Nielsen

Reference Guide

For participating in the Nielsen ratings

mymeterandme.com
1-800-277-9139

Your Meter

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Reference guide for the Nielsen personal meter system.

To prevent serious injury or property damage, you should read, understand and follow the warnings and instructions in this manual. Keep for future reference.

Welcome to the Nielsen Radio and TV Ratings

Nielsen is a leader in consumer information and media research. We measure the radio listening, TV viewing and other media use of people across the United States. This information is combined with demographic and other information to become the “ratings.” Broadcasters, media companies and other businesses use our ratings and research reports to learn more about what people like you listen to and watch. This helps them provide media programming, products and services that best serve you and your community.

All of the media that you encounter is important to radio and TV stations, content providers and others in the media industry. That’s why it’s so important that you wear your meter throughout your entire day. For more information on what your meter measures, please see the “What Your Meter Measures” section on page 3.

Being in the ratings is easy. We don't want you to change your media behavior in any way. All you have to do is start wearing your meter as soon as you wake up each day, and remember to put it back on its charger right before you go to sleep. This will ensure that all your listening and viewing choices are included in the ratings.

As our way of saying thank you, we give you cash rewards for wearing your meter and earning points. Through our special points system, the more you wear your meter, the more points you’ll earn toward extra cash.

If you need to reach us for any reason, please contact Panel Relations at 1-800-277-9139, panelrelations@nielsen.com, or through the Meter Companion app. You can also log in to our website at mymeterandme.com for live chat or texting options.

We think you’ll enjoy being a part of the Nielsen ratings, and we thank you for your participation.

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Most information contained in this booklet is also available at mymeterandme.com. Please contact Panel Relations at 1-800-277-9139 to get access to the website.

What Your Meter Measures

Today you have more media choices than ever. Besides traditional radio and TV, there's a great deal of video and audio content on the internet. As media and entertainment options have expanded, so has our research—we measure it all.

Your meter is designed to measure the wide range of media you encounter throughout your day. This includes media played in stores, restaurants, movie theaters, amusement parks or other businesses that participate with us in our research. As a Nielsen ratings member, you have the unique power to let media companies and other businesses know what media you enjoy.

How the meter works

The meter is designed to keep up with today's rapidly changing media environment. All you need to do is wear your meter all day, every day. Your meter does the rest!

Media companies and businesses that participate in our research include a unique code in their audio broadcasts. It doesn't matter whether you hear the media on a radio, TV, computer, smartphone or other personal device or if you simply come across it during your daily activities. Generally, if it's loud enough for you to hear, your meter is able to pick up the signal. This is how you share your media choices with Nielsen. Please note, your meter can only detect the special codes—it cannot "hear" or record your conversations or other types of sounds.

Every piece of your meter equipment plays an important part in making sure your choices are included in the ratings. Your household's hub and beacon use Bluetooth® technology to send a silent signal over a limited distance. When picked up by your meter, this signal allows us to separate the media you experience at home from the media you encounter away from home. Businesses that participate in our research (such as stores and restaurants) may also use this type of signal to learn more about their customers and the type of media they enjoy.

Privacy and Confidentiality

Please keep your participation in the ratings private.

It's important to keep your participation private to protect the quality and integrity of the ratings. So, we ask that you don't discuss your participation in the ratings with anyone outside of your household.

We also ask that you never share your participation on social media, like Facebook®, Instagram™, Snapchat™ and Twitter®. A simple post on social media could let thousands of people know that your household was selected to participate in the ratings.

For the same reason, please do not post reviews of the Nielsen Meter Companion app in the app stores. We do welcome your feedback about the app, so please send any comments through the *Contact Us* link in the app menu.

Although *you* know that your meter measures your radio listening and TV viewing, it's important that people outside your household don't know this. Only *your* radio and TV choices should count in the ratings, and those choices should not be influenced by anyone else. Broadcasters, advertisers and other companies rely on us—Nielsen and you—to protect the quality of the ratings so that they can make the best possible decisions about the programming, products, and services they offer you and your community.

While we have requested that you do not talk about Nielsen or share that you are participating in a Nielsen study, we understand that you may be asked about your meter.

- If a **friend or acquaintance** asks you about your meter, please only say that your meter monitors your activity as part of a study. If they ask for more detail, please say that you can't tell them more or it may cause problems with the study's results.
- If **someone you don't know** asks about your meter, please only tell them that you cannot discuss it.
- If a **person of authority** (e.g., teacher, employer, airport security) asks about your meter, answer their questions openly and honestly. If possible, please do this in a way that others cannot hear you.

We ask that you keep your participation private until you have been out of the ratings for at least one full year.

Let us know right away if anyone in the media industry, or anyone else you feel should not know, finds out that your household is in the ratings. Nielsen will never ask you to change your media behavior. Let us know if anyone asks you to change what you watch or listen to.

Nielsen respects your privacy.

