

**RADAR—The
Gold Standard
in Network
Radio Ratings
for 40 Years**



Network Radio Today

Including Data From **RADAR** Studies

2008 Edition

Introduction

Network Radio Today offers you a window into the dynamic world of national radio and its listeners, as well as an introduction to RADAR, the national radio ratings service that for over 40 years has been the “gold standard” of measurement for national radio listening and network radio audiences.

A radio network is defined as an organization that provides programs, services and commercials to local affiliate radio stations throughout the United States. The organization maintains an ongoing affiliate relationship with each station, and the affiliates carry the network material in a consistent manner from week to week. Stations report to the networks the actual aired time for each program and/or commercial on an exact-time basis.

For advertisers, network radio offers station line-ups with exceptional market coverage and powerful targeting via a broad range of programming and station services, including personality programming, digital formats, news and information services, prep packages, music libraries and interactive technologies. Currently, there are more than 55 measured RADAR networks that provide advertising opportunities for advertisers to reach millions of consumers around the country.

Network Radio Today illustrates that network radio offers several advantages to advertisers who are seeking to build reach quickly and efficiently. Among them, network radio delivers well-defined demos and socioeconomic groups, ranging from working women to young adults to high-income households. It also reaches about 75 percent of all radio listeners every week, offering convenient, one-stop access to this substantial national audience.

This report profiles network radio from a national viewpoint, outlining its strength as a medium and analyzing listening behavior for several important socioeconomic groups. It is part of Arbitron’s commitment to giving agencies, advertisers and radio networks information about and insights into America’s radio audience. Arbitron invites you to explore this fascinating snapshot of how Americans spend time with network radio

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Network Radio Reaches All Ages

Network Radio Offers Gender Equality

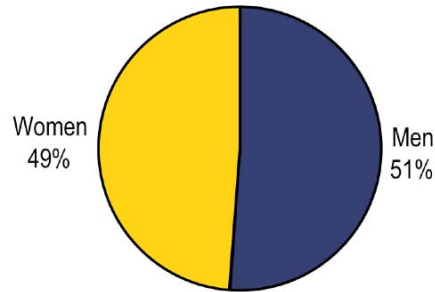
Network radio reaches nearly three-fourths of Americans 12+ each week. The medium performs particularly well in the coveted 25-54 demographic, reaching 74 percent of American consumers in this age range. People aged 25-54 compose 50 percent of the 12+ audience to network radio.

Network radio also performs well with teens, reaching 69 percent of young people ages 12-17 weekly.

Network radio reaches a nearly equal percentage of adult men (73 percent) and women (73 percent). However, due to population differentials between the sexes, more Women 18+ (84.9 million) listen to network radio each week than Men 18+ (81.5 million).

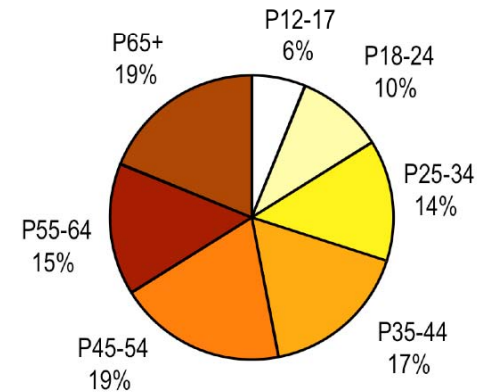
Audience Gender Composition

Persons 18+
Mon-Sun, 12M-12M



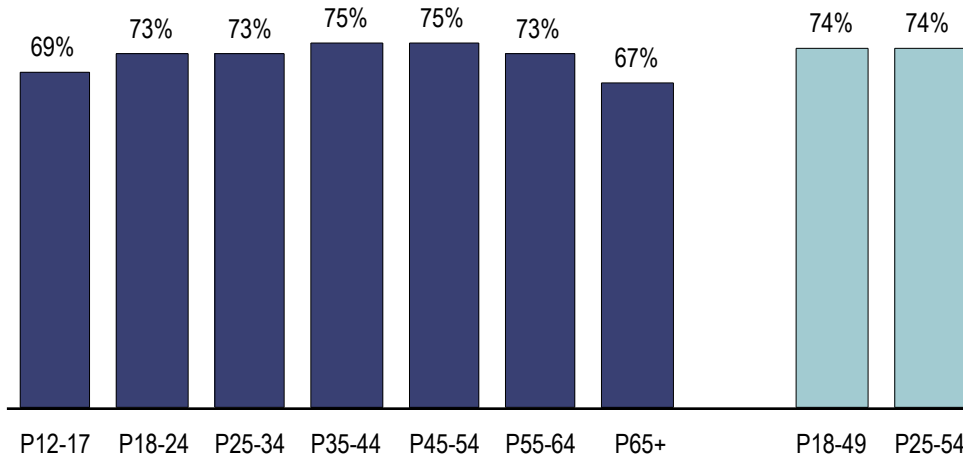
Audience Age Composition

Persons 12+
Mon-Sun, 12M-12M



Weekly Reach Percentage by Age

Persons 12+
Mon-Sun, 12M-12M



Source: RADAR 97, Volume 2 Data

Listening Location

Radio Goes Everywhere

Network radio has the flexibility to reach listeners at home and out-of-home locations.

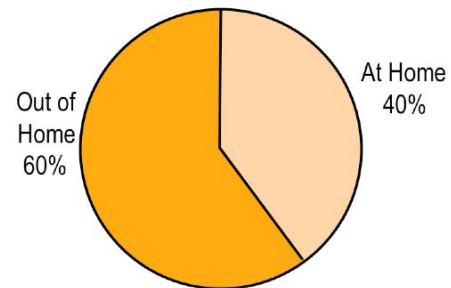
Nearly 143 million Adults 18+ (62 percent) listen to network radio out of home.

In comparison, 40 percent of Adults 18+ (about 89.5 million) listen to network radio at home. Indeed, 60 percent of listening is out of home.

Source: RADAR 97, Volume 2 Data

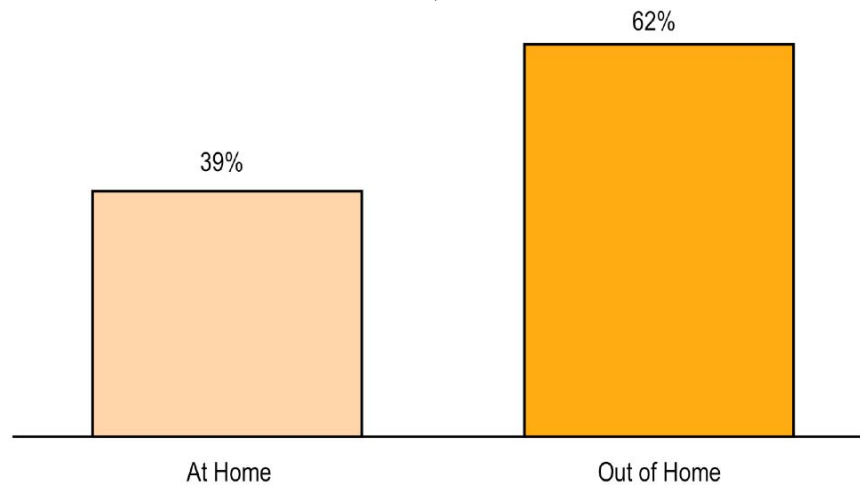
Audience Composition by Listening Location

Persons 18+
Mon-Sun, 12M-12M



Weekly Reach Percentage by Location

Persons 18+
Mon-Sun, 12M-12M



Network Radio Appeals to College-Educated Listeners

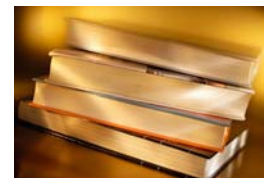
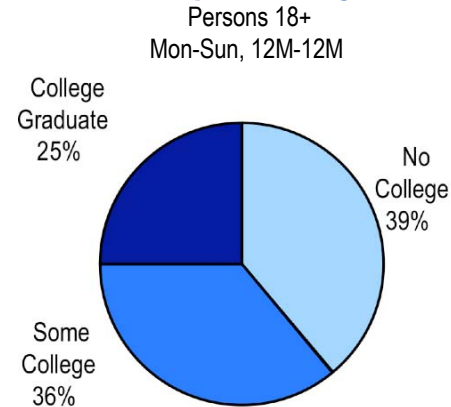
Network Radio Is at the Top of Its Class in Attracting Well-Educated Audiences

Network radio reaches approximately three-quarters of America's college graduates each week. Furthermore, it reaches more than 57 million who report having attended "some college." A portion of these listeners are likely to be younger people who are still in the process of earning their degrees.

