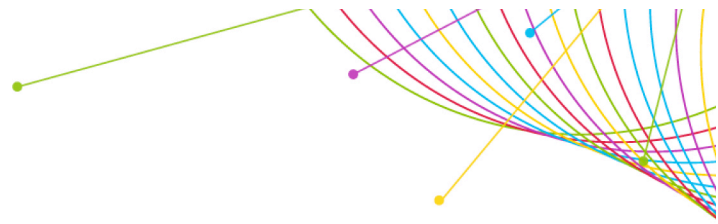




AN UNCOMMON SENSE  
OF THE CONSUMER™



# DON'T GIVE YOUR COMPETITION A FREE RIDE!

## GUIDELINES FOR USING NIELSEN RADIO ESTIMATES

Follow these simple dos and don'ts to get the most out of your Nielsen Audio license agreement while keeping copyrighted estimates away from those prying, unauthorized eyes! For a complete list of guidelines for using Nielsen radio estimates, contact your local Nielsen Audio client service representative.

### DO

1. Properly source Nielsen radio estimates on every page where they appear. (For example: Copyright © 2014 The Nielsen Company. All rights reserved. Spring Survey 2014, New York Metro, AQH Share, Mon-Sun 6AM-MID, Persons 12+).
2. Brief everyone at your station about the wisdom of keeping the Nielsen estimates out of the hands of unauthorized stations.
3. Keep your Nielsen user ID and passwords secure and up to date. Be sure to deactivate ex-employees promptly.
4. Direct reporters to the Nielsen website for 6+ PPM® and 12+ Diary rankers for your market. If you provide discrete demographic data, do so only for your station and label it "For background only." Reporters should stick to what Nielsen publishes on its site for public use and confine their use of discrete demos and dayparts to discussion only.
5. Provide clients with only the estimates necessary to justify the buy.
6. Password-protect clients' access to Nielsen data if you are conducting business on your websites.
7. Be aware that Nielsen intellectual property rights, including but not limited to copyrights, apply to all Nielsen data, reports, software, and information, regardless of the source you used to access them.
8. Remember that you may provide estimates to your clients, but they cannot turn around and use the data or provide them to anyone else.
9. Actively relay these guidelines to your employees, clients, and consultants.
10. Alert your Nielsen Audio client service representative if an authorized station requests estimates from you.
11. Contact your Nielsen Audio client service representative if there are any questions about how to use licensed data, software, reports, etc.

### DON'T

1. Share your user ID and password to my.arbitron.com with anyone.
2. Allow ex-employees to maintain access to their my.arbitron.com account.
3. Share Nielsen data with anyone who doesn't work for your station or for an agency you are pitching.
4. Send discrete demographic rankers at a market level to local newspapers or trade press reporters without letting them know that this is for background and verification only. Check with your Nielsen client service representative if you have questions about what is OK to send to the press.
5. Post discrete demographic estimates of any other stations on your freely available web pages or other social media tools.