

Arbitron DMA Estimates in PPM Markets Analyze the Market Beyond the Metro

There's good news for radio stations, advertisers and agencies that depend on the Designated Market Area (DMA®) geography in their radio advertising transactions—effective September 2009, Arbitron will produce radio DMA estimates in its Portable People Meter™ markets.

DMA's are geographies based on television viewership and are often used by advertisers and agencies for planning and buying purposes. The Arbitron DMA estimates in PPM™ markets will consist of a combination of PPM data from the Metro counties and Diary data in the surrounding counties. Using Dallas-Ft. Worth as an example, the DMA (the area inside the purple border) will consist of PPM counties (colored in dark) and Diary counties (light color). Please refer to the map on the right.



DMA estimates for PPM markets will roll out in two stages:

1. Summary data, primarily used by advertising agencies, will be made available to licensed third-party processors in September 2009.
2. December 12, 2009 is the target release date for Respondent-Level DMA data through TAPSCAN™ Web and licensed third-party processors.

Here are some frequently asked questions about DMA estimates in PPM markets:

Q. What are radio DMA data for PPM markets?

- A. The Arbitron PPM service only measures Metro counties (the only exception is Houston-Galveston, which covers the entire DMA); some of our clients wish to analyze geographies beyond the PPM Metro. Since Arbitron conducts Diary measurement in non-Metro areas for our national products such as Nationwide and RADAR®, we have developed the ability to produce DMA estimates for PPM markets by combining the data from the PPM and Diary counties.

Q. How do you generate estimates for non-Metro DMA counties in a market?

- A. DMA data for PPM markets will include both the PPM and Diary methodologies. Our PPM system will supply the audience estimates for the Metro and our Diary system will supply the audience estimates for the non-Metro portion of the DMA. Each report will include combined PPM and Diary estimates.

Example:

WAAA-FM	
AQH Persons from Metro (PPM)	20,000
AQH Persons from Non-Metro (Diary)	30,000
DMA AQH Persons	50,000

Note: The same process is used for both Cume and Average Quarter-Hour Persons. This is virtually the same process used in our National Services, such as Nationwide.

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Q. In what types of situations are radio DMA estimates used?

- A. • Agencies with clients that need to analyze beyond the Metro
- Agencies with clients who prefer to use the same geography when buying radio and television
- Radio stations with strong signals/listenership in non-Metro areas, and more

Q. How often will you release this information?

- A. DMA data for PPM markets will be released twice a year:
 Spring (Spring Diary survey; April/May/June PPM surveys)
 Fall (Fall Diary survey; Oct/Nov/Dec PPM surveys).

Q. What software can I use to view DMA data for PPM Markets?

- A. Summary data: Check with your software representative for availability of these data through their systems. Many third-party processors plan to offer these data.
 Respondent-level data: These data will be made available through TAPSCAN Web and offered to licensed third-party processors.
 Arbitron eBookSM: Arbitron eBook will be accessible to clients who subscribe to DMA data in PPM markets in September 2009; however, only "Sample Summary Information" (the info in the "front of the book") will be shown. DMA estimates will not be available in PPM Arbitron eBooks.

Q. My company does not currently use any of the software systems that will run DMA data for PPM Markets.

- A. National-Regional Database (NRD) may be a viable alternative for you. Contact your Arbitron representative for more information.

Q. Can I look at TSA using this methodology?

- A. TSA geographies were eliminated upon the conversion to the PPM service.

Q. Can I view the same demos, dayparts and geo selections that I use for Metro estimates?

- A. Demos: DMA data for PPM markets use a 12+ universe (estimates involving 6- to 11-year-olds are not available). With that exception, the same demos used in the Metro will be available. Also, socioeconomic information will be accessible for PPM data, with the exception of Ethnic (in our Diary service, ethnic data are provided only at the Metro level).

Dayparts: the same dayparts will be available.

Geo selections: Respondent-Level Data users will have the option to create custom geographies, including DMA counties and zip code groups.

Q. How do you determine minimum reporting standards for viewing DMA estimates?

- A. The Minimum Reporting Standards (MRS) for DMA data for PPM Markets is almost the same as the rules for PPM Metro: .495 average weekly Cume, Persons 12+, Monday-Sunday 6AM-Midnight, total geography. The MRS requirement is calculated after PPM and Diary data are merged.

The only difference between MRS rules is that PPM Metro uses a 6+ universe instead of 12+.

Q. Can PPM/Diary methodology be used to create CSARs?

- A. There are plans to offer CSAR data for the Central New Jersey market and other CSAR geographies. This market comprises both PPM and Diary counties. For the Spring 2009 survey, the New Jersey CSAR will be Diary only. Beginning with the Fall 2009 survey, these data will be based on PPM and Diary methodologies.

Q. Do I receive automatic access to these DMA data?

- A. Not in every case. It's best to check with your Arbitron representative to ensure there are no hiccups in the delivery of your PPM data.