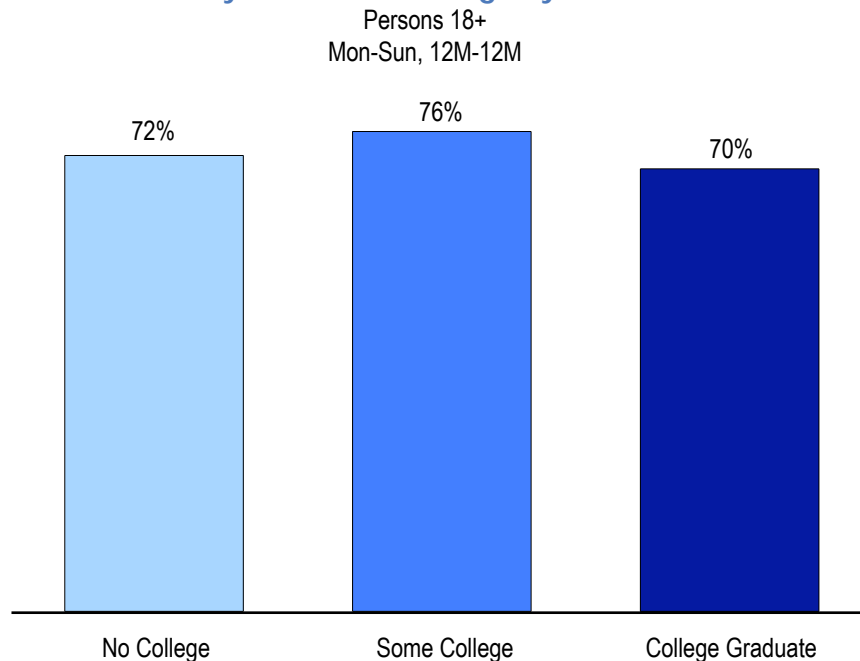
College-educated listeners make up nearly two-thirds of the 18+ audience to network radio.

Source: RADAR 97, Volume 2 Data

Audience Composition by Education



Weekly Reach Percentage by Education



Network Radio Delivers High-Income Households

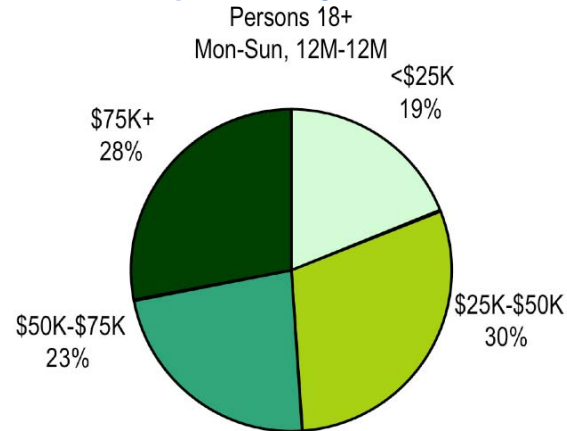
Network Radio Attracts Valuable Listeners Across All Income Brackets

Network radio attracts listeners across all income levels, but it performs particularly well among high-income households. Those with annual household incomes of more than \$75,000 make up 28 percent of network radio's Adult 18+ audience, while those earning between \$50,000 and \$75,000 per household account for 23 percent.

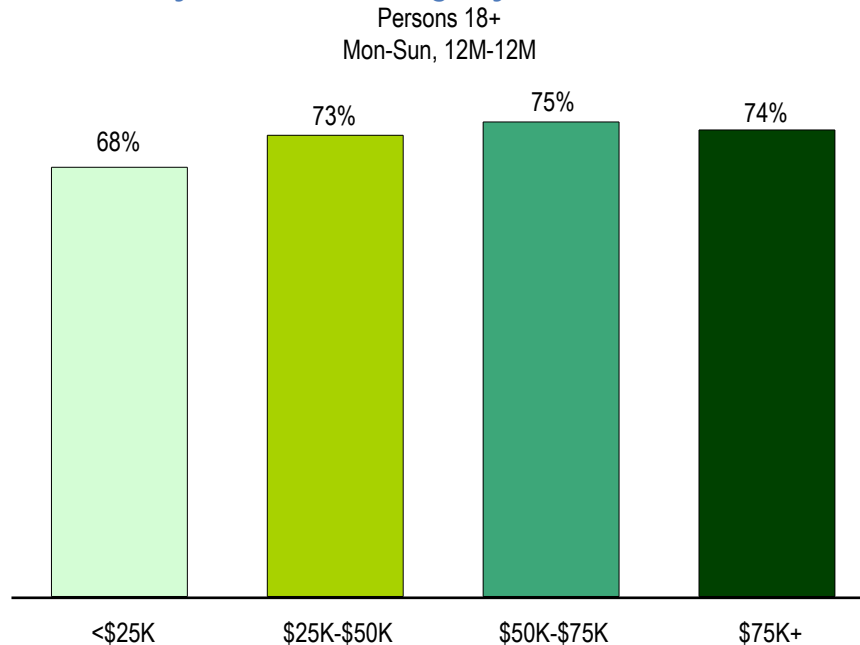
Overall, network radio reaches 74 percent of those with household incomes of \$50,000 or more.

Source: RADAR 97, Volume 2 Data

Audience Composition by Household Income



Weekly Reach Percentage by Household Income



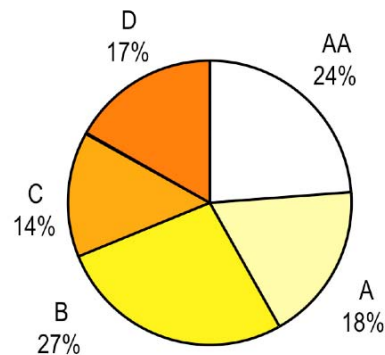
Network Radio Covers All County Sizes*

From the Metropolis to Small-Town USA, Network Radio Comes In Loud and Clear

Network radio reaches 77 percent of the people 12+ who reside in the most populous counties (sizes AA and A). Together, these listeners account for about 42 percent of network radio's 12+ audience. Network radio has the power to reach small-town and rural listeners as well. Thirty-one percent of network radio's 12+ audience reside in the nation's least populous counties (sizes C and D), which are primarily composed of nonmetropolitan areas.

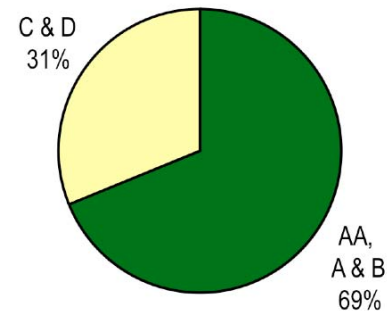
Audience Composition by County Size

Persons 12+
Mon-Sun, 12M-12M



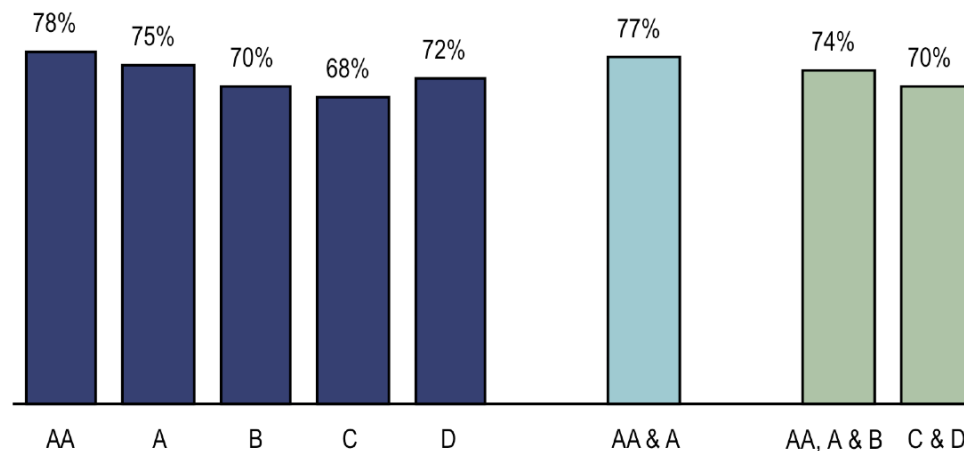
Audience Composition by County Size

Persons 12+
Mon-Sun, 12M-12M



Weekly Reach Percentage by County Size

Persons 12+
Mon-Sun, 12M-12M



Source: RADAR 97, Volume 2 Data
* See county-size definitions on page 34.

