Arbitron Portable People Meter (PPM) Analysis Tool User Guide

This guide will assist you in installing and using the Analysis Tool so that you can view data based on the Arbitron Portable People Meter (PPM) service.

The PPM Analysis Tool gives you access to data created from PPM-based measurement. We think you’ll find the tool intuitive and useful. You can run standard analyses, such as rankers, trenders, composition reports, duplication reports, audience analysis, and scheduler. Plus, there are numerous advanced research features including the ability to analyze RLD Weeklies Data.

What is included in this guide?

- Installation Instructions / Hardware Requirements
- New Terminology
- Instructions for Customizing Analyses
- Step-By-Step Instructions for Creating Reports

Other resources and information:

Arbitron PPM Customer Hotline – (866) 776-8300
Online - [www.arbitron.com/ppm](http://www.arbitron.com/ppm)
Online Training and Support Center - [www.ArbitronTraining.com](http://www.ArbitronTraining.com)

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.
Table of Contents

Managing the Interface ................................................................. 3
Save/Batch Reports Windows ......................................................... 4
Toolbar ..................................................................................... 7
Exporting ................................................................................. 7
Reordering Columns .................................................................. 8
Using the Application .................................................................. 8

Time Periods .............................................................................. 8
Selecting Outlets ....................................................................... 11
Highlighting Outlets .................................................................. 11
Combine Outlets ........................................................................ 11
Selecting Estimates .................................................................... 12
Selecting Survey Periods ............................................................. 12
Creating Customized Survey Periods ........................................... 13
Selecting Targets ....................................................................... 14
Creating First Preference (P1) Targets ......................................... 14
Creating Custom Targets ............................................................. 14
Selecting Country of Origin .......................................................... 15
Selecting Geography ................................................................... 15
Listening Threshold ..................................................................... 17
Run Analysis .............................................................................. 17
Sorting and Ranking .................................................................... 18
Graphing a Ranker or Trender ..................................................... 18
RLD Weeklies Data ...................................................................... 19
Sample Distribution Report ......................................................... 19
Trender Report – Display Options ............................................... 20
Multi-Market Ranker Report ....................................................... 21
Multi-Market Summaries .............................................................. 21

Scheduler .................................................................................. 23
Scheduler – Creating and Managing Templates ............................ 33
Utilities .................................................................................... 35
Create Combo Tools .................................................................... 35
How To Create Reports ............................................................... 37
How To Read Ranker, Trender and Composition Reports ............ 38
Miscellaneous Notes ................................................................. 39
For Trender Reports, note: ............................................................. 39
For Multi-Daypart/Multi-Demo report, note: .................................... 40
For Audience Analysis Reports, note: ........................................... 41
For Source and Destination Reports, note: .................................... 42
For Vital Signs Report, note: ......................................................... 43

PPM Additional Information: Description of Methodology, Ratings Reliability Estimator, Special Notices or Ascription Information ................................................................. 44
PPM Scheduler – Reach and Frequency Model .............................. 44

Instructions for Calculating Effective Sample Base and Standard Error Estimates for Custom Demos and Dayparts ...... 45
Glossary of Terms ...................................................................... 46
For “Network Server” Installations: ................................................. 46
Downloading the Data .................................................................. 47
Appendix A - Instructions for Calculating Effective Sample Base and Standard Error Estimates for Custom Demos and Dayparts v1 ................................................................. 48
Reporting Differences in Arbitron Currency Services .................. 69
Appendix Finding the Best-Matching Demo and Daypart ............... 72
PPM Analysis Backup Tool Instructions ....................................... 78
PPM Analysis Tool Uninstall Instructions .................................... 88
Managing the Interface

Overview

The PPM Analysis Tool is designed to operate like many of today’s most popular software applications. There are three windows (Main, Save/Batch Reports Window, and Menu Window) and a toolbar with the most used tool icons as shown below:

Windows can be displayed or hidden. To hide, click the X in the window. To display, go to Window on the Menubar and select the window. Windows can also be moved around the desktop by dragging and dropping them to the desired location.

Screen Layout:

Main Window
Any of the columns displayed can be resized to facilitate the display of the data. To resize a column, place the cursor on the edge of the column and drag to the desired column size (similar to resizing columns in Excel).

Save/Batch Reports Windows

The Save/Batch Reports window can be used to save analyses for future use and reference. To view it, click Window from the menu and Save/Batch Reports Windows. It can also be employed to create commonly used Analysis Templates. Begin by selecting the criteria that you want to save. Then, while the analysis with desired criteria is on the screen, right click on USER.