Q. Are these data reliable? Do we plan to seek MRC accreditation for this service?

- A. Arbitron stands by the reliability of all of our estimates, and we intend to gain MRC accreditation for these estimates on a schedule to be determined.

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Delivery Schedule

DMA	PPM Radio Metro	DMA Data Available	Summary Data	Respondent-Level Data
Philadelphia, PA DMA	Philadelphia	Spring 2009	Sept. 2	Dec. 12
Houston, TX DMA ¹	Houston-Galveston	available	available	available
New York, NY DMA	New York	Spring 2009	Sept. 1	Dec. 12
Los Angeles, CA DMA	Los Angeles	Spring 2009	Sept. 1	Dec. 12
Chicago, IL DMA	Chicago	Spring 2009	Sept. 1	Dec. 12
San Francisco-Oakland-San Jose, CA DMA	San Francisco	Spring 2009	Sept. 2	Dec. 12
Dallas-Ft. Worth, TX DMA	Dallas-Ft. Worth	Spring 2009	Sept. 3	Dec. 12
Atlanta, GA DMA	Atlanta	Spring 2009	Sept. 3	Dec. 12
Washington, DC (Hagerstown, MD) DMA	Washington, DC	Spring 2009	Sept. 2	Dec. 12
Detroit, MI DMA	Detroit	Spring 2009	Sept. 1	Dec. 12
Boston, MA (Manchester, NH) DMA	Boston	Spring 2009	Sept. 2	Dec. 12
Miami-Ft. Lauderdale, FL DMA	Miami-Ft. Lauderdale-Hollywood	Spring 2009	Sept. 3	Dec. 12
Seattle-Tacoma, WA DMA	Seattle-Tacoma	Spring 2009	Sept. 3	Dec. 12
Phoenix (Prescott), AZ DMA	Phoenix	Spring 2009	Sept. 2	Dec. 12
Minneapolis-St. Paul, MN DMA	Minneapolis-St. Paul	Spring 2009	Sept. 3	Dec. 12
San Diego, CA DMA	San Diego	Spring 2009	Sept. 1	Dec. 12
Tampa-St. Petersburg (Sarasota), FL DMA	Tampa-St. Petersburg-Clearwater	Fall 2009		
St. Louis, MO DMA	St. Louis	Fall 2009		
Denver, CO DMA	Denver-Boulder	Fall 2009		
Baltimore, MD DMA	Baltimore	Fall 2009		
Pittsburgh, PA DMA	Pittsburgh, PA	Fall 2009		
Portland, OR DMA	Portland, OR	Fall 2009		
Sacramento-Stockton-Modesto, CA DMA ²	Sacramento	Fall 2009		
Cincinnati, OH DMA	Cincinnati	Fall 2009		
Cleveland-Akron (Canton), OH DMA	Cleveland	Fall 2009		
Salt Lake City, UT DMA	Salt Lake City-Ogden-Provo	Fall 2009		
San Antonio, TX DMA	San Antonio	Fall 2009		
Kansas City, MO DMA	Kansas City	Fall 2009		
Las Vegas, NV DMA	Las Vegas	Fall 2009		
Charlotte, NC DMA	Charlotte-Gastonia-Rock Hill	Spring 2010		
Orlando-Daytona Beach-Melbourne, FL DMA ³	Orlando	Spring 2010		
Columbus, OH DMA	Columbus, OH	Spring 2010		
Milwaukee, WI DMA	Milwaukee-Racine	Spring 2010		
Austin, TX DMA	Austin	Spring 2010		
Indianapolis, IN DMA	Indianapolis	Spring 2010		
Providence, RI-New Bedford, MA DMA	Providence-Warwick-Pawtucket	Spring 2010		
Norfolk-Portsmouth-Newport News, VA DMA	Norfolk-Virginia Beach-Newport News	Spring 2010		
Raleigh-Durham (Fayetteville), NC DMA	Raleigh-Durham	Spring 2010		
Nashville, TN DMA	Nashville	Spring 2010		
Greensboro-High Point-Winston Salem, NC DMA	Greensboro-Winston Salem-High Point	Fall 2010		
Jacksonville, FL DMA	Jacksonville	Fall 2010		
West Palm Beach-Ft. Pierce, FL DMA	West Palm Beach-Boca Raton	Fall 2010		
Memphis, TN DMA	Memphis	Fall 2010		
Hartford & New Haven, CT DMA	Hartford-New Britain-Middletown	Fall 2010		
New Orleans, LA DMA	New Orleans	Fall 2010		

Dates to be determined as market releases.

Schedule is subject to change.

¹ Houston-Galveston PPM service incorporates the entire DMA.

² The DMA will no longer be available for Stockton and Modesto within the Diary service.

³ The DMA will no longer be available for Daytona Beach and Melbourne-Titusville-Cocoa within the Diary service.

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