

MORE IMPRESSIONS AMONG RADIO'S AUDIENCES WILL DRIVE EVEN BETTER OUTCOMES FOR BRANDS FROM THE TOP TO THE BOTTOM OF THE MARKETING FUNNEL

Outcomes:

- A more accurate view of the impressions delivered by radio to audiences across demographics.
- Nielsen projects that this change will increase AQH (Average Quarter Hour) values an average of 24% in impressions across demographics and PPM markets, also boosting cume.
- Increased reach, maintaining and accelerating radio's stature as America's #1 reach medium.
- Enhanced granularity from listening data will provide greater insights to strengthen KPIs for advertisers.
- As a regulated and standardized medium, radio will remain one of America's most trusted and brand safe media platforms held to a higher standard of accountability than other media (counting listeners with 3 minutes of engagement, compared to brief seconds of potential exposure to digital media audiences).

Opportunities:

- Enhanced daily cume data provides more granularity in audience measurement reporting therefore increasing radio's inclusion in the media mix and providing more robust data for outcome measurement, and market mix models.
- Captures more actualized listening behavior to help optimize campaigns in near real-time.
- Offers insight-driven targeting opportunities for marketers across dayparts and genres, helping marketers further engage desired audiences at the right place/time.
- Ability for radio stations to strategically maximize inventory on behalf of advertising partners.
- Enables experimentation and innovation for test and learn opportunities in programming and ad content for advertisers and radio programmers.