Select Add >> and From current analysis. Enter a name and the analysis will be saved for future use. Additionally, you can create folders to organize your saved reports. The functionality of the Reports Box is similar to Windows Explorer. You can create files and folders as well as drag and drop them for customized management.

To open existing files, right click on filename and select Open, or double click file name in the white area of the Project Box. After opening, re-select desired time period to reprocess the report. In Saved Report options, you can also specify to run save reports using the most recent n surveys.

The Save/Batch Reports Window can remain Docked or attached to a side, top or bottom of the Main Window, or it can float - either within the Main Window or elsewhere on your screen.

Batch Reporting Icons

Batch Reporting

Setting the Global Batch Reports Options will cause all Batch Reports to follow a similar routine. You can control the visual aspect of the reports as well as email settings to be used with batches.
Batch Reports are created by either selecting previously saved reports or creating new reports. Click the ADD button to build the Batch. After selecting/building reports place checks in the boxes to denote the output format: Printer, Excel, PDF, or Email. If a Batch will use a different set of options than the Global options, click Options button, remove the check for Use Global Options and make selections. Click OK when finished.

After creating Batch reports, you can rename them and create desktop shortcut which will execute the Batch Reports without even opening the PPM Analysis Tool software.
Note: When creating a Multi-Market Report within Batch Reporting the export to excel contains a population worksheet however it is incomplete unless the export is created within the Multi-Market module.

Worksheet Tabs – (Not shown in above picture)

Each subsequent analysis will be displayed on cascading worksheet tabs at the bottom of the main window. You can toggle between different analyses by clicking the desired worksheet tab. To close a worksheet tab, either click the X in the upper right corner of the analysis or use the Close icon on the toolbar.
**Toolbar**

The following icons appear on the toolbar:

- **Close** - Closes the active window (analysis on-screen)
- **Print** - Prints the active window
- **Print Preview** - Preview the printed output prior to printing
- **Print Setup** - Changes to default printer
- **Color Print** – Toggles Multimedia Color coding on/off for printing
- **Embedded Graph on Print** – Toggles Graph on/off on printed reports
- **Export to Excel** - Exports analysis to Excel (more information below)
- **Export to PDF** - Exports analysis to PDF (more information below)
- **Send Report by Email** – Create PDF or Worksheet for Email
- **Reverse** - Swaps between target audience and surveys on applicable reports
- **Reset Headers** - Restores default column headers (use to re-display hidden columns)
- **Show/Hide Format** – Toggles Formats on/off
- **Show/Hide Totals** – Toggles total line on/off
- **Show/Hide %** - In Trender report, show/hide the percent change (% change) column

**Exporting**

An analysis can be exported either directly to an Excel file (*.xls), into an Excel window for immediate use, or to an existing Excel workbook. Click File >> Export or use the Export icon on the menu bar to begin the exporting process. Next select the Export Destination by selecting either the Excel Window, New Excel File, or Excel workbook option. If the Excel Window button is selected, the analysis will be exported to an Excel spreadsheet but the information will not be saved as an Excel (.xls) file until you do so manually. Selecting the New Excel File button will export the analysis as an Excel file (*.xls) to be viewed at a later time. If you select an existing Excel workbook, you'll need to specify the location of the file.

By checking the Copy Cells Format box, you will also export the format (font, font size...) of each cell to the Excel spreadsheet.

Exporting can also be done to PDF format or via email. If you select email, you will be asked to use either PDF or Excel format.
Reordering Columns

To move columns, highlight them by clicking on the column header and drag and drop them to the desired location. The new location will be designated by a red line displayed on the worksheet.

Using the Application

First, select the type of analysis (either: Ranker, Trend, Composition, Duplication, Audience Analysis, or Scheduler). You can select the desired market, survey, time periods, outlets, estimate types, target, geography, location and listening threshold for the selected analysis.

Time Periods

There are three tabs on the Time Period Selection screen: Standard, My Favorites, and Custom.

- **Standard Time Periods** are those that are pre-defined by the application
- **My Favorites** allows custom Time Periods to be stored for future use
- **Custom Time Periods** allows the user to create and save time periods
To create Time Periods, make selections for: Start Day, End Day, Start Time, End Time, Form of data, and Day selection. When complete, click one of the following:

- **Add to Favorites** - adds to the selections found under the My Favorites tab
- **Select** uses the Time Period without saving it to My Favorites

### Day Selection: Average All or Individual

Selections will merge all selected days into a single average for all days or create separate analysis for each individual day contained in the Time Period.