Network Radio Works for Working Women

When It Comes to Working Women with Kids, This Mobile Medium Stays in Step

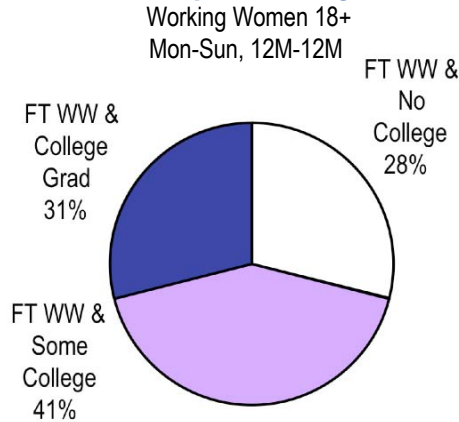
Network radio appeals greatly to full-time working women, reaching 77 percent of this important socioeconomic group each week.

Similarly, network radio reaches 79 percent of full-time working women with children under the age of 12, an important category for many advertisers. The medium also reaches 73 percent of full-time working women who are college graduates.

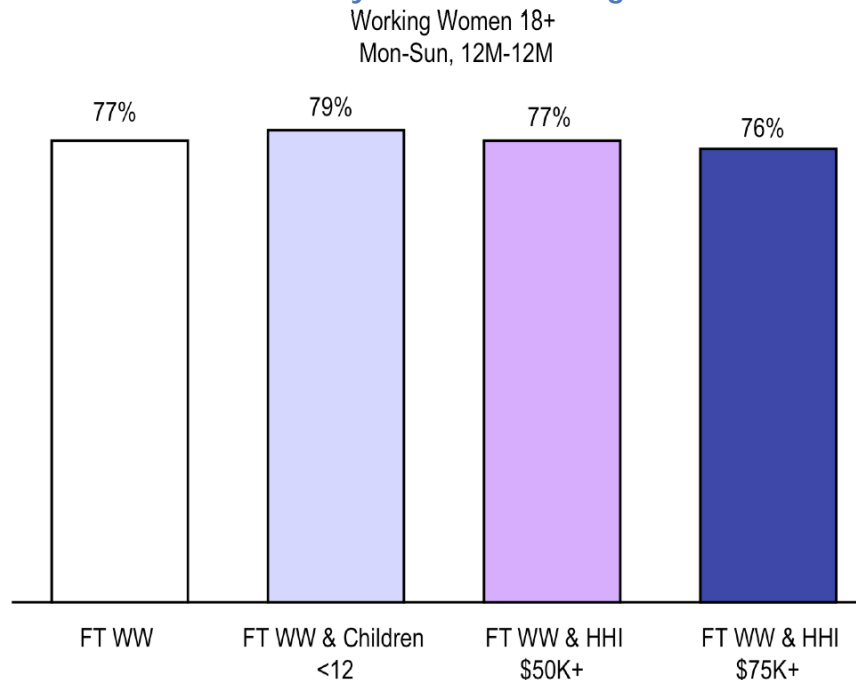
As one might expect, many full-time female earners contribute significantly to their households' financial pictures: 27 percent of network radio's adult female listeners work full time and have annual household incomes of more than \$50,000 per year.

Source: RADAR 97, Volume 2 Data

Audience Composition by Education



Weekly Reach Percentage



Network Radio Is Ubiquitous Among Black* Americans

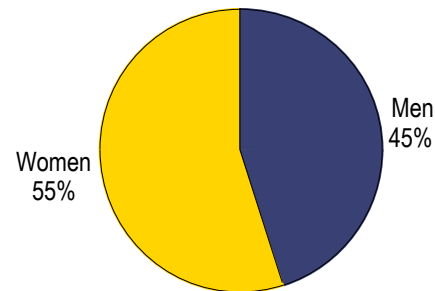
From Teens to Seniors, Network Radio Connects with Blacks of All Ages

More than eight out of 10 black* adults listen to network radio each week. The medium reaches black men and women almost equally.

Network radio's impressive appeal among black Americans extends across nearly every age group, with the medium peaking in popularity among black listeners ages 35-44, 87 percent of whom are reached by network radio each week. Furthermore, this age group accounts for almost 22 percent of network radio's black 18+ audience.

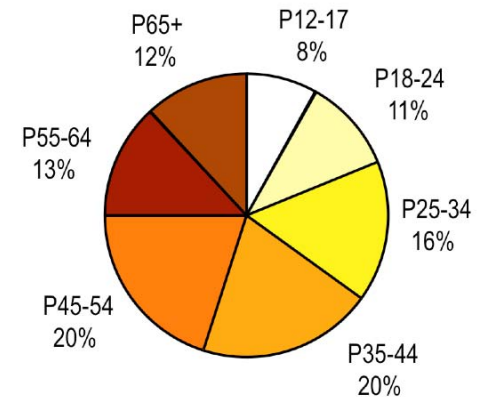
Gender Composition for Black* Americans

Black Persons 18+
Mon-Sun, 12M-12M



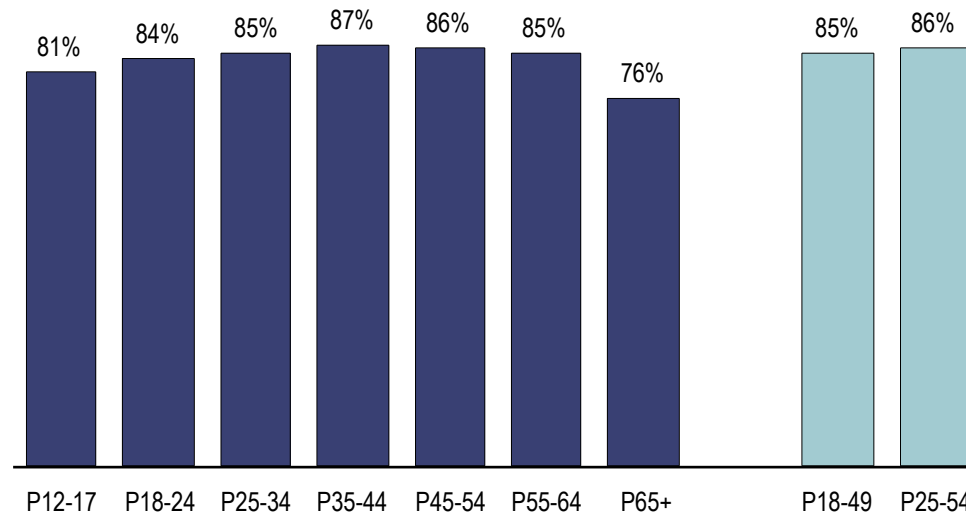
Age Composition for Black* Americans

Black Persons 12+
Mon-Sun, 12M-12M



Weekly Reach Percentage for Black* Americans

Black Persons 12+
Mon-Sun, 12M-12M



* Black Non-Hispanic
Source: RADAR 97, Volume 2 Data

Network Radio Reaches Hispanics of Every Age

Hispanic Appeal Is Tops with Teens

Almost two-thirds of the nation's Hispanic 12+ population listen to network radio each week. Like the general population, the medium reaches male and female Hispanic adults almost equally.

Hispanic affinity for network radio is strong across all age groups, but the medium is tops with teens, reaching 74 percent of Hispanic listeners ages 12 to 17 each week.

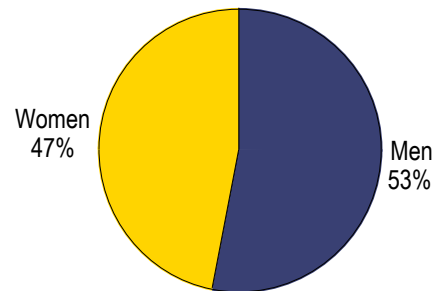
Network radio reaches Hispanic consumers regardless of which language they use. More than half of those who are Spanish-Dominant and more than three-quarters of those who are English-Dominant hear network radio each week.

Source: RADAR 97, Volume 2 Data

Note: Totals subject to rounding.

