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 lineups 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 50 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 74 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.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.
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Network Radio Reaches All Ages

**Audience Gender Composition**
Persons 18+, Mon-Sun, 12M-12M

- Women 48%
- Men 52%

**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 77 percent of American consumers in this age range. People aged 25-54 compose 51 percent of the 12+ audience to network radio.

Network radio also performs well with teens, reaching 70 percent of young people aged 12-17 weekly.

Network radio reaches a nearly equal percentage of adult men (76 percent) and women (73 percent). However, due to population differentials between the sexes, more Women 18+ (87.4 million) listen to network radio each week than Men 18+ (85.4 million).

**Audience Age Composition**
Persons 12+, Mon-Sun, 12M-12M

- P12-17 5%
- P18-24 10%
- P25-34 14%
- P35-44 17%
- P45-54 20%
- P55-64 16%
- P65+ 18%

**Weekly Reach Percentage by Age**
Persons 12+, Mon-Sun, 12M-12M

- P12-17 70%
- P18-24 75%
- P25-34 76%
- P35-44 77%
- P45-54 78%
- P55-64 74%
- P65+ 66%
- P18-49 77%
- P25-54 77%

**Note:** Due to rounding, totals may not add to 100.

Source: RADAR 105, Audiences to All Commercials.
Radio Goes Everywhere

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

Nearly 151 million Adults 18+ (65 percent) listen to network radio out of home.

In comparison, 44 percent of Adults 18+ (about 101.5 million) listen to network radio at home. Indeed, 61 percent of listening is out of home.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
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 nearly 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.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
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 76 percent of those with household incomes of $50,000 or more.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
From the Metropolis to Small-Town USA, Network Radio Comes In Loud and Clear

Network radio reaches 80 percent of the people 12+ who reside in the most populous counties (sizes AA and A). Together, these listeners account for about 35 percent of network radio’s 12+ audience.

Network radio has the power to reach small-town and rural listeners as well. Thirty-five 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.

*See county-size definitions on page 34.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
Network Radio Works for Working Adults

When It Comes to Working Adults With Kids, This Mobile Medium Stays in Step

Network radio appeals greatly to full-time working adults, reaching 78 percent of this important socioeconomic group each week.

Similarly, network radio reaches 79 percent of full-time working adults with children under the age of 12, an important category for many advertisers. The medium also reaches 76 percent of full-time working adults who are college graduates.

Network Radio also reaches high-earners. Seventy-nine percent of working adults with household incomes of $75K+ hear network commercials each week.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
Network Radio Is Ubiquitous Among Black* Americans

Gender Composition for Black* Americans
Black Persons 18+, Mon-Sun, 12M-12M

- Women: 53%
- Men: 47%

Age Composition for Black* Americans
Black Persons 12+, Mon-Sun, 12M-12M

- P12-17: 12%
- P18-24: 8%
- P18-49: 11%
- P25-54: 15%
- P35-44: 20%
- P45-54: 20%
- P55-64: 14%
- P65+: 12%

Weekly Reach Percentage for Black* Americans
Black Persons 12+, Mon-Sun, 12M-12M

- P12-17: 76%
- P18-24: 80%
- P25-34: 84%
- P35-44: 86%
- P45-54: 85%
- P55-64: 84%
- P65+: 74%
- P18-49: 84%
- P25-54: 85%

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 aged 35-44, 86 percent of whom are reached by network radio each week. Furthermore, this age group accounts for 20 percent of network radio’s black 18+ audience.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
Network Radio Reaches Hispanics of Every Age

Hispanic Appeal Is Tops With Teens
Nearly three-quarters of the nation’s Hispanic 12+ population listens 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 Adults 45-54, reaching 77 percent of Hispanic listeners each week.

Network radio reaches Hispanic consumers regardless of which language they use. More than 70 percent of those who are Spanish-Dominant and more than 75 percent of those who are English-Dominant hear network radio each week.

Note: Due to rounding, totals may not add to 100.
Source: RADAR 105, Audiences to All Commercials.
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 aged 12+ in the contiguous United States. It has been accredited by the Media Rating Council® since 1974, 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 377,000 respondents (which will reach 395,000+ respondents by the end of 2010) 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 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 run 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 have been changed to “at home” or “out of home.”

