**Nielsen's Headphone Adjustment Boosts Radio Scores**

Nielsen's changes to ratings measurements to take radio listeners using headphones into account are likely to boost station numbers in some markets. The median increase in average quarter hour numbers for stations with encoded streams has been 7%.

***Inside Radio (free content) 9.3.20***

[*http://www.insideradio.com/free/what-to-expect-when-nielsen-s-headphone-listening-adjustments-go-into-effect/article\_9d13a176-edad-11ea-a238-cf85390eaaad.html*](http://www.insideradio.com/free/what-to-expect-when-nielsen-s-headphone-listening-adjustments-go-into-effect/article_9d13a176-edad-11ea-a238-cf85390eaaad.html)

*Image credit:*

[*https://alisocreek.net/vo-blog/wp-content/uploads/2012/02/man\_listening\_to\_headphones.jpg*](https://alisocreek.net/vo-blog/wp-content/uploads/2012/02/man_listening_to_headphones.jpg)