates	No adjustments made for off-air stations	No adjustments made for off-air stations	No adjustments made for off-air stations	The denominator is adjusted to the number of surveys an off-air station is on air before multi- survey calculations are performed

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



Multi-survey averaging for Diary Time Spent Listening (TSL)	N/A	AQH and Cume persons from each survey are summed and averaged, then TSL is calculated	N/A	The TSL reported in each survey is summed and then averaged
Multi-survey averaging for Diary Turnover	N/A	AQH and Cume persons from each survey are summed and averaged, then Turnover is calculated	N/A	The Turnover reported in each survey is summed and then averaged
PPM QUARTERHOUR ASSIGNMENTS AND TOTAL LINE REPORTING (TLR) ASSIGNMENTS				
<p>Quarterhour Assignments In order for a station to be assigned a respondent's listening credit for a particular quarterhour, there must be five minutes or more of listening to the station.</p> <p>Total Line Reporting (TLR) Assignments TLR stations have their combined listening reported under a single set of call letters. All listening for the "child" station is "flipped" to the TLR primary ("parent") station.</p> <p>Applying these two crediting assignments for PPM stations in a different order may create slight differences in the number of quarterhours used in reporting estimates like AQH.</p>	<p>Quarterhour Assignments 1st TLR Assignments 2nd</p>	<p>Quarterhour Assignments 1st TLR Assignments 2nd</p>	<p>TLR Assignments 1st QH Assignments 2nd</p>	N/A

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