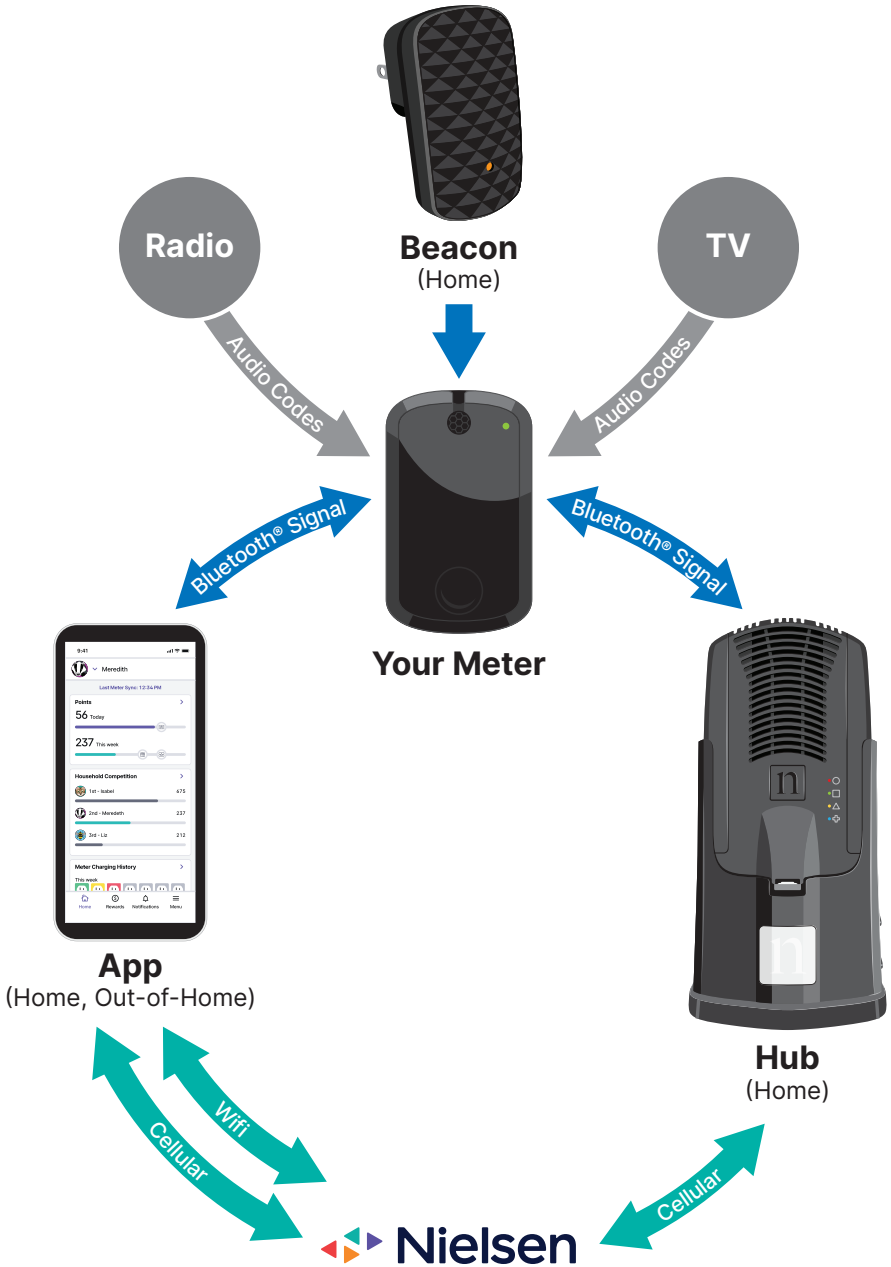
We protect the identities of our participants. We won't use your personal identifying information to advertise, promote or market goods or services directly to you, and we don't allow our clients to market directly to you.

By agreeing to participate in the ratings, you agree to the Privacy Notice that appears on page 24 of this booklet. If you have minor children who are participating, you're also agreeing to the Privacy Notice on their behalf. Please read the full Privacy Notice, which describes the kind of information we may collect, including your media exposure, and how we may use and share that information. If you have any questions or decide you no longer wish to participate, please call Panel Relations at 1-800-277-9139; or write to Nielsen, Attn: Privacy, 7000 Columbia Gateway Drive, Suite 250, Columbia, MD 21046; or email us at panelprivacy@nielsen.com.

An Important Message to Parents of School-Aged Children

Some school systems may not allow unfamiliar devices to be worn during school hours. **If your school administration has concerns about the meter, we would be happy to provide you and your child with a letter** regarding the daily use of the meter in the radio and TV ratings. This letter could be given to the administration at your child's school to explain his or her participation and ask for permission to wear the meter during school hours.

If you would like us to send you a letter or if you have any questions, please call Panel Relations at 1-800-277-9139.



Your Meter Equipment and How It Works

Your meter

Your meter is just for you. It's meant to pick up and report only *your* personal radio listening, TV viewing and other media choices. When you're wearing your meter, the display screen will remain dark. To activate the display, tap anywhere on the screen. Your name and the time will appear. If you live in a household with other ratings members, **please make sure you're the only one using your meter and that you don't use anyone else's meter.**

The display on your meter will show you important messages about your participation in the ratings. You can view these messages, including how many bonus points you've earned for wearing your meter, by tapping the screen to flip through the messages. Your meter will also display a series of messages when you place it in the charger at the end of each day. (See page 13 for more information about the messages and what they mean.)

Your meter has a green light on the front that blinks to show you the meter is working and in motion. To keep the green light on, just wear your meter throughout your entire day—during all your activities.

The meter is equipped with Bluetooth® technology. This allows your meter to send your media choices to Nielsen each day.

Your charger

At the end of each day, place the meter on the charger to charge your meter. Please keep the charger in your bedroom to help you remember to start wearing your meter when you wake up. To set up your charger, simply plug the power cord into the back of the charger. Then, plug it into an outlet that's located near where you sleep.

Like many electronic devices, your meter contains a lithium-ion battery. Please read the important safety instructions on page 29.

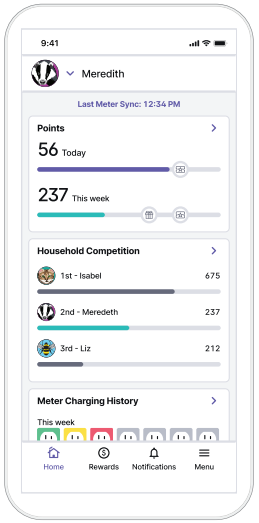
The meter may cause hazardous interference with airplanes, hospitals or blasting operations. ALWAYS turn off the meter when on airplanes, in a hospital or near blasting locations.

Use by children and minors

Before children use the meter, an adult should explain its use and how to remove it.

For older children and minors, you should have them read this booklet and discuss with them the proper steps to take should they experience any issue with their meter or charger.

The Meter Companion app



The Meter Companion app transmits your data to and from Nielsen. And, it's the only way to get your media choices to Nielsen when you're not at home. Since your phone is with you most of the time, the app can send your meter's data to Nielsen anywhere you go.*

The Companion app is also the easiest way to see information about your meter-wearing and your rewards. Use the app to check your daily progress, view your rewards, communicate with Nielsen, and more.

If you have an Android™ phone or iPhone®, you can install the Nielsen Meter Companion app.

See pages 19-20 or nielsen.com/meterapp for more information about the app and how it works.

The hub

Your household received a hub in the box labeled "Open First." The hub communicates with your meter and Nielsen. It uses Bluetooth® technology to pull your media choices from your meter, and cellular technology to send this information back to Nielsen when the Meter Companion app is not available (see page 19). The hub's cellular connection is separate from any phone plan you may have, so there is no cost to you for using the hub.

Plug in your hub in a location where you think it will get a strong cellular signal (a place where your cellphone gets good reception). The large white square will begin flashing green and could flash for up to three minutes while the hub searches for a connection. When the connection is good, the light will turn solid green for five seconds and then shut off. If the square turns red, the cellular signal is weak. Unplug the hub for 15 seconds, move it to a different location and try again. **Once the hub has a good signal and the light on the large white square shuts off, leave the hub plugged in at all times.**

* Your cellphone provider's message and data usage rates may apply.

