**Nielsen Audio Switches to Monthly Rating Reports**

Nielsen Audio plans to transition from a quarterly ratings report to a monthly reporting system for all of its audio markets. Executives hope the continuous diary measurement will cement the relevance of radio's reach and help give advertisers a better resource to evaluate their return on investment.

***Radio Business Report 9/24/18***

[***https://www.rbr.com/nielsen-year-round-diary/***](https://www.rbr.com/nielsen-year-round-diary/)