The first RADAR report to combine PPM and Diary data was RADAR 95, which released at the end of 2007 and contained PPM Data from Houston-Galveston and Philadelphia. Additional PPM data are added as each local market converts to PPM currency. The RADAR 101 study used in this report includes PPM data from Philadelphia; Houston-Galveston; New York; Los Angeles; Chicago; San Francisco; Dallas-Ft. Worth; Atlanta; Washington, DC; Detroit; and Boston.

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.

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

Number of Networks by Year
The Evolution of Network Radio Measurement

1968. Debut of RADAR syndicated service.


1975. RADAR Post Analysis debuts.

1984. RADAR increases number of studies to two per year.

1989. PC-Scan introduced—DOS-based data analysis tool.


2003. Transition to all-diary sample completed.


2006. Transition to diary sample begins.

2007. Market-by-Market expands to Top 100 DMAs.


1968. Debut of RADAR syndicated service.


1975. RADAR Post Analysis debuts.

1984. RADAR increases number of studies to two per year.

1989. PC-Scan introduced—DOS-based data analysis tool.


2003. Transition to all-diary sample completed.


2006. Transition to diary sample begins.

2007. Market-by-Market expands to Top 100 DMAs.


RADAR Software Suite

Powerful Application Suite Puts the Full RADAR Database on Your Desktop

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

<table>
<thead>
<tr>
<th>Daypart</th>
<th>SocioEco Group</th>
<th>Overall 15+</th>
<th>HH Inc $75K+</th>
<th>Educat Ecol Gmed</th>
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<tr>
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<td>1,485</td>
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<td>434</td>
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<td>Mon-Fri 3P-7P*</td>
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<td>1.2</td>
<td>625</td>
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<td>Sat-Sun 5A-12M</td>
<td>952</td>
<td>0.8</td>
<td>295</td>
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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.
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.
Market-by-Market

The Market-by-Market feature with PARTS allows the user to see estimated schedule delivery within any or all 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 and also specify the audience estimate types to be included.

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<th>PPM</th>
<th>DMA Rank</th>
<th>Population</th>
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<th>Gross Impressions (000)</th>
<th>Persons Reached (000)</th>
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<td>INDIANAPOLIS</td>
<td>25</td>
<td>1,167,200</td>
<td>0.9</td>
<td>1,749</td>
<td>390</td>
<td>32.9</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>RALEIGH-DURHAM (FAYETTEVILLE)</td>
<td>26</td>
<td>1,236,700</td>
<td>1.0</td>
<td>1,288</td>
<td>322</td>
<td>26.6</td>
<td>4.0</td>
<td></td>
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<tr>
<td>BALTIMORE</td>
<td>27</td>
<td>1,198,400</td>
<td>0.9</td>
<td>1,380</td>
<td>581</td>
<td>41.8</td>
<td>2.8</td>
<td></td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>28</td>
<td>1,220,300</td>
<td>1.0</td>
<td>629</td>
<td>362</td>
<td>26.3</td>
<td>2.2</td>
<td></td>
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</tbody>
</table>
SPOTS

Quickly Estimate Reach and Frequency for Broadcast Schedules

A companion to PARTS, SPOTS allows you to develop reach and frequency estimates for specific broadcast schedules on a day-by-day basis. Enter the network programs and day of the week along with your target demographic and socioeconomic groups, and then tabulate to view the basic reach and frequency report.

Reports include Network Reach Contribution, Multi-Week Projections, Buildup Analysis, Frequency Distribution and Cost Analysis. SPOTS is similar to PARTS but uses specific broadcasts rather than dayparts.
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.
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.
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.
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.

Spill Audience
Reported audience for a station in a market beyond its home market.
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 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:

<table>
<thead>
<tr>
<th>County-Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA</td>
<td>All counties in the five metropolitan areas: New York, Los Angeles, Chicago, Philadelphia and San Francisco, as of June 30, 1999.</td>
</tr>
<tr>
<td>A</td>
<td>All counties in the largest metropolitan areas when combined with the metropolitan areas noted above account for 40 percent of U.S. households.</td>
</tr>
<tr>
<td>B</td>
<td>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.</td>
</tr>
<tr>
<td>C</td>
<td>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.</td>
</tr>
<tr>
<td>D</td>
<td>All remaining counties.</td>
</tr>
</tbody>
</table>

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 105, June 2010, Audience to All Commercials. All data are based on network schedules tabulated through the PARTS application of the RADAR Software Suite.
Network Contacts

American Urban Radio Networks

Sales
Howard Eisen
Executive Vice President of Sales
432 Park Avenue South, 14th floor
New York, NY 10016
(212) 883-2100
heisen@aurn.com