The beacon

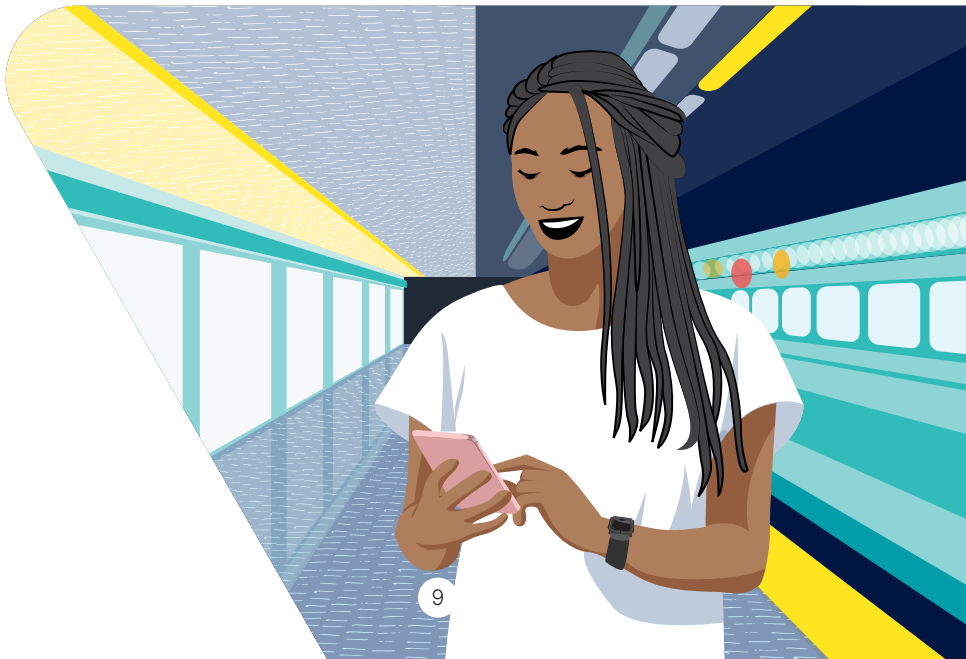
The beacon is also in the box labeled "Open First." The beacon transmits a silent signal that can be detected by your meter when it's within your home. This allows us to separate your media use at home from your media use in other places.

The following guidelines will help you put your beacon where it will work best. We do understand that you may not be able to meet all of the guidelines.

Place your beacon in your home where it will not be removed or disturbed:

- in an outlet not controlled by a light switch so the beacon remains on at all times
- as far away from the hub as possible in a central location in your home—preferably near where you watch TV most
- away from large electronic appliances, metal cabinets or metallic surfaces (avoid kitchens and bathrooms if possible)
- on interior walls, not behind furniture

When you plug in your beacon, make sure that the orange light on the front is lit. **Leave the beacon plugged in at all times.**



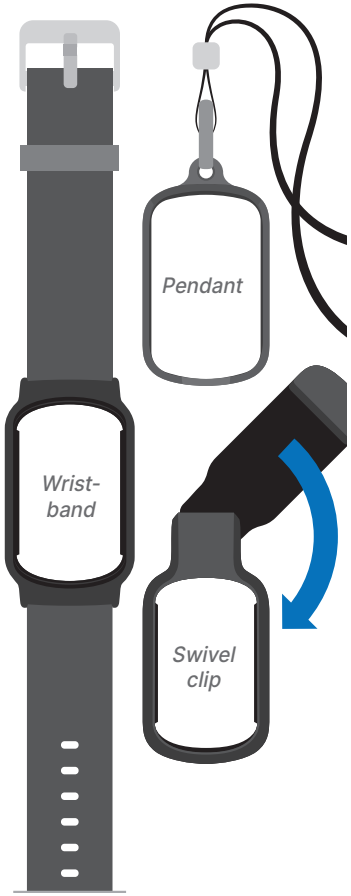
Ways to Wear Your Meter

You'll probably think of ways to wear your meter that work best for you. We suggest using one of the meter accessories included in your equipment box to:

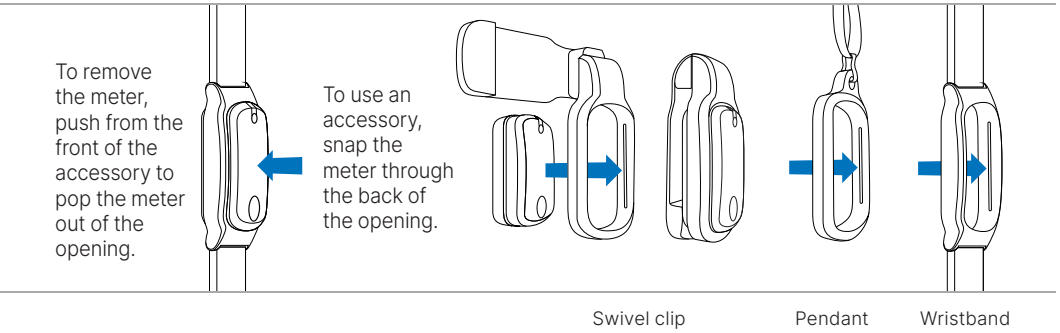
- Wear it around your wrist
- Clip it to your belt, pants or skirt pocket, or another piece of clothing
- Wear it around your neck

Whether you're active in sports or socially on the go, there's an accessory to fit your lifestyle. Choose one that makes it easy and comfortable to wear your meter wherever you go. You can change it as often as your need.

If you need a larger wristband or need to replace an accessory, contact us at panelrelations@nielsen.com or 1-800-277-9139. Replacements are FREE.



Using the meter accessories



Store your accessories in a safe place so they are available when you need them. See page 29 for how to care for your meter and accessories.

Wear Your Meter All Day, Every Day

Three simple rules

1. Start wearing your meter as soon as you wake up.
2. Wear your meter all day long and wherever you go, and make sure its green light is steadily blinking.
3. At the end of your day, charge your meter while you sleep.

Wear it wherever you go.

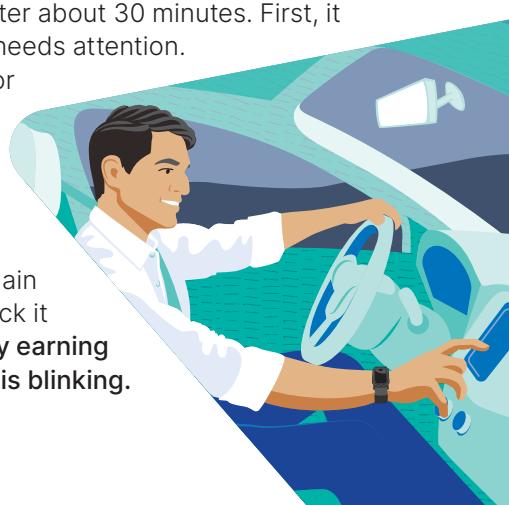
Wear your meter at all times—at home, in the car, at work, even on a trip to the store. You may think that you won't be listening to radio or watching TV, but you'd be surprised at how often you encounter radio, TV and other media as you go about your daily activities.

