

NIELSEN RADIO ADVISOR

HOW TO GUIDE

DEFINITIONS OF MEASURES AND TERMS
IN RADIO ADVISOR



nielsen
.....



radio
advisor

GLOSSARY

(NUMBERS USED ARE EXAMPLES ONLY)

Potential (000's)

The total **available number of people** in a given area belonging to the specified demographic.

e.g. There are 3,781,000 All People 10+ in Abu Dhabi.

Sample

The **total number of people interviewed** in a given area having the nominated characteristics or belonging to the specified demographic.

e.g. 946 All People 10+ were interviewed in Dubai.

Ave (000's) - Average Audience

The *average number of people listening per quarter-hour* in any given time-period or day-part.

e.g. 56,000 All People 10+ listen to XX radio station per quarter-hour during Sun-Thurs 6:00am-12:00am.

Cume (000's) & Cume % - Cumulative Audience

Cume (000's) - The total number of different people who listen for at least one quarter-hour during the course of a chosen time-period/day-part.

Cume (%) - The cume figures expressed as a percentage of the potential.

e.g. A total of 702,000 (18.6%) different All People 10+ listen to XX radio station during Sun-Thurs 6:00am-12:00am.

GLOSSARY

(NUMBERS USED ARE EXAMPLES ONLY)

Ex. Aud (000's) & Ex. Aud % - Exclusive Audience

Ex. Aud (000's) - The number of listeners who tune in to one station during a specified time period.

Ex Aud % - The Exclusive Audience figure expressed as a percentage of the cume.

e.g. Out of 702,000 listeners, 157,000 (22.4%) only listen to XX radio station during Sun-Thurs 6:00am-12:00am.

Share%

The percentage of the total radio listening audience in a given time period tuned to a particular station.

e.g. 11.5% of All People 10+ radio listeners are listening to XX radio stations at any given time during Fri-Sat 6:00am-12:00am.

TSL - Time Spent Listening

The length of time that those people who listen at all, spend listening during a specified time-period.

e.g. XX radio station listeners spend 10 hrs and 56 minutes listening to the station during Fri-Sat 6:00am-12:00am.

Ave. Age – Average Age

Calculates the average age of the audience for a specific period of time, based on the demographic parameters selected.

e.g. The Average Age of All People 10+ who listen to XX radio station during Sun-Thurs 6:00am-12:00am is 31.7.

GLOSSARY

(NUMBERS USED ARE EXAMPLES ONLY)

Tarp % - Target Audience Rating Point

The average audience expressed as a percentage of the potential.

e.g. XX radio station has 1.2% of the potential audience All People 10+ listening at any given time during Sun-Thurs 6:00am-12:00am.

Profile %

Demographic profile of a station expressed as a percentage of the based demographic.

e.g. 63.9% of XX radio station All People 10+ audience during Fri-Sat 6:00am-12:00am is male 10+.

Index %

Shows a propensity for a specific demographic to listen to the station compared to the base demographic.

e.g. XX radio station listeners during Fri-Sat 6:00am-12:00am are 29.2%

more likely to be Male 10+ and 28.6% less likely to be Female 10+ compared to All People 10+.

ABOUT NIELSEN RADIO ADVISOR

Radio Advisor is Nielsen's purpose built analysis tool specifically designed for quick, easy and flexible analysis of radio audience survey data.

It enables any user to conduct their own analysis using a variety of pre-set standard demographics and sessions, or users can create and save their own demographics and sessions by building custom reports.

Analysis requirements can also be preset so that all Data can be easily and quickly generated as soon as new radio audience surveys are released.

Nielsen Radio Advisor 'How To Guides' are a series of simple instructions to enable you to maximize your understanding of radio audiences and get you closer to the data you way you want to use it.

Radio Advisor How To Guides are all available through:
<http://nielsen.com/UAE-RAM/radioadvisor>

Available guides are:

Tips for Getting Started

Session Ranking and Demographics

Reach and Frequency

Create Charts

Definitions of Measures and Terms in Radio Advisor

For more information on Nielsen UAE RAM:

W: www.nielsen.com/UAE-RAM

E: UAE.radio@nielsen.com

Direct:

Bala Kannan

bala.kannan@nielsen.com

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

THE SCIENCE BEHIND WHAT'S NEXT™