Research
Barry Feldman
Vice President
Research
432 Park Avenue South, 14th floor
New York, NY 10016
(212) 883-2100
bfeldman@aurn.com

Affiliate Relations
Glenn Bryant
Senior Vice President of Operations
960 Penn Avenue, Suite 200
Pittsburgh, PA 15222-3811
(412) 456-4000
gbryant@aurn.com

Citadel Media Networks

Sales
Edwin Rivera-Searless
SVP, Advertising Sales
261 Madison Avenue
New York, NY 10016
(212) 735-1165
ed.rivera@citcomm.com

Research
Martha Luszcz
VP, Research
261 Madison Avenue
New York, NY 10016
(212) 735-1718
martha.luszcz@citcomm.com

Affiliate Relations
Carl Anderson
SVP, Programming & Distribution
13725 Montfort Drive
Dallas, TX 75240
(972) 448-3306
carl.anderson@citcomm.com
Network Contacts

Crystal Media Networks

Sales
Casey Forbes
President–Network Sales
1515 Broadway, 11th Floor
New York, NY 10036
(212) 922-1601
casey@crystalmedianetworks.com

Research
Pamela Foster
VP, Director of Research
1515 Broadway, 11th Floor
New York, NY 10036
(212) 922-1601
pam@crystalmedianetworks.com

Affiliate Relations
Amanda Robie
VP of Business Development
1515 Broadway, 11th Floor
New York, NY 10036
(212) 922-1601
amanda@crystalmedianetworks.com

Dial Global Inc.

Sales
Eileen Decker
President, Sales
220 West 42nd Street
New York, NY 10036
(212) 967-2888
decker@dial-global.com

Research
Charles Steinhauer
President, Operations
220 West 42nd Street
New York, NY 10036
(212) 967-2888
cesteinhauer@dial-global.com

Affiliate Relations
Kirk Stirland
President, Programming
220 West 42nd Street
New York, NY 10036
(212) 967-2888
kstirland@dial-global.com

Premiere Radio Networks

Sales
Carol Terakawa
EVP/Director of Sales
15260 Ventura Boulevard
Sherman Oaks, CA 91403
(818) 461-8097
terakawa@premiereradio.com

Research
Len Klatt
SVP/Director of Research
15260 Ventura Boulevard
Sherman Oaks, CA 91403
L.A. Phone: (818) 461-5119
N.Y. Phone: (212) 445-3941
klatt@premiereradio.com

Affiliate Relations
Julie Talbott
President, Content & Affiliate Relations
1270 Avenue of the Americas
New York, NY 10020
(212) 445-3943
jtalbott@premiereradio.com
Network Contacts

United Stations Radio Networks

Sales
Rich Baum
EVP, Sales
203 N. LaSalle, Suite 2100
Chicago, IL 60601
(312) 558-1630
richbaum@unitedstations.com

Research
Susan Moore
VP, Sales Support
1065 Avenue of the Americas, 3rd floor
New York, NY 10018
(212) 536-3630
susanmoore@unitedstations.com

Affiliate Relations
Dan Brassem
Managing Director, Affiliate Sales
1065 Avenue of the Americas
3rd floor
New York, NY 10018
212 536-3628
dbrassem@unitedstations.com

Westwood One Radio Networks

Sales
Stephen Chessare
SVP, Sales
1166 Avenue of the Americas, 10th Floor
New York, NY 10036
(212) 641-2031
stephen_chessare@westwoodone.com

Research
Paul Bronstein
VP, Research
1166 Avenue of the Americas, 10th Floor
New York, NY 10036
(212) 641-2024
paul_bronstein@westwoodone.com

Affiliate Relations
Dennis Green
SVP, Affiliate Sales & Operations
1166 Avenue of the Americas, 10th Floor
New York, NY 10036
(212) 641-2069
dennis_green@westwoodone.com
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. 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.
Arbitron Contacts

Bruce Supovitz
Director
National Radio Services
(410) 312-8797
bruce.supovitz@arbitron.com

Alexandra Asch
Senior Account Manager
National Radio Services
(212) 887-1302
alexandra.asch@arbitron.com

Mike Powderly
Senior Account Manager
National Radio Services
(443) 259-7586
michael.powderly@arbitron.com

Neil Schwartz
Senior Account Manager
National Account Services
(410) 312-8285
neil.schwartz@arbitron.com

Jane Shapiro
Manager
National Radio Research Services
(410) 312-8732
jane.shapiro@arbitron.com