Wear only *your* meter.

Each person in your household has his or her own meter. This allows us to count each person's specific media use and make sure that the right person gets credited with motion points toward bonuses. **It's important that you never wear someone else's meter or let someone else wear your meter. Wearing someone else's meter could disqualify your entire household from participating in the ratings.** We do understand that accidents happen—if you wear someone else's meter by mistake, please let us know right away.

Keep the green light on.

When you wear your meter, the green light blinks to let you know the meter is working. If you put the meter down and don't pick it up or at least move it, the meter will turn off after about 30 minutes. First, it begins flashing red to let you know it needs attention. Then, if you don't pick up your meter or at least move it, the light turns off and, if you're at home, the meter will periodically beep. If this happens, you aren't earning points and getting credit for wearing your meter. Your meter light will begin to flash green again and the beeping will stop when you pick it up and wear it. **Remember, you're only earning points when your meter's green light is blinking.**



Charging Your Meter

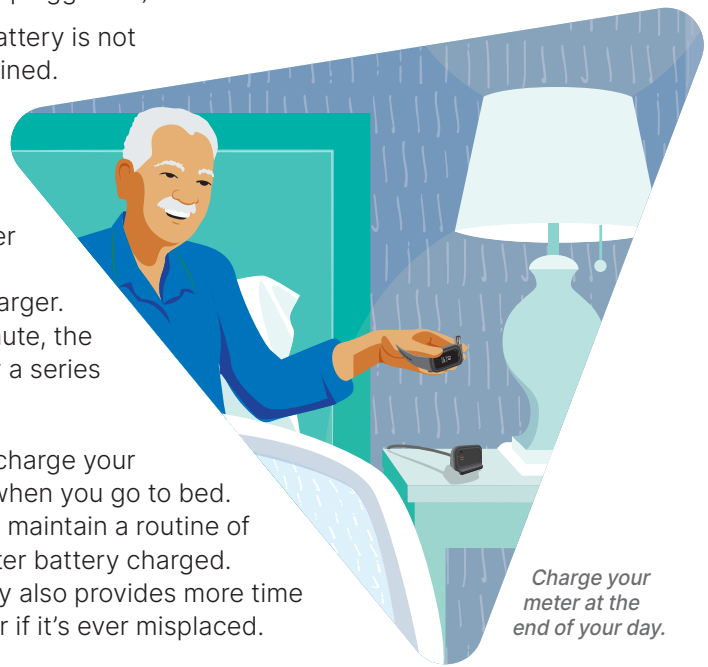
Place your meter on its charger right before you go to sleep each day. If the battery in your meter gets too low, the display will say "Please Charge" and, if you're at home, the meter will also beep. These are reminders to place your meter on the charger before you go to bed that day.

When you place your meter on the charger, the meter will beep and display a series of messages. (See page 13 for more information on the meter messages.) These messages will tell you how many points you've earned for the day and for the week. If your meter does not beep or does not go through a series of messages, make sure that:

- Your meter is correctly seated on the charger.
- The power cord is plugged all the way into the charger.
- The charger is plugged in to a working electrical outlet. (Always keep it plugged in.)
- Your meter's battery is not completely drained.

If your meter battery is completely drained, the meter won't beep when placed on the charger. After about a minute, the meter will display a series of messages.

We ask that you charge your meter each day when you go to bed. This will help you maintain a routine of keeping your meter battery charged. A charged battery also provides more time to find your meter if it's ever misplaced.



Charge your meter at the end of your day.

Like many electronic devices, your meter contains a lithium-ion battery. Please read the important safety instructions on page 29.

Understanding Your Meter Messages

Your meter is equipped with a message display to inform you about your points, bonus opportunities and information about the status of the meter. When you're wearing your meter, the display will remain dark until you tap the screen to view your messages. The first screen will show your name and the time. Each time you tap the screen, another message will show until all of the messages have been displayed. When you charge your meter, the display will show a series of messages once.

Example message says:	It means:
Hello (your name)	The meter recognizes that it's being charged.
(*) Points Today (*) Points This Week	This is the total number of points you've earned so far today[1] and the total number of points you've earned so far this week[2].
(*) Points Last Week	This is the total number of points you earned last week[2].
	The meter is charging, and the battery icon will fill up as it charges.
Please charge next time you sleep	The meter needs to be charged when you go to bed that day.
Please Charge	The meter should be charged as soon as you are able. (If you're at home, your meter will beep once every 30 minutes until it's placed on the charger.)

[1] For calculating daily points, the day begins at 4 a.m. local time and ends at 3:59 a.m. local time the following day.

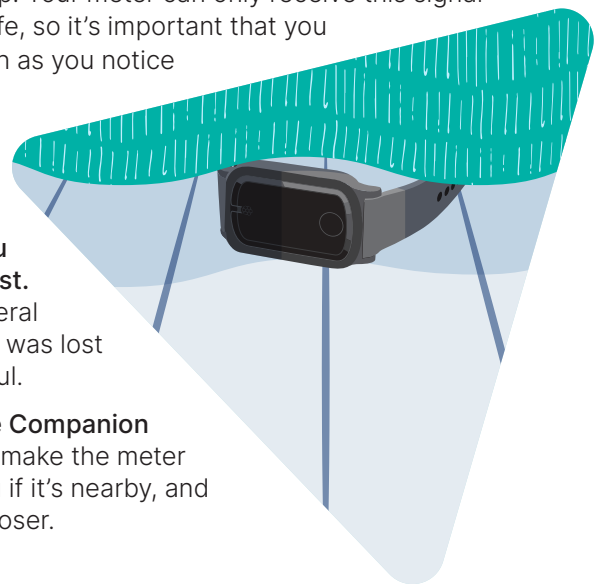
[2] For calculating weekly points, the week begins at 4 a.m. local time on Monday and ends the following Monday at 3:59 a.m. local time.

