

## MEASUREMENT FOR RADIO DELIVERS A REAL & ENGAGED AUDIENCE

With more media options available to consumers, their consumption behavior has changed, quite often listening, swiping and viewing in shorter increments of time. While measurement across the various, newer media types have been adopted to reflect consumer behavior, **AM/FM radio's measurement has been held to higher standards** and legacy consumption behavior. That changes now with a shift from Nielsen's 5-minute listening period qualifier to a 3-minute qualifier.

AD MEASUREMENT REQUIREMENT	
MEDIA	VIDEO/AUDIO
TikTok	On-screen appearance, 2 seconds
Snapchat	50% visibility, 2 seconds
Pinterest	50% visibility, 2 seconds
Spotify	50% visibility, 30 seconds (listen)
LinkedIn	50% visibility, 2 seconds
Facebook	50% visibility, 3 seconds
Instagram	50% visibility, 3 seconds
X	50% visibility, 2 seconds
YouTube	50% visibility, 11-30 seconds
Television	1 minute*
AM/FM RADIO	3 minutes of measured listening required of every 15-minute segment (PPM – 12 mins an hour.)

Sources: Company reports, Nielsen (Radio/TV) \*Note: 1-minute ratings available for TV; currency remains a 5-minute qualifier.

Nielsen's shift from a 5-minute to 3-minute qualifier equates to **more impressions** delivered to a highly attentive and connected target audience that **will drive** (and has been proven to drive) even **better outcomes and insights from the top to the bottom of the marketing funnel.**