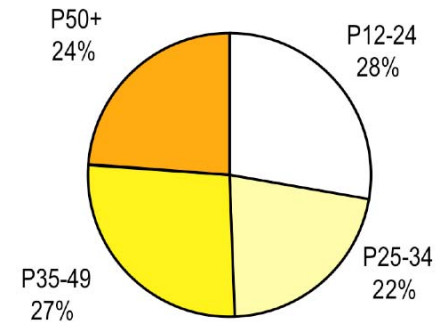
Gender Composition for Hispanics

Hispanic Persons 18+
Mon-Sun, 12M-12M



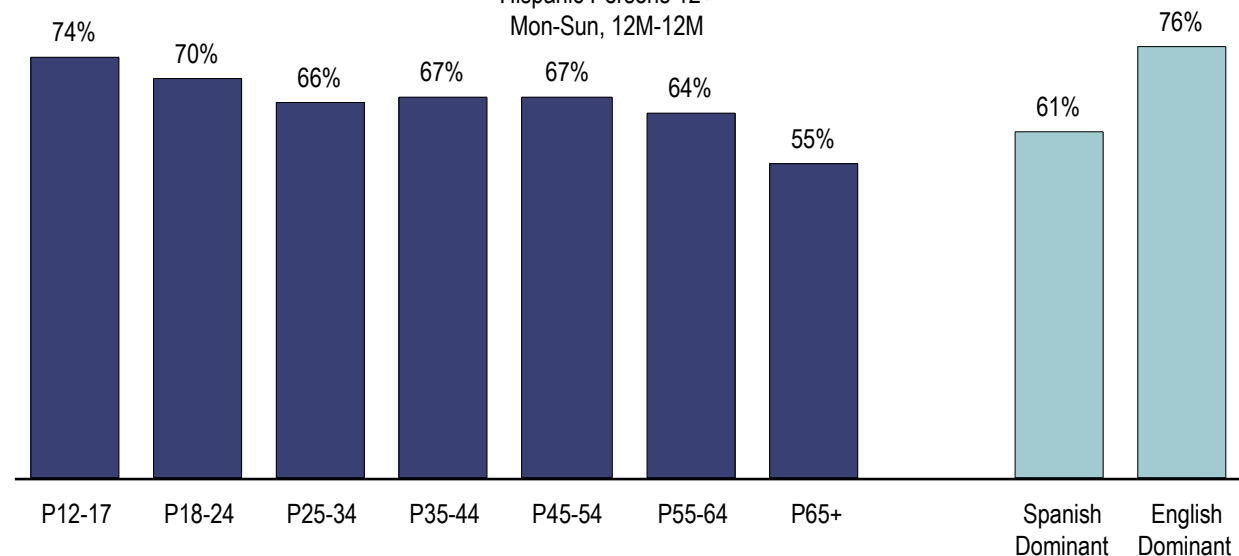
Age Composition for Hispanics

Hispanic Persons 12+
Mon-Sun, 12M-12M



Weekly Reach Percentage for Hispanics

Hispanic Persons 12+
Mon-Sun, 12M-12M



RADAR Description



Radio's All Dimension Audience Research, or RADAR, is a national radio ratings service owned by Arbitron Inc. that compiles national and network radio audience estimates of persons ages 12+ in the contiguous United States. It has been accredited by the Media Rating Council® since 1971, and it provides audience estimates for a predetermined set of participating networks.

The RADAR service measures audiences to cleared commercials. This is an important distinction, because not all affiliates carry every network-fed program and commercial. For this reason, RADAR collects clearance information from the networks and merges it with audience data. Through this process, RADAR provides estimates of who was in the audience when a commercial aired. To check on the accuracy of this clearance information, Arbitron conducts a spot confirmation study on a monthly basis with a sample of stations for each network organization.

In an environment where advertisers are demanding greater accountability across all media, RADAR is ahead of the curve. RADAR offers postbuy analysis capabilities that can provide audience estimates for a specific advertiser's commercials. Additionally, Arbitron has been conducting an ongoing quality enhancement program for RADAR that involves greatly expanding the sample size. This program is aimed at providing more granular information to clients for demographics, socioeconomic characteristics, dayparts and market-by-market analysis reports.

Today, RADAR audience estimates are based on a yearly sample of more than 250,000 respondents (which will reach 300,000+ respondents by the end of 2008) from the vast Arbitron Diary and PPM respondent databases. Each respondent covers seven days of radio listening, and the measurement is conducted over 48 weeks. Network station associations as of a specific date and clearance information for two specific weeks during a 12-month period are used to compile the network audience estimates.

RADAR measures audiences to radio commercials on 58 radio networks operated by American Urban Radio Networks, Citadel Media, Crystal Media Networks, Dial Global Media, Inc., Premiere Radio Networks, United Stations Radio Networks and Westwood One Radio Networks.

RADAR Description

Incorporating PPM™ Data Into RADAR

As Arbitron commercializes its PPM electronic measurement service in the Top 50 radio markets, PPM respondents are being incorporated into the RADAR service as each market converts to PPM currency. RADAR estimates for all other markets will continue to be based on Diary respondents.

How the PPM and Diary Data Are Combined

RADAR reports will include both the PPM and Diary methodologies in DMA®s that contain a PPM Metro. PPM measurement will supply the audience estimates for the Metro, and audience estimates for the non-Metro portion of the DMA will be provided by Diary measurement. Each report will include combined PPM and Diary estimates.

The inclusion of the PPM data does not change the RADAR service. The same estimates are delivered, and the data runs through the same software. The PPM and Diary markets are using the same 12 survey weeks, corresponding to the local market survey periods. RADAR estimates will continue to be based on Persons 12+.

A difference in how the PPM data and the Diary data are reported, however, necessitated the following minor adjustment. RADAR listening locations changed to “at home” or “out of home.”

Philadelphia and Houston-Galveston were the first PPM markets to be commercialized, and they received the first RADAR reports with the combined PPM and Diary data in December 2007. The next PPM markets scheduled to be commercialized in 2008 are New York, Nassau-Suffolk (Long Island), Middlesex-Somerset-Union, Los Angeles, Riverside-San Bernardino, Chicago, San Francisco and San Jose.

For More Information

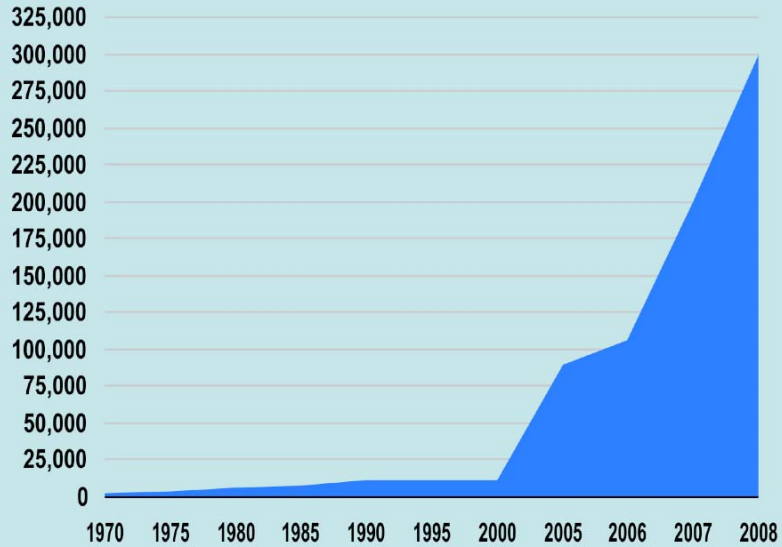
More details on the PPM methodology and deployment plans can be found on Arbitron’s Web site at www.arbitron.com. Your Arbitron Account Manager is also available to answer your questions about integrating the PPM.

SPOT CONFIRMATION RADAR® Electronic Verification of Network Affidavits

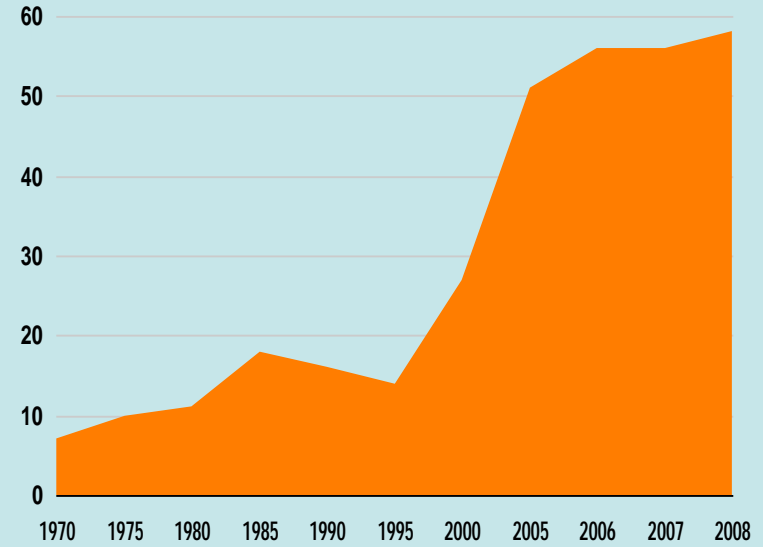
To check on the accuracy of the clearance information, Arbitron conducts a spot confirmation study for one week each month. The procedure involves electronic audio capture technology and compares this information against affiliated station affidavits. A discrepancy between the affidavit and the audio capture may mean the reported commercial was played at a different time, or possibly not at all. A discrepancy is considered an error in determining a clearance accuracy rate. The results for the individual affiliates are compiled for each network organization. Overall network organization results are supplied on a quarterly basis, including a rolling average of four quarterly reports and the most recent quarter.

