



## PANEL SECURITY DOS & DON'TS

To help preserve the integrity of PPM® audience measurement, Nielsen has developed the following guidelines:

### PARTICIPATION AS PPM PANELISTS

- Employees of radio and television stations, and members of their households, are not eligible to participate as PPM panelists. If a station employee discovers that a household member has participated—or has agreed to participate—the station should notify us immediately.

### CONTACT WITH PANELISTS

- If a PPM panelist contacts a station seeking information, the station should encourage the panelist to call Nielsen directly. Nielsen contact information has been provided to all PPM panelists. The station should not ask the panelist for the panelist's name, phone number, or other identifying information.
- If a panelist contacts a station, offering to surrender control of his or her meter, the station may attempt to identify the panelist and should then contact us immediately.
- If a panelist (in the course of any conversation) provides his or her name, address, or other identifying information to a station—or should station personnel become aware of the identity of any individual participating as a PPM panelist—the station should notify us immediately.

### SOCIAL MEDIA

- Station personnel should refrain from corresponding with individuals identifying themselves as PPM panelists. If a self-identified PPM panelist attempts to correspond with station personnel via social media, the station should notify us immediately.

### ON-AIR COMMENTS

- If a caller to an on-air program is identified as a PPM panelist, or asks questions about Nielsen or audience measurement, the host should refrain from discussing those topics. (Callers who mention Nielsen, seeking further information, may be requested to contact Nielsen directly.)

### NIELSEN'S RESPONSE

- Participation in a PPM panel by an employee of a radio station may be treated as Rating Distortion by that station.
- Should a station attempt to contact or influence a PPM panelist, Nielsen will take whatever measures are necessary in our opinion to protect the integrity of our audience estimates.

### FOR MORE INFORMATION, CONTACT:

Dave Willinski  
Senior Principal Policy Analyst  
dave.willinski@nielsen.com  
(410) 312-8396