Nielsen

TERMINOLOGY AND DEFINITIONS

FOR THE NIELSEN AUDIO PPM SERVICE

CUME PERSONS - daily or weekly

The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes prior to January 2025. After the January 2025 PPM survey, the threshold to be counted as a listener will change to three minutes.

Cume can be expressed as either Daily Cume or Weekly Cume. Daily Cume is the number of different persons who tune to a radio station on an average day during the survey, while Weekly Cume represents the same estimate during an average week of the survey.

CUME RATING - daily or weekly

The Cume Persons audience expressed as a percentage of the total population for the specified age group or demographic. In other words, what % of the total market population is reached by a specific station

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

TIME SPENT LISTENING (TSL) - daily or weekly

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart, expressed in hours and minutes.

TSL can be expressed as either Daily Time Spent Listening or Weekly. Daily TSL is the amount of time an average listener spent with the station on a daily basis during the survey, while Weekly TSL is the same thing on a weekly basis during the survey.

$$\frac{\text{Hours in a Time Period} \times \text{AQH Persons}}{\text{Cume Persons}} = \text{TSL in Hours}$$

AVERAGE QUARTER-HOUR (AQH) PERSONS

The average number of persons listening to a particular station during a given 15-minute period. AQH is arrived at by capturing the total unduplicated number of listeners (the Cume) as well as the average time spent listening (TSL).

AVERAGE QUARTER-HOUR (AQH) RATING

The Average Quarter-Hour Persons estimate expressed as a percentage of
the population. This is the primary metric used to buy and sell air time (aka "the ratings").

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

AVERAGE QUARTER-HOUR (AQH) SHARE

The Average Quarter-Hour Persons estimate expressed as a percentage of the total radio listening audience that is listening to the specific station. This is the primary metric that program directors use to judge their station's effectiveness (aka their stations "share").

$$\frac{\text{AQH Persons to a Station}}{\text{AQH Persons listening to all Radio("Total")}} \times 100 = \text{Share (\%)}$$

TURNOVER - daily or weekly

The number of times the audience turns over within a given daypart.

Cume persons/AQH Persons= Turnover Factor

GROSS IMPRESSIONS (GIs)

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

AQH Persons × The Number of Spots in an Advertising Schedule= GIs

GROSS RATING POINTS (GRPs)

The sum of all rating points achieved for a particular spot schedule.

AQH Rating× The Number of Spots in an Advertising Schedule=GRPs

COST PER RATING POINT (CPP)

The cost of reaching an Average Quarter-Hour Persons audience that's equivalent
to one percent of the population in a given demographic group.

Cost of schedule/GRPs = Cost per rating point

COST PER THOUSAND (CPM)

The cost of delivering 1,000 gross impressions in a schedule.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

NET REACH

The number of different persons reached in a given schedule.

FREQUENCY

The average number of times a person is exposed to a radio spot schedule.

GIs/Net Reach = Frequency

METRO

The base geographical area for PPM markets (with the exception of Houston, which is a DMA-based survey).

Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The Metro also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria.

Nielsen Metros generally correspond to the Metropolitan Statistical Areas (MSAs) defined by the U.S. Government's Office of Management and Budget.