





**AND NOW FOR  
A GLIMPSE INTO  
SOMETHING  
NEW...**

# What the Radio Industry Wants

- Be a true partner for radio 
- Address current measurement flaws as defined by the market 
- Provide an improved diary 
- Deliver an end to end sales solution, ratings and top line qualitative from a single source 

# Why Nielsen?

- The right product at the right time!
  - 60 years of radio measurement expertise in 11 countries around the world (including Australia, India, China and South Africa)
  - Existing U.S. methodology and sampling expertise, plus International data production and delivery platforms, enable Nielsen to hit the ground running in the U.S.
  - Unique ability to track radio listening through all platforms, including online and eventually cell phone
  - Unique ability to offer integrated TV/ Radio measurement
  - 51 small/mid-sized market measurement entry at the invitation of the two largest radio broadcasters – Cumulus and Clear Channel Radio

# The Benefits of Nielsen

## 1. Larger Samples

- Nielsen markets target 2x typical intabs, sample size dependent on market rank
- Provides 30% improvement in relative error
- Oversampling and differentiated incentives for 18-24, 25-34

# How can you capture this missing group?

- Only by using Nielsen's Truly Address Based sampling approach, can you get to:



Cellphone-only HH



Unlisted landline  
phone HH



No phone access HH

Did you know  
that the only 18-34 age  
group listens to  
more radio  
stations and for  
longer periods  
than any other?

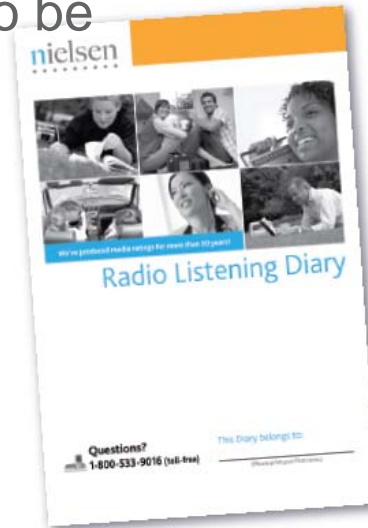


Just ask  
nielsen

# The Benefits of Nielsen

## 2. Improved Diary Format

- Open diaries require interpretation of handwriting by the reviewers
- Sticker diaries are proven to be
  - Easy to use
  - Easy to edit
  - Accurate
  - Consistent
  - Fair



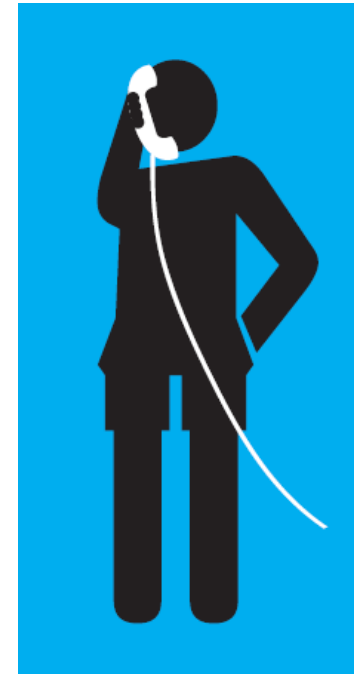
- Nielsen Radio “no good diaries” running at approximately only 11% versus Nielsen TV open diaries at 15%

# FINDINGS

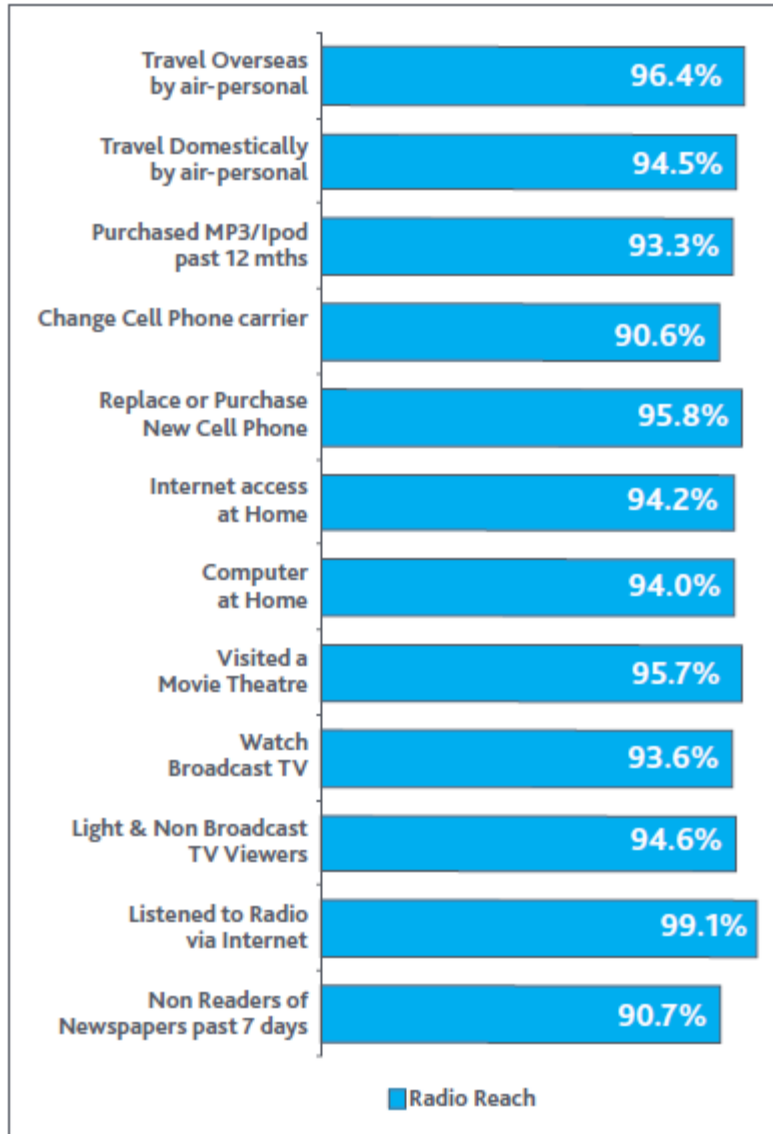
# Lexington, KY Pilot Results



	CPO	Total
Time Spent Listening (TSL)	22 hours 56 min	19 hours 20 min
Average ¼ hour total radio rating	17.3%	14.3%
Average stations listened to per week	3.5	2.99
AQH Rating	17.3%	14.3%
Age Demographic	Primarily 18-34	Primarily 35+



# Nielsen's Accurate Measurement Will Help Radio Get More Share of Ad dollars



- Buyergraphic data available for all stations and total radio
  - Radio also reaches 96% of those who went to the movies in the past month
  - Radio reaches nearly 95% of Light Broadcast TV or No Broadcast TV viewers

Radio in  
Lexington  
reaches  
90.7% of  
those who do  
not read the  
newspaper



Radio in  
Lexington  
reaches 94.5%  
of people who  
travel  
domestically  
by air





Fundamentally changing the way radio is being measured.