The Evolution of Network Radio Measurement

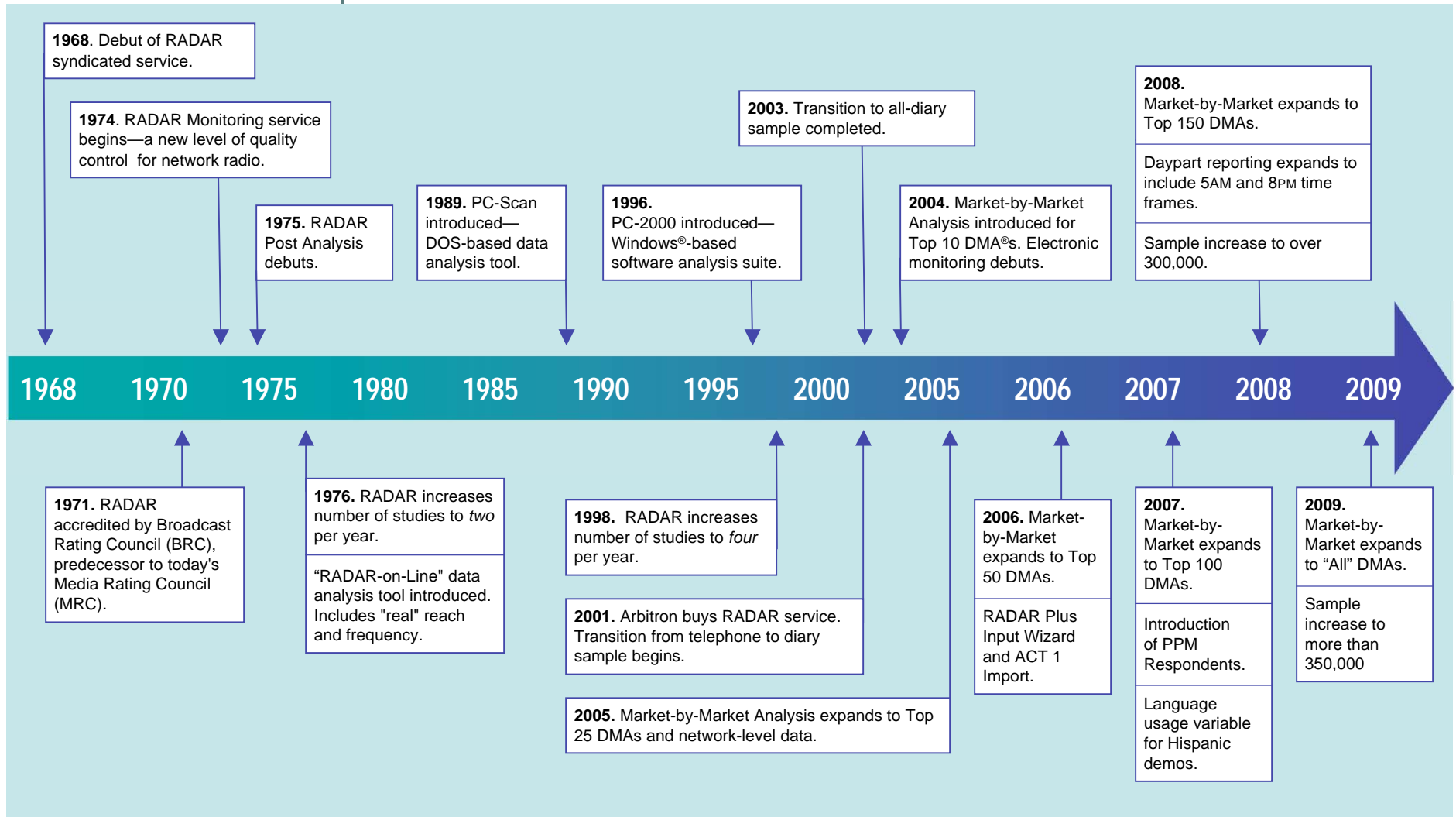
Sample Size by Year



Network Increase by Year



The Evolution of Network Radio Measurement



RADAR PC 2010 Software

Powerful Application Suite Puts the Full RADAR Database on Your Desktop

RADAR PC 2010 is a state-of-the-art suite of PC-based, desktop applications that enables users to quickly and easily analyze national and network radio audiences and to estimate their contributions to the media mix. It includes eight custom software applications that allow users to analyze 49 dayparts, 126 sex/age brackets and 109 socioeconomic breaks.

RADAR PC 2010 places the full RADAR database on your desktop, giving you the power to get quick answers to your questions about network radio.

Please note: The number of reportable dayparts will expand from the current number of 49 to 98 in RADAR 99 December 2008. Some of the dayparts that will be reported include 5AM-10AM, 3PM-8PM, 5AM-12M, 5AM-8PM, etc.

RADAR[®] PC2010
Software Suite

RADAR 97 - June 2008

- Scan
- Scan-One
- Targets
- Targets-One
- Parts
- RADAR Plus
- Spots
- Lineups
- SOS

Close

Show Descriptions Technical Help: 908-497-2400

- What's New
- Reference Guide
- Specs Manual
- Read Me
- Network Affiliates
- Network Dayparts
- Network Codes
- Footnotes

ARBITRON

SCAN

Analyze Network Radio Audiences and Pull Network Rankers with a Couple of Clicks

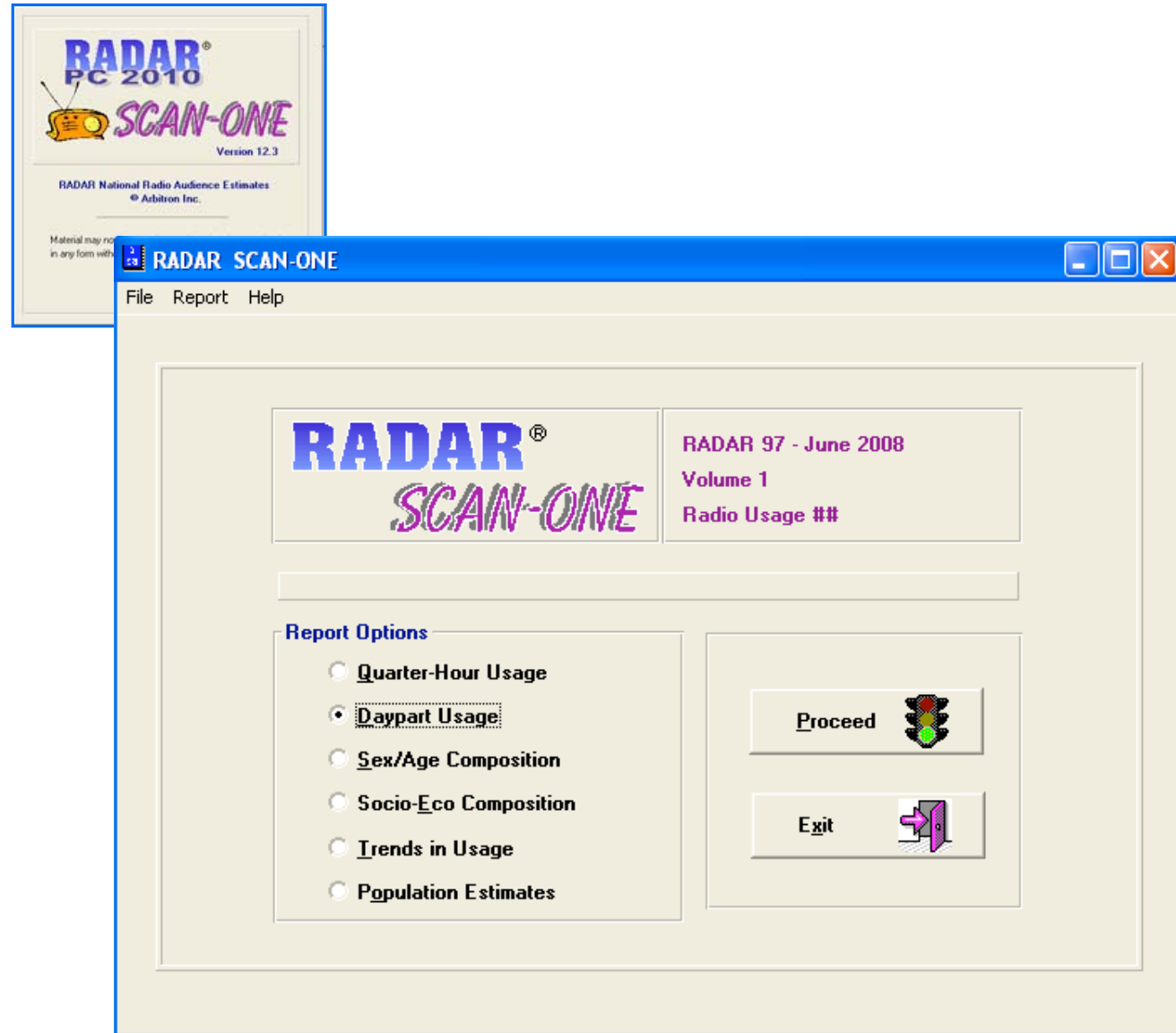
SCAN provides audience estimates based on cleared commercials to network radio audiences. Just specify the daypart, socioeconomic category and sex/age group, and the application will quickly generate network rankers. SCAN also enables you to examine network radio's performance based on Program Audiences, Daypart Audiences, Sex/Age Composition, Socioeconomic Composition, Duplication Analysis and Trends in Audiences, including Book-to-Book and Year-to-Year reports.



