

## AN IMPACT TIMELINE

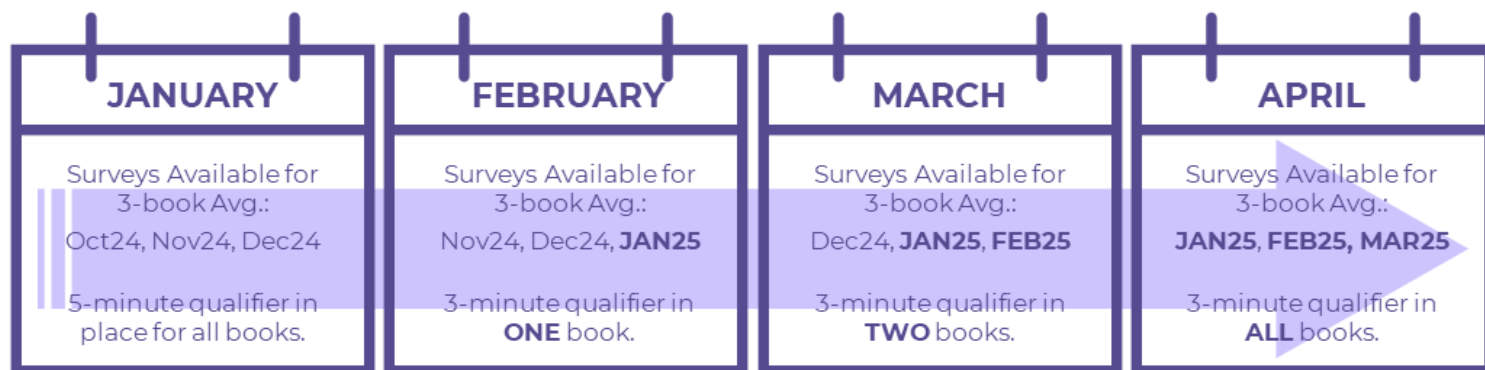
In the 48 Nielsen PPM markets, the shift from a 5-minute qualifier to a 3-minute qualifier began in the January 2025 survey (covering January 9 through February 5).

Starting February 24, through 3Q 2025, Nielsen will release PPM data that will include both qualifiers (5-minute and 3-minute qualifiers) or “hybrid” reports.

### WHY HYBRID REPORTS?

Agencies, clients and radio companies often use 3-book averages in the buying and selling of radio inventory in PPM-only markets. The first complete 3-book average of listening data based on the new 3-minute qualifier will be available in April, with the release of the March 2025 survey.

## The Road to Modernization



### WHAT ABOUT DIARY MARKETS, UNMEASURED MARKETS & NETWORK RADIO?

Diary markets are based on listeners' self-reported information. PPM markets are based on the electronic capture of listening behavior. PPM listening and resulting increased impressions from the shift will have a halo effect in Diary and unmeasured markets - an indication of increased listening by consumers in those markets.

As Network radio is bought and sold using a combination of both PPM and Diary measurement, the first survey to include the 3-minute qualifier will be the Spring 2025 Nationwide survey, released in September 2025.