**Nielsen Exits Nine Radio Markets**

Three weeks after announcing a cost savings plan, Nielsen now says it will cease measuring radio listening in nine smaller U.S. markets. Spring 2020 will be the final Market Report for Battle Creek, MI; Bend, OR; Billings, MT; Grand Junction, CO; New Bedford-Fall River, MA; Texarkana, TX-AR; Tri-Cities, WA (Richland-Kennewick-Pasco); Twin Falls-Sun Valley, ID; and Yakima, WA.

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<http://www.insideradio.com/free/nielsen-exits-nine-radio-markets/article_4c88c17e-d024-11ea-8936-532b764a569d.html>