SCAN-ONE

Profile National Radio Listening in a Snap

SCAN-ONE enables users to view reports and analyze usage data for listening to overall national radio. Reports include Quarter-Hour Usage, Daypart Usage, Sex/Age Composition, Socioeconomic Composition, Population Estimates and Trends in Usage for average quarter-hour, average daily cume, weekly cume and time spent listening. You can also view Book-to-Book and Year-to-Year reports.



TARGETS

Create Your Own Electronic Ratings Book Based on Audiences to Cleared Commercials

As a complement to SCAN, TARGETS enables you to analyze network radio listening your way. The application gives you the ability to lay out dayparts, socioeconomic categories and sex/age groups using a four-dimensional spreadsheet so you can compare the audience variables that interest you most. Use it to create customized reports on measures such as audiences, ratings, indexes, composition, rankings, number of broadcasts, population estimates, weighted averages, and more.



RADAR TARGETS

File Edit View Data Help

Networks Sex/Age Socio-Eco Dayparts Format Transpose Reorder Print Hide Data Graph Save

Network: [Dropdown] Sex/Age Group: Adults 18+ Data Type: Daypart Averages

RADAR 97 - June 2008
Audiences to All Commercials ##

Form of Data: Audiences (000) and Ratings (%)
Type of Data: Daypart Averages (with xb Network Dayparts) Show xb Data

Network:
Sex/Age Group: Adults 18+

Daypart	Socio-Eco Group	DMA Mkts 1 - 100		HH Inc \$75K+		Educ Col Grad	
		Aud (000)	Rtg (%)	Aud (000)	Rtg (%)	Aud (000)	Rtg (%)
Mon-Fri 6A-10A		6,110	3.1	2,026	2.7	1,987	2.8
Mon-Fri 10A- 3P		5,525	2.8	1,897	2.5	1,771	2.5
Mon-Fri 3P- 7P		3,664	1.9	1,425	1.9	1,366	2.0
Mon-Fri 7P-12M		1,908	1.0	581	0.8	651	0.9
Sat-Sun 6A- 7P		3,076	1.6	908	1.2	950	1.4

Report Specification:

TARGETS-ONE

Examine National Radio Usage Data from the Angles That Interest You Most

As a complement to SCAN-ONE, TARGETS-ONE gives you the ability to look at national radio usage data for dayparts, socioeconomic categories and sex/age groups using a spreadsheet to compare the audience variables that you find most compelling. Create customized reports on metrics such as time spent listening, audiences, ratings, indexes, composition and population estimates. Book-to-Book and Year-to-Year reports are also available.



RADAR TARGETS-ONE

File Edit View Data Help

Sex/Age Socio-Eco Dayparts Format Transpose Reorder Print Hide Data Graph Save

Stations: All Radio Data Type: Weekly Cumes Sex/Age: Persons 12+

RADAR 97 - June 2008
 Radio Usage ##

Form of Data: Audiences (000) and Ratings (%)
 Stations: All Radio Data Type: Weekly Cumes
 Sex/Age: Persons 12+

Dayparts	H&LangUse Span Dom		H&LangUse Engl Dom	
	Aud (000)	Rtg (%)	Aud (000)	Rtg (%)
Mon-Fri 6A-10A	16074	79.9	11739	77.3
Mon-Fri 10A-3P	15191	75.5	10563	69.5
Mon-Fri 3P-7P	15599	77.5	11753	77.4
Mon-Fri 7P-12M	10393	51.6	7815	51.5
Sat-Sun 6A-7P	15565	77.3	11083	73.0

Spec File:

PARTS

Easily Estimate Reach and Frequency for Rotation Plans

PARTS enables you to estimate reach and frequency based on respondent-level data for rotation plans. Just enter the network(s), dayparts, target demographic and socioeconomic groups, and then tabulate to view the basic reach and frequency reports. Other reports include Network Reach Contribution, Multi-Week Projections, Buildup Analysis, Frequency Distribution and Cost Analysis.

RADAR 97 - June 2008
Audiences to All Commercials ##
Rotation Plan ... Untitled
Number of Units ... 29 (8 Networks)
Basic Reach & Frequency

	Socio-Eco & Sex/Age Groups		
	Overall U.S. Adults 25-54	Overall U.S. Men 35+	HH Inc \$75K+ Adults 25-54
Population (000)	126,419	75,262	47,939
Average Audience (000)	1,328	1,096	444
Average Rating (%)	1.1	1.5	0.9
Gross Impressions (000)	38,512	31,784	12,876
Gross Rating Points (%)	30.5	42.2	26.9
Persons Reached (000)	21,102	16,413	7,545
Percent Reach	16.7	21.8	15.7
Frequency	1.8	1.9	1.7

RADAR PARTS Configuration Dialog:
 Add Part Number: 001
 Networks: ABC Radio Networks, American Urban Radio Networks, Crystal Media Networks, Dial Global Inc., Premiere Radio Networks, United Stations Radio Network, Westwood One Radio Networks
 Type of Daypart: Regular (selected), Special, Custom
 Dayparts: Mon-Fri 12:00H- 6:00A, Mon-Fri 6:00A-10:00A, Mon-Fri 10:00A- 3:00P, Mon-Fri 3:00P- 7:00P, Mon-Fri 7:00P-12:00H, Saturday 12:00H- 6:00A, Saturday 6:00A-10:00A, Saturday 10:00A- 3:00P, Saturday 3:00P- 7:00P
 Number of Units: []
 Add All Units in Selected Part(s): 0
 Rate per Unit: []
 Part Name: []
 Total Units in Selected Part(s): 0
 Mode: Specify Units Per Part

Market-by-Market

The Market-by-Market feature with PARTS allows the user to see estimated schedule delivery within any or all of the Top 125 DMAs. Drill-down options show results for individual networks within the DMA. Audience estimates include Average Audience and Rating, Gross Impressions and Gross Rating Points, Reach and Frequency. This highly flexible report allows users to select any combination of DMAs within the Top 125 and also specify the audience estimate types to be included.

Please note: In the September 2008 release, the Market-by-Market feature will have the capability of reporting the Top 150 DMAs and in the March 2009 release, "All" DMAs will be reported.