Troubleshooting Your Meter

If this happens:	Try this:
The green blinking light on your meter starts flashing red or goes out.	1. Pick up the meter and start wearing it. 2. If picking up the meter and moving it does not work, the battery is probably low. Please charge your meter.
No messages appear on the display when the screen is tapped.	The battery is probably low. Please charge your meter.
No messages appear on the meter when placed on the charger.	1. Make sure the power cord is plugged securely into the wall outlet and the back of the charger. 2. Make sure that the meter is properly seated on the charger. 3. Make sure the charger is not plugged into an outlet connected to a light switch.
You misplace your meter.	Call us right away, or tap *Find a Meter* on the Companion app menu, or go to mymeterandme.com and click "Need Help Finding Your Meter?" See the next page for details.

Help Finding Your Meter

If you misplace your meter, we may be able to help you find it. As long as you have a general idea of where your meter may be, a signal can be sent to it to make it beep. Your meter can only receive this signal while the battery still has life, so it's important that you schedule the signal as soon as you notice your meter is missing.



Follow these simple steps:

1. **Make note of where you think your meter was lost.** You need to have a general idea of where the meter was lost for the signal to be useful.
2. **Tap *Find a Meter* on the Companion app menu.** The app will make the meter start beeping, show you if it's nearby, and show if you're getting closer.

   or

3. **Schedule your meter to beep.**
   A. Log in to mymeterandme.com and click the "Need Help Finding Your Meter?" button on the homepage. You'll be given step-by-step instructions to help locate your meter.

   or

   B. Call us at 1-800-277-9139. Schedule a time for Nielsen to send the signal to your meter to make it beep.

   At the scheduled time, return to where you believe the meter was lost to listen for the beep. Once you locate your meter, pick it up to stop the beep.

If you don't find your meter, we'll replace it for free. Please contact Panel Relations at 1-800-277-9139 for further assistance.

Earning Points Toward Cash Gifts and Bonuses

Wearing = Points = Cash

You get one point for every 10 minutes you wear your meter and keep the green light on. That's 6 points each hour. The more you wear your meter, the more points you'll get—and that means extra cash for you each month.

The money adds up fast.

There are many ways that you can earn more money:

- Welcome gift
- Bonuses for wearing the meter
- Entry into weekly sweepstakes

The enclosed *How to Participate* brochure shows you how rewarding being in the ratings can be.

If we send you $600 or more in a calendar year, we are required to report this to you and to the government for tax purposes. All the money you receive from Nielsen during the year will be included on a 1099-MISC form, and we will need your Social Security number to report the earnings.

Nielsen is committed to protecting the confidentiality and security of your Social Security number. We'll only provide this information to the government for tax purposes or as otherwise required by law.

Note: The only way to earn points is by wearing your meter. The longer you wear your meter each day, the more points you earn toward bonuses. Bonuses are NOT based on how much or how little you listen to radio, watch TV or enjoy other types of media.

How do I earn the weekly bonus?

The points you earn for wearing your meter are added up each week.* If you earn 400 or more points (averaging about 9 to 10 hours per day), you'll receive extra money for that week in your monthly check. School-aged children and teens (17 years old and younger) get bonuses by earning 300 or more points (averaging about 7 hours per day) in a week.

If you don't earn the bonus one week, you still have the opportunity to earn a bonus the next week and the week after that. Panel Relations will be happy to talk with you about this program.

* For calculating weekly points, the week begins at 4 a.m. local time on Monday and ends the following Monday at 3:59 a.m. local time.

How do I get entered in the three weekly sweepstakes drawings?

Wearing your meter and earning additional points may also qualify you for the Saturday Sweepstakes, the Sunday Sweepstakes, and the Monday–Sunday Sweepstakes. See the enclosed sweepstakes rules for information on the points you need each week to be included in the three weekly drawings. Panel Relations will review the rules, eligibility and prizes with you. Contact Panel Relations at 1-800-277-9139 or email panelrelations@nielsen.com.

When will I receive the money I earn?

Once a month, you will receive a check for the money you earn. **Generally, you'll receive your money for each month by the end of the next month.**

Each ratings member in your household gets a check. The amount of the check depends on the number of weekly bonuses that you earned for the month. You'll also receive the Panel Pages newsletter each month with your check or by email. Or, you can download it on mymeterandme.com. The newsletter is full of helpful tips and great information about participating in the Nielsen radio and TV ratings.

Earn Points Even When You're Traveling

If you're traveling for less than two weeks in the United States, take your meter with you. Install the **Meter Companion app** on your phone so you'll be able to send your data and see your points hourly like you normally do.

Away from home:	What to do:
1 or 2 nights	• Take and wear your meter. • Bring your charger and power cord to charge your meter while you're away. • Plug your charger back into an outlet in your bedroom as soon as you return home.
More than 2 nights, but less than 2 weeks	• Let us know you'll be away. • Take and wear your meter. • Bring your charger and power cord to charge your meter while you're away. • Plug your charger back into an outlet in your bedroom as soon as you return home.
2 weeks or more OR if traveling outside the US	• Let us know you'll be away, so we'll know not to expect data from you. • Leave your meter at home in the charger. • Upon return, start wearing your meter right away to begin earning points again.

It's important to let Nielsen know when you plan to be away from home. That way, we know not to try to reach you and, if you're gone for more than two weeks, not to expect your media choice information.

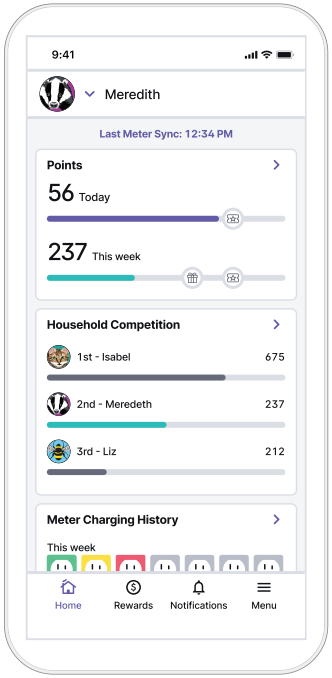
To let us know when you'll be away from home:

- Email Panel Relations at **panelrelations@nielsen.com**
- Call us at **1-800-277-9139**
- Tap ***Travel plans? Let us know.*** in the Meter Companion app menu and follow the prompts to enter travel dates.
- Log in to **mymeterandme.com**
  Go to the "Contact Nielsen" page and use the travel calendar to enter the dates you plan to be away.

The Nielsen Meter Companion App

The most complete source of information

The Meter Companion app is the easiest way to see information about your meter-wearing and your rewards. It's the perfect tool to help you be your best in the ratings.



