

A POSITIVE CHANGE IN MEASUREMENT BENEFITS THE ENTIRE RADIO ECOSYSTEM

Research organizations will secure a sample of consumers that are representative of the U.S. population to understand and measure consumer preferences and behaviors of products or brands. The sample data can then be projected to the entire U.S. This same method can be applied to the measurement of radio.

The quantitative data and corresponding insights that come from the shift to a 3-Minute Qualifier in 48 measured PPM markets will be representative of realistic listening that occurs coast to coast in PPM, diary and unmeasured radio markets.

DIARY MARKETS

Based on listeners' self-reported information, the halo effect provided by the electronic capture of listening is an indication of increased listening and impressions to radio stations currently relying on consumer recall of activity.

UNMEASURED MARKETS

We know consumers are listening, they call in, opt-in, follow on social and write in. The "umbrella effect" of measured radio markets reflects the large number of radio stations, regardless of market size, which operate with the same principles and listener engagement as all other radio stations.

ALL MARKETS – PPM, DIARY, UNMEASURED

Highly attentive and connected target audiences listen often and act upon what they hear. The Nielsen Audio 3-Minute Qualifier reveals an average **24% increase in listening** that **will drive** (and has been proven to drive) even **better outcomes** and insights **from the top to the bottom of the marketing funnel** for brands.