Market-by-Market Analysis

File Edit View Data Help

RADAR 97 - June 2008
 Audiences to All Commercials ##
 Rotation Plan ... Untitled
 Number of Units ... 29 (8 Networks)
 Population: 126,419,000

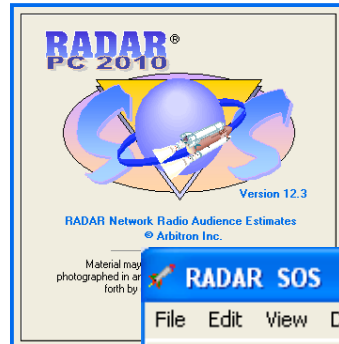
Target: Adults 25-54 Overall U.S. DMA Selection: Top 125 View Columns: Custom Column Selection

Market Name	DMA Rank	Population	Average Audience (000)	Gross Impressions (000)	Gross Rating Points %	Persons Reached (000)	Frequency
+ NEW YORK	1	8,894,600	154	4,466	50.2	2,437	1.8
+ LOS ANGELES	2	7,646,200	70	2,030	26.5	1,390	1.5
+ CHICAGO	3	4,170,400	69	2,001	48.0	1,037	1.9
+ PHILADELPHIA ##	4	3,254,900	39	1,131	34.7	715	1.6
+ DALLAS-FT. WORTH	5	3,024,400	18	522	17.3	313	1.7
+ SAN FRANCISCO-DAK-SAN JOSE	6	3,081,900	18	522	16.9	348	1.5
+ BOSTON (MANCHESTER)	7	2,704,700	19	551	20.4	345	1.6
+ ATLANTA	8	2,912,200	29	841	28.9	442	1.9
+ WASHINGTON, DC (HAGRSTWN)	9	2,738,000	27	783	28.6	407	1.9
+ HOUSTON ##	10	2,606,900	13	377	14.5	272	1.4
+ DETROIT	11	2,123,100	35	1,015	47.8	587	1.7
+ PHOENIX (PRESCOTT)	12	2,061,300	10	290	14.1	174	1.7
+ TAMPA-ST. PETE (SARASOTA)	13	1,638,000	11	319	19.5	189	1.7
+ SEATTLE-TACOMA	14	2,060,000	9	261	12.7	176	1.5
+ MINNEAPOLIS-ST. PAUL	15	1,940,800	22	638	32.9	389	1.6
+ MIAMI-FT. LAUDERDALE	16	1,785,100	18	522	29.2	273	1.9
+ CLEVELAND-AKRON (CANTON)	17	1,579,000	16	464	29.4	282	1.6
+ DENVER	18	1,748,000	11	319	18.2	190	1.7
+ ORLANDO-DAYTONA BCH-MELBRN	19	1,467,700	11	319	21.7	207	1.5
+ SACRAMENTO-STKTON-MODESTO	20	1,688,900	11	319	18.9	206	1.5
+ ST. LOUIS	21	1,339,400	17	493	36.8	288	1.7
+ PITTSBURGH	22	1,126,900	17	493	43.7	254	1.9
+ PORTLAND, OR	23	1,331,700	7	203	15.2	125	1.6
+ BALTIMORE	24	1,200,700	10	290	24.2	195	1.5
+ CHARLOTTE	25	1,222,400	9	261	21.4	146	1.8
+ INDIANAPOLIS	26	1,145,000	10	290	25.2	192	1.6

SOS

Find the Most Efficient Way to Achieve Maximum Reach

SOS optimizes network radio advertising plans for maximum reach within a user-specified target audience. The only optimizer designed specifically for network radio, SOS suggests more efficient ways to spend a given ad budget or achieve a specific reach. The application also gives you the capability to consider costs, impression weighting and intra-target weighting in developing the plan. Results can be automatically transferred to PARTS or SPOTS for further analyses.

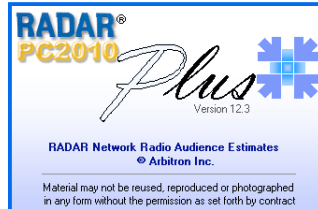


The screenshot shows the RADAR SOS software interface. The window title is "RADAR SOS" and the menu bar includes "File", "Edit", "View", "Data", "Tools", and "Help". The main title is "System to Optimize Radio Network Schedules" with a subtitle "RADAR 97 - June 2008 ... Audiences to All Commercials ##" and "Title ... Untitled". The interface is divided into several sections: "Type of Schedule" with radio buttons for "Specific Broadcasts" and "Rotation Within Dayparts", and a "Number of Parts in Pool" field set to "8"; "Target" with dropdown menus for "Sex/Age Category" (Adults 25-54) and "Socio-Economic Group" (Overall U.S.); "Objective" with radio buttons for "Maximize Reach" and "Specify Reach", and a "Measure of Reach" field set to "1 or More Impressions"; "Constraint" with radio buttons for "Budget Limit" and "Gross Rating Points Limit", and fields for "GRPS (per week)" (100) and "Weeks" (12); and "Status" with a "Stage" dropdown set to "In Design (not run)". On the right side, there is a vertical toolbar with icons for "Parts", "Target", "Objective", "Constraint", "Save As", "Optimize", "View", and "Exit".

RADAR Plus

RADAR Plus now makes it easier than ever to estimate the combined reach and frequency of RADAR-based schedules with non-RADAR radio properties and other media. The new input wizard for RADAR Plus guides you through the data entry process.

Attention ACT 1 subscribers!
You can now import national radio schedules directly from ACT 1 software!



RADAR Plus
File Edit Data View Tools Help

RADAR 97 - June 2008
RADAR Audiences to All Commercials ## PLUS Audience Data for Other Media
Schedule ... Untitled
Socio-Eco & Sex/Age Group ... Overall U.S. Persons 12+
Population (000) ... 253,444

Data Input Wizard

Over 1 Week	RADAR Data	Other Media Data		Combined
		As Entered	Adjusted	
		Factor...	0.75	
Units Per Week	5			
Average Audience [000]	1,755			
Average Rating [%]	0.7			
Gross Impressions [000]	8,775			
Gross Rating Points [%]	3.5			
Persons Reached [000]	3,704			
Percent Reach	1.5			
Frequency	2.4			
Total Cost (\$)				
Cost per Unit (\$)				
Cost per Thousand (\$)				
Cost per GRP (\$)				
Cost per Reach Point (\$)				

Lineups

Estimate the Added Reach of Non-RADAR Products

Lineups is a software utility that allows users to create a custom list of stations for non-RADAR products to estimate additional audience reach achieved by these products in either PARTS or SPOTS.

Reports in PARTS or SPOTS show audience reach with and without the lineup added for the tabulation for the targeted demographic and socioeconomic groups as well as for multiweek projections.



Stations Available

Station	City	State
KAAA	KINGMAN	AZ
KAAB	BATESVILLE	AR
KAAL-FM	PALISADE	CO
KAAM	GARLAND	TX
KAAN	BETHANY	MO
KAAN-FM	BETHANY	MO
KAAP-FM	ROCK ISLAND	WA
KAAR-FM	BUTTE	MT
KAAT-FM	OAKHURST	CA
KAAY	LITTLE ROCK	AR
KABC	LOS ANGELES	CA
KABD-FM	IPSWICH	SD

Radar 97 Stations

Stations Selected

Station	City	State	Units
KAAM	GARLAND	TX	1

Clear Print Save Exit

Go to Station Available Selected

Terms for the Network Trade

Affidavit

A signed or verified document from the affiliate station states if and when specific programs and/or commercials have been broadcast. Accurate and timely completion of the affidavit is a requirement of affiliation contracts between the station and the network or program syndicator. Completed affidavits can be returned to the networks or syndicator in printed form or by the Internet.

Affiliated Station

A radio station that has a contract with a network or syndicator to clear national commercials in exchange for programs, services and/or compensation. Also called an "affiliate."

Audience Composition

The demographic or socioeconomic profile of a network's or national syndicated program's audience in terms of makeup, usually including the percentages of the total audience that constitute each segment. These reports may express audience characteristics such as age, gender, location of listening, Census region, county size, household size, DMA markets, education, household income, ethnicity, race, work status, and presence of children in the household.

Audience Duplication

The amount of one network's cumulative audience that also listened to another network within the specified daypart. Duplication can be expressed either in terms of the actual number of exclusive listeners or as a percentage of the total cume.

Audience Estimates

Approximations of the number of persons listening to or hearing a network radio commercial, network program or syndicated program. Audience estimates are not precise mathematical values and are subject to statistical variations and other limitations. For radio networks reported in RADAR, audience estimates represent radio listening as reported by respondents in Arbitron diaries matched with commercial clearances as reported by affiliates in affidavits. For non-RADAR networks and syndicated programs, estimates are based solely on listening as reported in Arbitron diaries and do not take into consideration commercial clearances.

Average Audience

The estimated average number of impressions per quarter-hour of persons in the radio audience within a specified time period (e.g., a daypart) to a network broadcast as reported in RADAR, expressed in thousands.

Terms for the Network Trade

Average Audience Rating

The estimated average audience during a specified quarter-hour or a daypart, expressed as a percentage of the population of the target audience. Usually carried one place past the decimal point.

Average Daily Cume

The estimated average of cumulative audiences for each day of the week (e.g., Monday-Friday). This represents the average number of different persons reached per day.

Broad Dayparts

Dayparts with multiple component dayparts (e.g., 6AM-7PM, 6AM-12Midnight).