- **Track your points.** Get points updates and see how close you are to earning rewards.
- **View payment information.** See the amount of your upcoming and past checks.
- **Get important messages**, including opportunities to earn more money.
- **Earn bragging rights!** Friendly competition at home can be fun. See the points of everyone in your household, including who's the best at wearing the meter.
- **Tell us when you'll be away.** Post any travel dates as soon as you know them. We'll make sure your media choices count and won't try to reach you while you're gone.
- **Get help finding a lost meter.** If you misplace your meter, select "Find a Meter" from the main menu to begin to locate your meter.

The best way to send your data to Nielsen

The Meter Companion app transmits your data to and from Nielsen. Since your phone is with you most of the time, the app is available to send and receive data anywhere you go.*

Your meter tries to connect to Nielsen once each hour. When you're at home, your meter can use the hub or the app to send your meter data to Nielsen. But remember, **keeping the app installed on your phone is the only way for your media choice data to get from your meter to Nielsen when you're away from home.**

* Your cellphone provider's message and data usage rates may apply.

What you should know

Installing the app

The Nielsen Meter Companion app is for ratings members 13 and older. Visit the App Store® (for iPhones®) or Google Play™ store (for Android™ phones) to download and install the app.

Seeing your data

You won't see data in the app until you start wearing your meter. Let us know if you don't see data within 48 hours.

Viewing others' information

If you're the parent or legal guardian of a ratings member 12 or younger, you can view his or her information by adding their profile to your app. You can view information for other household members 13 and older by getting permission from them to add their profile to your app. From the top of the Home screen, tap the arrow beside your name. Select *Add Profile* and follow the prompts.

Feedback welcome but no reviews, please.

Your participation in the Nielsen ratings is confidential so please DO NOT post reviews of the Nielsen Meter Companion app in the app stores. However, we welcome your comments through the *Contact Us* link in the app menu.

For more information about app features, visit nielsen.com/meterapp.

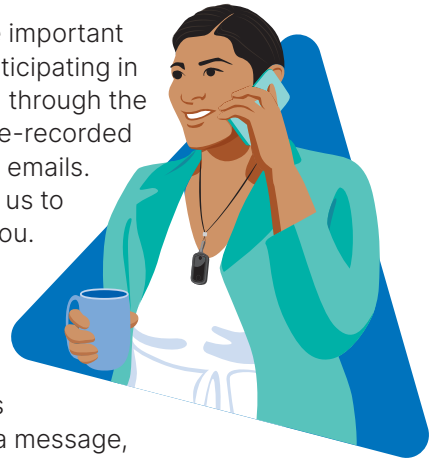
How to log in to the Nielsen Meter Companion app

The first time you open the app, tap the "Get Started" button. You'll need your panelist ID and meter serial number.

Your panelist ID is on the Welcome Envelope sticker.

Your meter serial number is located on the inside of your equipment box and on the back of your meter.

Stay Connected With Us



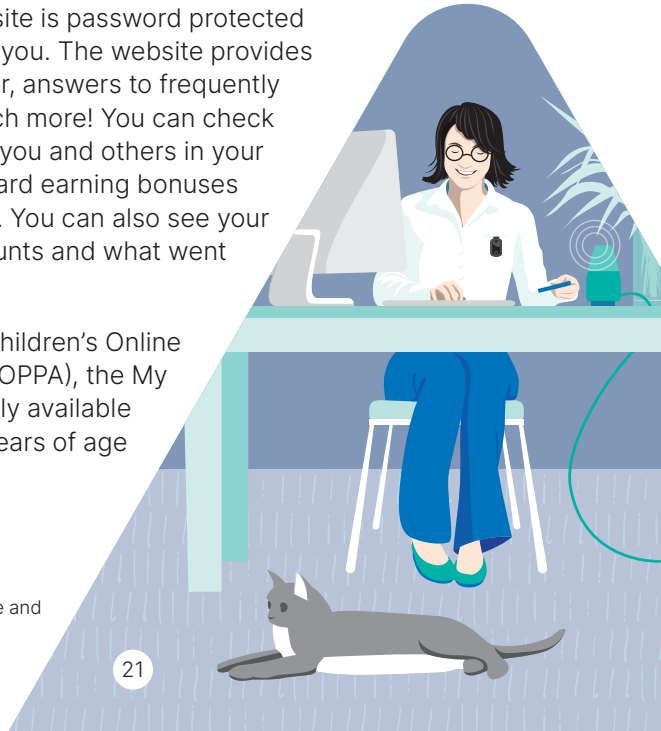
We want to make it easy for you to get the important information that you need while you're participating in the ratings. We share information with you through the Meter Companion app, telephone calls, pre-recorded telephone messages, text messages* and emails. Using various ways to communicate helps us to reach you in the way that works best for you.

Ways to reach us

- **Call: 1-800-277-9139**
  If you need to speak to someone, you can call our toll-free number. If no one is available to take your call, please leave a message, and a Nielsen panel relations specialist will contact you as soon as possible.
- **Email: panelrelations@nielsen.com**
- **Meter Companion app:** Use the smartphone app to call or send us a message. Please note, due to the Children's Online Privacy Protection Act (COPPA), the Meter Companion app is only available for ratings members 13 years of age and older.
- **Website: mymeterandme.com**
  Use the "Contact Nielsen" page.

The My Meter & Me website is password protected and personalized just for you. The website provides tips for carrying the meter, answers to frequently asked questions and much more! You can check your points and see how you and others in your household are doing toward earning bonuses and sweepstakes entries. You can also see your total monthly check amounts and what went into each month's check.

Please note, due to the Children's Online Privacy Protection Act (COPPA), the My Meter & Me website is only available for ratings members 13 years of age and older.



* Your cellphone provider's message and data usage rates may apply.

Common Questions

1. How often do I need to charge my meter and for how long?

When you are not traveling away from home, we ask that you charge your meter each day when you go to bed. This will help you maintain a routine of keeping your meter battery charged. That way, you'll continue to receive points toward cash rewards just for wearing your meter.

2. What happens if the battery drains and my meter shuts off?

If your meter battery drains and your meter shuts off, please place it on the charger. Due to the low battery, you won't hear a beep. After about a minute, the meter will display a series of messages.

3. What happens if I wear someone else's meter?

That person gets credit for the time you wore the meter and the radio and TV ratings won't be as accurate. Please exchange meters as soon as you discover the error, and notify Panel Relations at 1-800-277-9139.

4. What should I tell people who ask about my meter?

To protect the quality of the ratings, it's important that you don't discuss your participation with anyone outside of your household. If a friend or acquaintance asks you about your meter, please only say that your meter monitors your activity as part of a study. If they ask for more detail, please say that you can't tell them more or it may cause problems with the study's results. If someone you don't know asks about your meter, please only tell them that you cannot discuss it. See page 4 for more information.

5. Will this equipment interfere with my radio or TV reception?

No. The equipment does not interfere with reception.

