



# Improving Radio Audience Measurement in the U.S.

With state-of-the-art capabilities in radio measurement around the world, The Nielsen Company will bring its global expertise to 51 U.S. small and mid-sized radio markets.

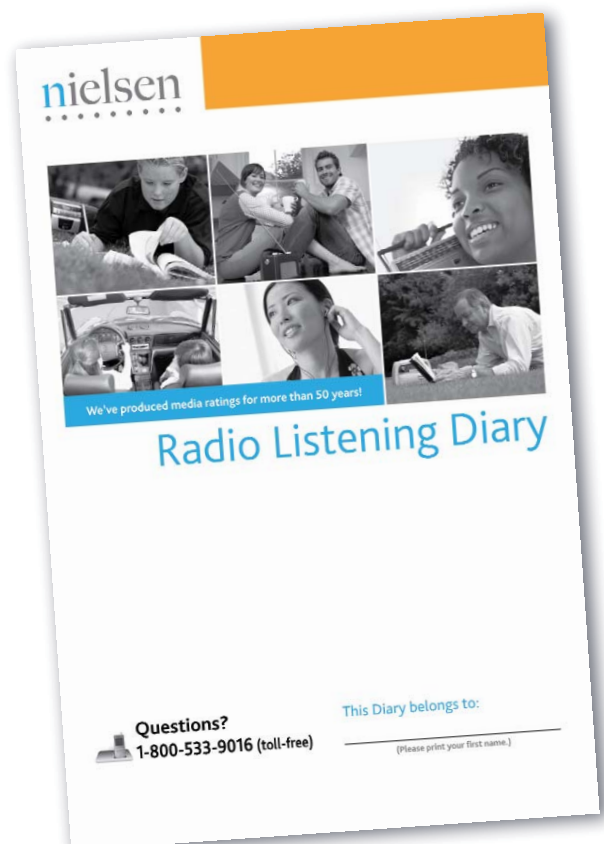
Nielsen has 60+ years of experience measuring radio audiences around the world. Using gold standard diary measurement in 11 markets (including China, Australia, Singapore, India and South Africa), Nielsen is well positioned to capitalize on this experience to advance the way American radio audiences are measured.

Nielsen local TV diary expertise, coupled with our ability to provide multi platform measurement through online listening, uniquely positions The Nielsen Company to service the needs of the industry to demonstrate the true power of radio.

In order to deliver the most accurate and reliable ratings estimate, Nielsen will survey a robust sample of the population in each of 51 Nielsen Radio Metro Markets, tracking their radio listening, while using many best practice solutions that improve the way radio is being measured. These include:

- A proven and easy to use/easy to edit 'sticker diary' that is currently being used in many countries around the world to improve the quality of radio measurement.
- Address-based sampling, which reaches 98% of the total US including the 34% not currently reached by standard telephone samples. This includes members of the more than 20 million households (18 percent) that rely solely on a mobile phone for their home telecommunications.
- In many of the markets, the sample size will be more than doubled compared to what is available today, to reduce relative error and book to book bounce.
- A significant investment in oversampling and differentiated incentives to improve response rates and representativeness among hard-to-reach 18-34 and minority demographics.

- Top line single-source qualitative measurement of lifestyle, consumer behavior, and purchase intent.
- Nielsen's web-based Radio Advisor software platform, which includes responsible limits on the granularity of analysis dependent on a minimum representative sample size.



# Nielsen Radio Audience Measurement—U.S.

Cumulus and Clear Channel are the service's two charter clients. Nielsen's new service will also be made available to all interested parties in these 51 markets, including other radio networks, media buyers, advertising agencies and advertisers.

Nielsen will deliver reports using the proven web-based analysis software **Radio Advisor**, which provides a one-stop solution for all subscribers.

## 51 NIELSEN RADIO METRO MARKETS *(with Sample Sizes)*

Abilene, TX (1,200)	Flint, MI (2,200)	Odessa-Midland, TX (1,600)
Albany, GA (1,200)	Florence, SC (1,200)	Oxnard-Ventura, CA (2,200)
Amarillo, TX (1,600)	Fox Valley, WI (Appleton-Oshkosh) (1,600)	Pensacola, FL (2,200)
Ann Arbor, MI (2,200)	Ft. Smith, AR (1,600)	Poughkeepsie, NY (1,600)
Bangor, ME (1,600)	Ft. Walton Beach, FL (1,600)	Quad Cities, IA-IL (Davenport, Moline-Rock Island-Bettendorf) (2,200)
Battle Creek, MI (1,200)	Grand Junction, CO (1,200)	Rochester, MN (1,200)
Beaumont-Port Arthur, TX (1,600)	Green Bay, WI (1,600)	Rockford, IL (2,200)
Bismarck, ND (1,200)	Huntsville, AL (2,200*)	Santa Barbara, CA (1,600)
Bridgeport, CT (2,200)	Kalamazoo, MI (1,600)	Savannah, GA (2,200)
Cedar Rapids, IA (1,600)	Killeen-Temple, TX (1,600)	Shreveport, LA (1,200*)
Columbia, MO (1,200)	Lake Charles, LA (1,200)	Tallahassee, FL (1,600)
Columbus-Starkville-West Point, MS (1,200)	Lexington-Fayette, KY (2,200)	Topeka, KS (1,600)
Danbury, CT (1,600)	Macon, GA (2,200)	Waterloo-Cedar Falls, IA (1,600)
Dubuque, IA (1,200)	Montgomery, AL (2,200)	Westchester, NY (2,200)
Eugene-Springfield, OR (2,200)	Myrtle Beach, SC (1,600)	Wichita Falls, TX (1,200)
Fayetteville, AR (2,200)	Newburgh-Middletown, NY (1,200)	Wilmington, NC (1,600)
Fayetteville, NC (2,200)	New River Valley, VA (Blacksburg Area) (1,200)	Youngstown-Warren, OH (2,200)

\* Two Sweeps per Year

For more information on Nielsen Radio Audience Measurement  
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