Clearance

An airing of a network commercial or program by an affiliate station. A station's confirmation that a commercial has aired at a specified day and time. It reflects commercial carriage information and is reported back to the network or syndicator via the station's affidavit.

Commercial Load

The amount of commercial time or the number of units in a given period, usually stated on an hourly basis.

County Size Definition

A system of categorizing U.S. counties by population into five categories (i.e., AA, A, B, C and D). It was developed by Nielsen Media Research, except for the AA distinction, which is from the Arbitron RADAR service.

Coverage

The percentage of the total U.S. Persons 12+ population contained within all of the DMAs where an affiliate's signal can be received. Also called "DMA Coverage" or "Percent Coverage."

Cumulative Audience

The estimated total number of different persons who listen to a network or national syndicated program during a specified daypart for at least five minutes in a clock quarter-hour. Also referred to as "cume."

Terms for the Network Trade

Designated Market Area (DMA®)

DMA is the main geography for television measurement. The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA. Network radio as reported in RADAR includes only the DMAs located in the contiguous U.S., excluding Alaska and Hawaii. Arbitron's Nationwide service reports radio audience within DMAs, including Alaska and Hawaii. Almost all radio network and national syndication buys are based on DMA.

Effective Frequency

The concept that a certain amount of exposure (often three exposures) to an advertising message is necessary before it is effective.

Exclusive Reach

An audience that can only be covered by a specific network or program.

Frequency

The estimated average number of times a person is exposed to a radio spot schedule.

Full-Daypart Networks

Networks whose broadcasts are found in all or virtually all component dayparts Monday-Sunday 6AM-12Midnight.

Full-Inventory Networks

Networks with more than 100 minutes of commercial inventory.

Gross Impressions (GIs)

The sum of the Average Audience for all spots in a given schedule.

Gross Rating Points (GRPs)

The sum of all rating points achieved for a particular spot schedule, or the schedule Gross Impressions expressed as a percentage of the population.

Limited-Daypart Networks

Networks whose broadcasts are found in only one component daypart (e.g., 6AM-10AM).

Terms for the Network Trade

Limited-Inventory Networks

Networks with less than 100 minutes of commercial inventory.

Lineup

A list of stations reflecting affiliates contractually obligated to clear the commercials associated with a network or national program. While the lineup is updated regularly, new affiliates can be added at any time and some stations may disaffiliate. Every affiliate on the list is not necessarily obligated to clear 100 percent of all commercials scheduled. By contract, certain stations may clear a single commercial more than once or may not clear all of the commercials due to special circumstances.

Long-Form Programming

See “Syndicated Programming.”

Media Rating Council (MRC)

An independent body established to evaluate audience research services and ensure credibility. To obtain MRC accreditation, a rigorous evaluation of the methodology and processes of a product is performed on a yearly basis.

Multi-Daypart Networks

RADAR networks whose broadcasts can air across component dayparts (e.g., 6AM-7PM).

National Advertising

Advertising placed on networks or syndicated programs with at least 70 percent U.S. coverage. Differs from national “spot” in the number of markets and percent of coverage.

Nationwide

Arbitron's national radio audience survey issued twice a year (Spring and Fall). Provides local DMA market radio listening data for national programs and aggregates to Total U.S.

Network

A broadcast entity that can provide programs, services and/or compensation to affiliated stations in exchange for those stations airing national commercials.

Network Radio Research Council (NRRC)

An organization of researchers from networks reported in RADAR dedicated to improving the quality of national radio measurements.

Terms for the Network Trade

PARTS

An application within the RADAR PC 2010 software package that allows analysis of commercial schedules based on daypart placement. Estimates include Average Audience and Rating, Gross Impression, Reach and Frequency, as well as Market-by-Market audience estimates in the Top 125 DMAs. Usually used during the development of commercial schedules for specific advertisers and during the negotiation phase of a buy.

Post Analysis or Post Buy

An analysis of a network commercial schedule after it runs based on affiliate affidavits to compare the projected audience estimates to the actual audience delivery. Requests for network posts are agreed to during the negotiation process.

RADAR

Arbitron's syndicated measurement service providing audience estimates to cleared network radio commercials for networks that subscribe to the service. RADAR estimates are released four times per year and are based on an annual sample of more than 300,000 Diary and PPM respondents.

Reach

The estimated number of different persons in the audience of a specified advertising campaign, station, network or syndicated program.

Response Rate

The proportion of originally designated sample persons who provide usable data for the survey. Response rates are determined by dividing the total number of in-tab (usable) diaries by the total estimated Persons 12+ in the designated sample. Usually expressed as a percentage.

Run of Schedule (ROS)

ROS commercials are scheduled to run across multiple dayparts within a broad daypart parameter.

SCAN

An application within the RADAR PC 2010 software package suite that allows analysis of pretabulated RADAR data in several report formats including rank and trend reports, audience composition reports, program and daypart audiences and audience duplication.

Terms for the Network Trade

Spot Confirmation

A supplemental service offered under Arbitron's RADAR umbrella, Spot Confirmation verifies the accuracy of the RADAR clearance information. Arbitron samples network affiliates for one week, each month of the year. Selected periods of times for the sample station are recorded with broadcast programs and commercials transcribed. Affiliate affidavits are checked against the spot confirmation record. Each network organization receives reports on its affiliates' reliability that allow the networks the opportunity to address an affiliate that might not be completing its affidavit correctly.

SPOTS

An application within the RADAR PC 2010 software package that allows analysis of commercial schedules based on specific commercial placement. Usually used as part of a post analysis. See "Post Analysis or Post Buy."

Standard Daypart Networks

Networks that broadcast in most component dayparts.

Syndicated Programming

Nationally distributed programs that stations are contractually obligated to broadcast. These programs have commercials associated with them that are usually aired within the programs. The length of these programs can be as short as a one-minute feature to as long as a multihour holiday special. The content of the program can include music, talk or sports play-by-play. Audiences to syndicated programs are estimated using Arbitron's Nationwide service and can be based on dayparts or on expected commercial clearance times, but are not based on actual clearances.

System to Optimize Radio Network Schedules (SOS)

An application within the RADAR PC 2010 software package that allows the development of an optimal network radio schedule by maximizing the number of persons reached or minimizing the costs required to achieve a specified reach.

TARGETS

An application within the RADAR PC 2010 software package that allows the user to create custom electronic ratings books.

Terms for the Network Trade

Total Radio

Audience estimates to all radio stations, commercial and noncommercial, AM and FM.

Unit

One commercial message regardless of length.

Volume 1 Data

Within the RADAR service, a report of national radio listening that includes estimates for total radio listening, network-affiliated stations' listening, AM and FM stations, and other characteristics. Volume 1 does not contain cleared audience estimates for specific radio networks.

Volume 2 Data

Within the RADAR service, reports of listening for the specific RADAR-reported networks for all commercials aired on network-affiliated stations whether they are carried within or outside of programs.

Volume 3 Data

Within the RADAR service, reports of listening for the specific RADAR-reported networks for commercials aired on network-affiliated stations within programs only.

Weekly Cume

The estimated average number of different persons reached in one week (e.g., Monday-Sunday 12M-12M).

County-Size Groups

County-size groups represent classification of all counties in the United States into five categories. These groupings, which are widely used in media research, are those developed by Nielsen Media Research, Inc., except that the distinction between AA and A counties is by Arbitron. To avoid frequent changes, the definitions are typically updated only after each decennial census. The groups are as follows:

AA	All counties in the five metropolitan areas: New York, Los Angeles, Chicago, Philadelphia and San Francisco, as of June 30, 1999.
A	All counties in the largest metropolitan areas when combined with the metropolitan areas noted above account for 40 percent of U.S. households.
B	All counties in the next largest set of metropolitan areas, which together account for 30 percent of U.S. households. No nonmetropolitan counties are large enough to qualify as A or B counties.
C	All counties in the next largest set of areas—including both metropolitan areas and nonmetropolitan areas—which account for 15 percent of U.S. households.
D	All remaining counties.

Each RADAR survey respondent is assigned to a county-size group based on his or her county of residence.

Sources

Network Radio Today contains general statistics on network radio audiences and listening trends. Data for charts and graphs come from RADAR 97, June 2008, Volume 2, Network Audience Estimates to All Commercials. All data are based on network schedules tabulated through the PARTS application of PC 2010.

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About Arbitron

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies in the United States. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron’s marketing and business units are supported by a world-renowned research and technology organization located in Columbia, Maryland. Its executive offices are located in New York City.

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