6. Will the meter still pick up the signal if my TV is on mute?

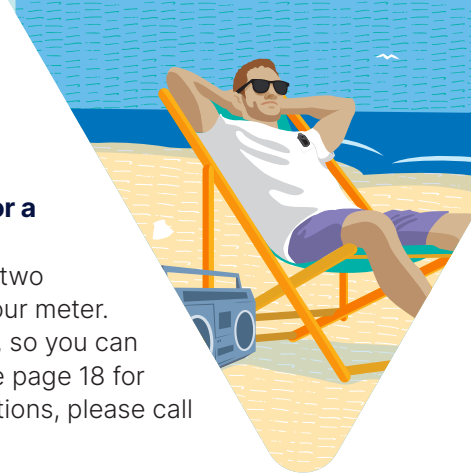
No. The sound must be on for the signal to be picked up by the meter. Remember to watch or listen to TV as you normally do.

7. I must go through an X-ray machine at work (or at the airport). Will this harm the meter?

No. It won't harm your meter.

8. Does listening to more radio or watching more TV increase my points?

No. Points are related to the amount of time you wear the meter. It doesn't matter how much or how little you listen to radio, watch TV or use other media. The only way you earn points is by wearing your meter.



9. What if I have to go away from home for a day or two?

If you're going to be away from home for two nights or less, please continue to wear your meter. Remember to take your charger with you, so you can charge your meter while you're gone. See page 18 for more information. If you have travel questions, please call Panel Relations at 1-800-277-9139.

10. If my entire family is in our car for a day's outing, can we take only one of the meters with us?

Each participating person should take his or her own meter to pick up individual listening and viewing choices. We aren't able to include each person's media choices in the ratings if there is only one meter.

11. Do I have to pay taxes on the gifts and bonuses I receive from Nielsen?

You may have to pay taxes on the money you receive from Nielsen.

If we send you $600 or more in a calendar year, we're required to report this to you and to the government for tax purposes using a 1099-MISC form. We will need to collect your Social Security number for this reporting. All money you received from Nielsen during the year (for example: welcome gift, monthly bonuses, sweepstakes winnings, etc.) is included on the 1099-MISC. Please visit the Internal Revenue Service (IRS) website at www.irs.gov, or consult with a tax professional if you have specific questions about your taxes.

12. How do I return my meter equipment when my household is no longer in the ratings?

If you have not been notified about your meter equipment, please contact the Equipment Recovery Team to schedule a pickup.

Call: **1-866-767-7208** (Monday to Friday from 9 a.m. until 9 p.m. ET)

Email: **PPMERT@nielsen.com**

More common questions and answers are available at mymeterandme.com. Please contact Panel Relations at 1-800-277-9139 to learn how to get access to the website.

Privacy Notice

Nielsen takes your privacy very seriously. We have created our Privacy Notice to help answer questions you may have about how we use, share, and protect the information that we collect from and about you in connection with your household's participation in the Nielsen TV and Radio Ratings.

We regularly update our policy to follow changes in the law and industry standards. To ensure you always have access to our current policy, we have made the Privacy Notice available online.

Use the QR code or web link below to access the Privacy Notice, and please be sure each member of your household reads it carefully.

Data usage rates may apply.

nielsn.co/your-privacy

Important Safety Instructions

Proper care and handling of the personal meter and equipment

- Please pay attention to all warning and caution labels.
- For cleaning, use only a dry cloth—do not use liquid or aerosol cleaners.
- Do not push objects of any kind into an opening.
- Do not use attachments unless recommended by Nielsen.
- Once the beacons are plugged in, please do not move them unless recommended by Nielsen.
- To prevent pinching of the power cord, do not walk on, bend sharply or push items against the power cord.

NEVER attempt to service or repair your meter, charger, hub or beacons for any reason. No user-serviceable parts inside.

If any equipment is damaged or if you have any concerns, call Nielsen Panel Relations at 1-800-277-9139 for assistance with your meter, charger, power cord, hub, beacons, headphone adapter or lanyard ("equipment"). Examples:

- The power cord or plug is damaged.
- Objects have fallen into the meter or meter equipment.
- The meter or meter equipment has been exposed to water or other liquids.
- The meter or meter equipment does not operate normally or exhibits a distinct change in performance.
- The meter or meter equipment has been dropped, or the enclosure has been damaged.
- The meter display is cracked or broken.
- Your meter or equipment feels warm to the touch.

⚠ WARNING

To prevent serious injury or property damage:

FIRE and EXPLOSION HAZARDS

Batteries may explode, may catch fire or cause chemical burns if damaged.

- ALWAYS inspect meter for damage every day before wearing.
- NEVER use meter if it appears swollen, deformed or damaged, feels hot or emits an unusual smell.
- DO NOT allow meter to overheat (reach temperatures of above 140º Fahrenheit (60º Celsius). Do not leave meter in your vehicle or place meter or meter equipment near heat sources such as open flames, stoves, radiators or heat vents. Keep meter out of direct sunlight.
- REMOVE meter immediately if it is warm to the touch when wearing.
- ALWAYS unplug charger and meter if battery begins to swell or emit smoke while charging.
- ALWAYS keep a Class-D fire extinguisher available when charging lithium-ion batteries. If a battery bursts or chemicals begin to leak out of the meter, the chemicals will react with the air and may result in a fire. The chemicals inside lithium-ion batteries are highly flammable.
- NEVER use a damaged charger.
- DO NOT cover meter, charger, hub or beacons with clothing or other materials

.POTENTIAL HEALTH HAZARDS

- The hub contains cellular technology. If you, or someone in your household, cannot or should not use a cellphone for any reason (including but not limited to conflicting medical devices), you should not install the hub without prior approval from your physician.
- The lanyard may catch or snag on other objects. Be aware if you notice the lanyard pulling.

ELECTRIC SHOCK HAZARD

- Always plug charger, hub and beacons into properly grounded, alternating current electrical outlets. If you are unsure, contact an electrician for assistance.
- NO user serviceable parts inside. NEVER attempt to service meter or meter equipment yourself.
- DO NOT expose meter, charger, hub or beacons to moisture or liquids.
- ALWAYS check electrical prongs are clean and dry before plugging in charger, hub or beacons.
- DO NOT open or remove cover. DO NOT push any object into any opening on the meter, the charger, the hub or the beacons.
- DO NOT overload power outlets or extension cords.

USE BY CHILDREN AND MINORS

- Before use, parents should explain to their children under what circumstances (e.g. warm to touch when not charging) to remove the meter from their person and how to remove the meter. You may need to demonstrate to younger children how to remove and get away from the meter.
- For older children and minors, you should have the child read this booklet and discuss with them the proper steps to take should they experience any issue with their meter or their charger.

