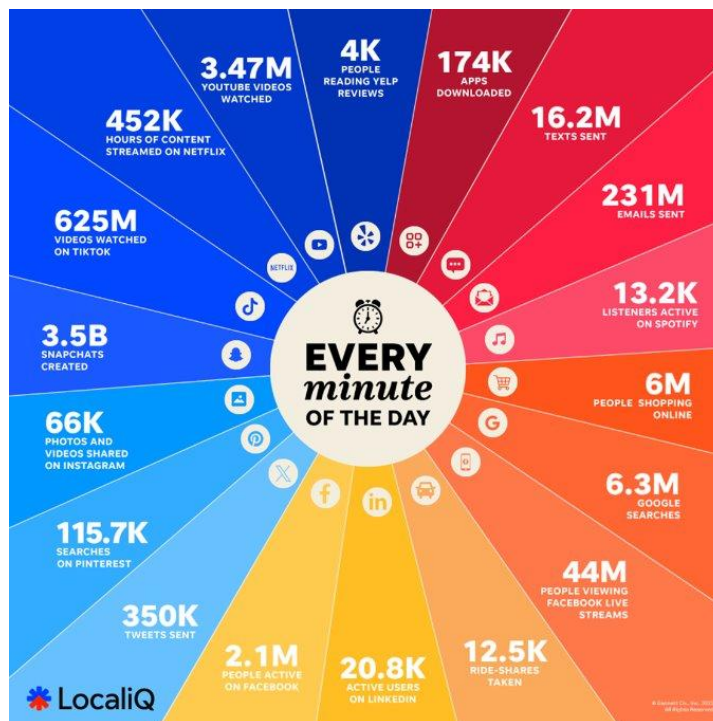


## EVERY SECOND, EVERY MINUTE MATTERS

Sixty seconds. A lot can occur in such a short period of time.

With more media options available, content consumption is increasingly fragmented. Consumers swipe, snip, chat and listen at lightning speed, and for shorter periods of time.



Measurement of “newer” digital platforms has adapted to reflect consumer behavior. Broadcast radio has been held to a higher standard.

### The average song you hear on the radio is three minutes.

The Nielsen 3-Minute Qualifier begins to level the playing field for radio, offering a significantly more comprehensive and realistic definition of radio’s audience and their behavior. The 3-minute timeframe better reflects listening occasions and delivers more granular information about the consumers tuning in and engaging with America’s #1 reach medium.

More listeners counted, which means more impressions gained, driving even more impact for brands.

**Every minute matters when generating return – the time to include radio in the mix is now.**