



May 9, 2023

For Immediate Release

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EASTLAN THANKS NIELSEN.

Gould: "This is exciting news for radio".

(BELLEVUE, WA) Local radio should benefit from more representative sampling and more accurate consumption data as result of the announcement earlier today that Nielsen Audio will retire the paper diary in late 2025. At that point, Nielsen Audio will join Eastlan Ratings in collecting audience measurement data by utilizing digital "diaries".

"As we near the completion of our tenth year of surveys collected digitally, we can't imagine Nielsen won't find wider participation which should help with their sampling issues, especially in younger demos," remarked Eastlan President/CEO Mike Gould. "Since Eastlan implemented digital diaries back in 2014, we've also seen the digital respondents tend to recall more overall radio usage as compared to other methodologies. So this is truly exciting news for radio, wish the transition could come even more quickly!"

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Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.