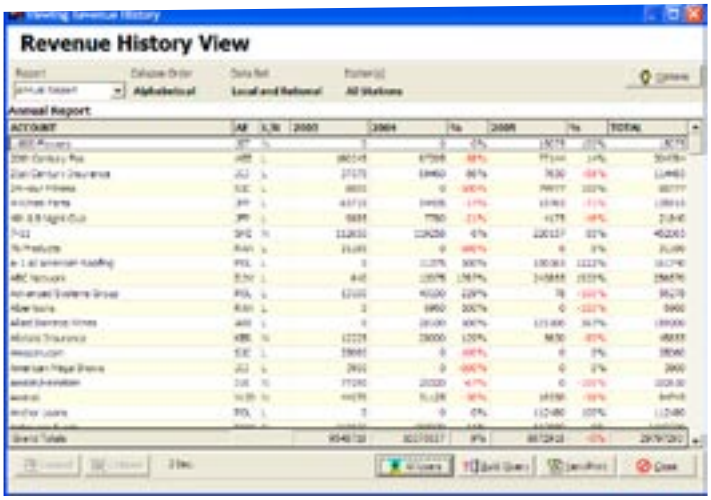
ARBITRON

ARBITRON INTEGRATED RADIO SYSTEMS

Revenue History

How can you determine what an account or list is really worth? You have billing on multiple stations, NTR and non-spot. You changed traffic systems last year. Can Arbitron's Integrated Radio Systems (IRS)[SM] software bring all those challenges together?



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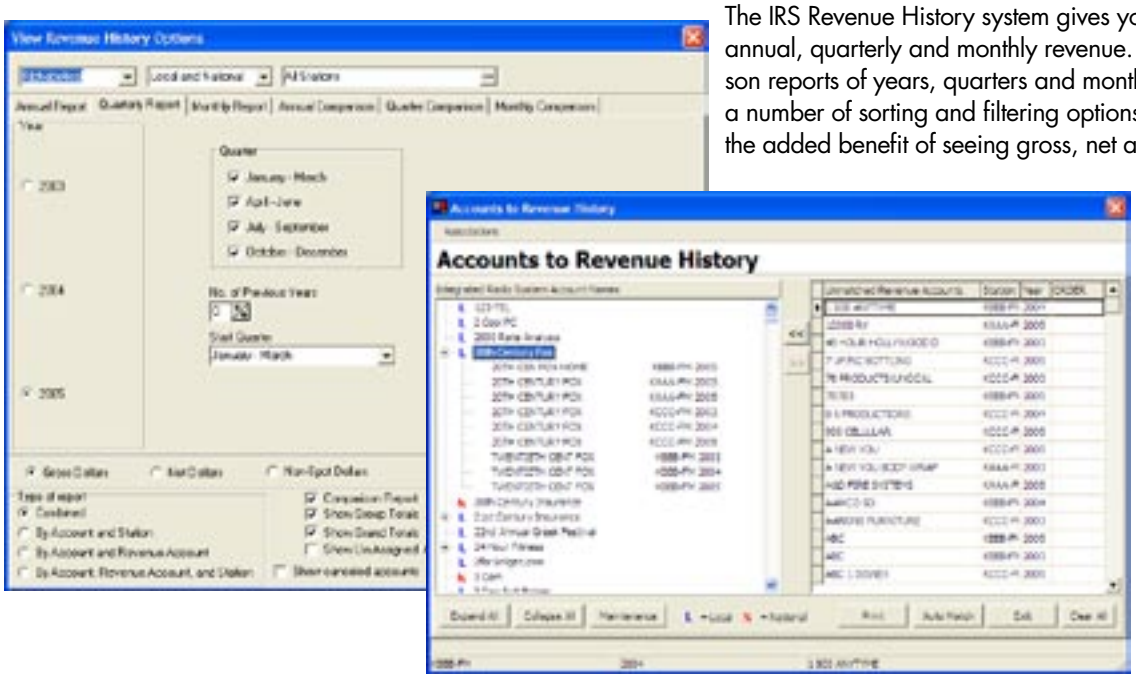
The IRS Revenue History system allows a cluster to pull in both historical and future revenue, then cross-reference any AR account to an IRS Account Management account. The system is completely dynamic: If you want to rank revenue for 2005, simply click on the 2005 header in the display and data are updated instantly. If you want to see a multiyear history for a specific account, just double-click on the account name in the display.

Matching AR records to IRS accounts couldn't be easier. In addition to drop-and-drag simplicity, the system will automatically match exact accounts and use our unique "fuzzy match" process to bring together records that are similar but not an exact match. Once an AR account is matched, the system will remember it permanently. Most importantly, the updating is done in only one place once a day—by default, the system is set up for your entire cluster.

The IRS Revenue History system gives you a full range of reports for annual, quarterly and monthly revenue. You can also run comparison reports of years, quarters and months. All of the reports have a number of sorting and filtering options (Marketron stations have the added benefit of seeing gross, net and non-spot revenue). By default, dollars are consolidated for all stations in the cluster, but you can filter the information for single stations or groups of stations. Sellers can load Revenue History but are limited to the accounts assigned to them.



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