

A NEW LISTENING QUALIFIER

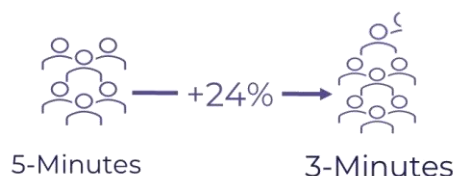
While other media has shorter engagement and measurement criteria, the measurement of radio listening audiences has historically been based on a 5-minute listening period within a quarter hour segment. Reflective of the shifts in media consumption, Nielsen will be revising that measurement in its PPM markets to a 3-minute window – a positive and modernized shift.

Advertiser reach will now be reported in alignment with consumer listening behavior, likely to result in far greater impressions.

Radio stations will get credit for listening occasions that cross over the quarter hour mark, that they weren't getting credit for previously.

On average, the impact will be a 24% increase in listening audience and impressions. (Note: Actual increase may vary by format, daypart, demo, etc.). This increase will come from those listeners who tune in for shorter periods of time and were not previously counted.

A POSITIVE SHIFT IN MEASUREMENT



Radio is measured by multiple providers and methods. The modernization of Nielsen PPM measurement is beneficial to the entire radio industry. The increased impressions will be reflective of current media consumption. While this does not directly impact Diary and unmeasured markets, it should be used as proof of radio's overall relevance and consumption.

Based on the traditional Nielsen measurement periods, impact from this measurement change will be seen in waves and will not be complete until 2025. Until then, report data will reflect a hybrid of measurement methodology – a combination of radio listening occasions based on 5-minutes as well as 3-minutes.

As Network radio is bought and sold using a combination of both PPM and Diary measurement through the Nationwide Spring 2025 survey, the first release with the 3-minute qualifier is scheduled for September 2025.