

For Release Thursday 10/22/15

Research Director, Inc. Discusses Nielsen's Enhanced CBET Rollout and the Issues That Broadcasters Need to Understand Now

Nielsen's rollout of its Enhanced CBET (Critical Band Encoding Technology) has already begun with Baltimore and Washington, DC on October 12. The enhancements will be implemented in all 48 PPM markets by November 30, subject to change by Nielsen.

Real radio listening didn't change when measurement switched from Diary to PPM in 2007, but the reported AQH ratings declined. Radio stations lost millions in ad revenue, and programmers made decisions based on measurement techniques that we now know weren't capturing all of the listening.

In a small-scale study conducted by Nielsen, the CBET enhancements resulted in a 15% AQH Persons gain. This is an opportunity that stations need to strategize and prepare for. Marc Greenspan and Charlie Sisen, Partners at Research Director, Inc., discuss the issues that broadcasters need to understand.

Read their blog in its entirety here:

<http://www.researchdirectorinc.com/2015/10/what-enhanced-cbet-means-to-broadcasters/>

For comments, contact Charlie Sisen at 410-956-0363 x14.

About Research Director, Inc.

Research Director, Inc., based in Annapolis, Maryland, helps radio stations' programming and sales departments maximize the value of their research. Coined "The Ratings Experts" by their clients, they have been involved with Arbitron/Nielsen's PPM methodology since its inception. For more information about Research Director, Inc., call 410-295-6619 or e-mail info@ResearchDirectorInc.com.