California Prop 65

WARNING: Lithium-ion batteries and products that contain lithium-ion batteries can expose you to chemicals including cobalt lithium nickel oxide, chromium and nickel, which are known to the State of California to cause cancer and birth defects or other reproductive harm. For more information, go to www.P65Warnings.ca.gov.

FCC Compliance Statement for the Meter System

Meter system devices (meter, hub and beacon), meet the aforementioned FCC and IC requirements for RF exposure in public or uncontrolled environments.

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

Each meter system device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

Personal Meter

FCC Part 15 & Class B Digital Device Compliance: This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation. This equipment has also been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules.

FCC RF Exposure & SAR Compliance Statement: This device (FCC ID: 2ASUZ-NPM-2) complies with the FCC SAR limits specified in 47 CFR part 2 (2.1093) for general population uncontrolled exposure environments. The maximum reported Specific Absorption Rate (SAR) values for the Personal Meter are:

- Body-worn (1g): 0.179 W/kg (against an FCC limit of 1.6 W/kg).
- Extremity (10g): 0.083 W/kg (against an FCC limit of 4.0 W/kg).

Hub Equipment

FCC Part 15 Class B Digital Device Compliance: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the hub and the affected device.
- Connect the hub into an outlet on a circuit different from that to which the receiver is connected.
- Contact Nielsen for help.

FCC RF Radiation Exposure Statement for the Hub: This equipment complies with FCC RF radiation exposure limits set forth for an uncontrolled environment. To maintain compliance with FCC's RF exposure guidelines, this device and its antenna must be installed to provide a separation distance of at least 20 cm from all persons and must not be located near, or operating in conjunction with, any other antenna or transmitter.

Changes or modifications not expressly approved by Nielsen could void the user's authority to operate the equipment.

ISED Canada compliance statement

Personal Meter

License-Exempt Radio Apparatus (RSS-Gen):

This device contains licence-exempt transmitter(s)/receiver(s) that comply with Innovation, Science and Economic Development Canada's licence-exempt RSS(s). Operation is subject to the following two conditions: (1) This device may not cause harmful interference. (2) This device must accept any interference, including interference that may cause undesired operation of the device.

L'émetteur/récepteur exempt de licence contenu dans le présent appareil est conforme aux CNR d'Innovation, Sciences et Développement économique Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) L'appareil ne doit pas produire de brouillage; (2) L'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

ISED RF Exposure & SAR Compliance (RSS-102):

This device complies with Industry Canada / ISED RSS-102 SAR limits for general population / uncontrolled exposure environments. The maximum reported SAR values for body-worn operation comply with applicable limits.

Cet appareil est conforme aux limites DAS de CNR-102 d'ISDE pour une exposition générale de la population / environnement non contrôlé. Les valeurs DAS maximales rapportées pour le fonctionnement porté sur le corps sont conformes aux limites applicables.est susceptible d'en compromettre le fonctionnement.

Hub equipment

License-Exempt Radio Apparatus & RF Exposure (RSS-Gen & RSS-102):

This device contains license-exempt transmitter(s)/receiver(s) that comply with Innovation, Science and Economic Development Canada's license-exempt RSS(s). Operation is subject to the following two conditions: (1) This device may not cause harmful interference. (2) This device must accept any interference, including interference that may cause undesired operation of the device. This equipment should be installed and operated with a minimum distance of 20 centimeters between the radiator and your body.

L'émetteur/récepteur exempt de licence contenu dans le présent appareil est conforme aux CNR d'Innovation, Sciences et Développement économique Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) L'appareil ne doit pas produire de brouillage; (2) L'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement. Cet équipement devrait être installé et actionné avec une distance minimum de 20 centimètres entre le radiateur et votre corps.

If you have any questions about your meter or meter equipment, please contact us at 1-800-277-9139.

Electronic Specifications and WEEE Directive Statement

Personal Meter

- Operating temperature range: 0–40 °C (32–104 °F)
- Input: Voltage 5.0V +-5%, Current 88 mA

⚠ The Personal Meter can only be charged via an appropriate charger (Meter Charger).

Do not attempt to replace your meter's battery. If you think that there is an issue with the battery, please contact Nielsen right away and we'll make arrangements to repair or replace your meter.

- Battery Specifications: Type LiPo, Nominal Voltage 3.7V, Capacity 0.165Ah, Max. Charge Voltage 4.2V

Personal Meter Charger

- Operating temperature range: 0–40 °C (32–104 °F)
- Input: Voltage 5.0V +-5%, Current 500 mA
- Output: Voltage 5.0V +-5%, Current 500 mA

⚠ Power to the Meter Charger can only be supplied via a limited power source (LPS) power supply.

Hub Base (Global Power Dock 2 [GPD2])

- Power ratings: Voltage: 5V±5%, Current 2.5Amax, DC
- Socket type: micro USB
- Power supply: Rated input 100-240VAC 50-60Hz 0.3 A, Rated output 5V±5% 2.1A, Plug type micro USB
- Environment: Operating temperature range –40°C to +85°C, Humidity RH 5_90% non-condensing

Hub Modem (Global Cellular Modem [GCM])

- Power ratings: Voltage 5V±5%, Current 1.5Amax DC
- Socket type: USB
- Power supply: Via Hub Base (GPD2) USB connector
- Environment: Operating ambient temperature range 0–40 °C (32–104 °F)

Waste Electrical and Electronic Equipment (WEEE)

Some of your Nielsen equipment is subject to the European Union Waste Electrical and Electronic Equipment (WEEE) Directive and its marking requirements.

The "crossed-out wheeled bin" symbol on a product or its packaging indicates that this product is subject to the WEEE Directive and *must not* be disposed of with your other household waste. Instead, it is your responsibility to dispose of waste electronic equipment by arranging to return it to a designated collection and recycling location.

By separating and recycling your waste equipment at the time of disposal, you will help to conserve natural resources and ensure that the equipment is recycled in a manner that protects human health and the environment. For more information about where you can drop off your waste for recycling, please contact your local authority.

Your Nielsen equipment should always be returned to us. It's free of charge and we'll recycle or dispose of it responsively. As always, please feel free to contact us if you have any questions.

You count in the ratings!

Questions?
Please call Panel Relations at 1-800-277-9139.

Install the Meter Companion app
and visit us on mymeterandme.com.

Nielsen

To prevent serious injury or property damage, you should read, understand and follow the warnings and instructions in this manual. Keep for future reference.

PAN-26-32551 CAN