### Creating a combined Time Period

There are two ways to combine time periods.

To combine two or more time periods while creating custom time periods, build each time period by selecting Start Day, End Day, Time, Form of Data, and Day Selection. Then click the (+) plus button and create the next time period to add to the combination. Continue until all the time periods are added and click select.
To combine two or more existing time periods, select the time periods and then highlight them in the Selected portion of the screen. Click the +Auto-Combine button. The analysis will now use the combined time periods. You can combine Standard or custom time periods.
Selecting Outlets

Outlet selection is accomplished by choosing available outlets found on the left side of the screen and moving them to the “Selected” - right side of the screen. Outlets can be organized to allow easier location. Click the Outlet or Format/Network column header to resort the list of outlets.

Each outlet can either be selected individually by highlighting it and clicking the single arrow OR by selecting multiple outlets using standard Windows CTRL and SHIFT clicks. To select multiple outlets, hold down the CTRL key and single click each outlet to select. To select contiguous outlets, click the first outlet then, while holding down the SHIFT key, single click the last outlet in the list.

To select all outlets click the double arrow (>>) button.

The ALL METRO button will select all outlets home to the radio metro including non-commercial outlets based on the most recent Minimum Reporting Standards (MRS).

Additionally, outlets can be double clicked or dragged and dropped to select or deselect.

Highlighting Outlets

To highlight an Outlet, place a check mark in the Highlight column next to the Outlet in the selected portion of the Outlet Selection screen.

Combine Outlets

To combine outlets (create combos) highlight the outlets in the Available box and click the Combine Outlet button. You can then name the Combined Outlet or Combo and select it to be included in the analysis.
Selecting Estimates

Selecting an Estimate is done by choosing available estimates found on the left side of the screen and moving them to the "Selected" - right side of the screen.

Each estimate can either be selected individually by highlighting it and clicking the single arrow OR by selecting multiple estimates using standard Windows CTRL and SHIFT clicks. To select multiple estimates, hold down the CTRL key and single click each estimate to select. To select contiguous estimates, click the first estimate, hold down the SHIFT key and single click the last estimate in the list.

To select all outlets click the double arrow (>>) button.

Additionally, estimates can be selected by double clicking them or by dragging and dropping them to select or deselect.

Selecting Survey Periods

Selecting Surveys is done by choosing an available survey from the Available box on the left and moving it to the Selected box on the right. Surveys can be moved by highlighting them and clicking the single arrow button in the middle of the screen, double clicking them, or dragging and dropping to select or deselect surveys. Selected surveys can be ordered by: User Order, Chronological Order, or Reverse Chronological Order using the drop down menu. When a selection is made, it is saved as the default for all reports.
Creating Customized Survey Periods

Users can create survey periods consisting of a single day, week, or combination of days or weeks.

Click the Add button in the Survey Manager, then click calendar to view a calendar and select the days or weeks to include. When complete, click OK and enter a Survey Name. The customized survey period will now be listed in the available box for analysis.

Ways to select days:

- Click on the date of each day to select days
- Click the week number in the left column of calendar to select entire week
- Click the day of the week at the top of the calendar to select all days in month (i.e. Mo for all Mondays)
- Click the Entire Month Graphic to select all the days in the month
- Click Range to enter a range of dates (Format mm/dd/yyyy)
- Use Day-of-week checkboxes to toggle days as eligible for selection or not-eligible
Use the Multi-Book option when creating new surveys to create a *multi-book average*.

**Note:** When creating customized surveys - weekly estimates (such as Weekly Cume, Average Weekly Time Exposed, Weekly Turnover) are only available when the customized survey period uses a *standard week*. Standard survey weeks begin on Thursday and end on Wednesday and contain all contiguous days.

**Selecting Targets**

Selecting Targets is achieved by picking a Target for the Standard, Favorite, or Custom lists. Standard Targets are those available to all users. Favorites are those custom created targets available to specific users. You can combine multiple Targets buy using the +Auto-Combine button.

**Creating First Preference (P1) Targets**

To create a target comprised of P1s, select the Target Criteria and toggle on the First Preference Selection prior to clicking the Select button. Persons who are exposed to one radio station more than any other station, in a given daypart and survey period, are P1 listeners for that station.

**Creating Custom Targets**

Targets can be customized to many different criteria. Using the Custom tab of Target Selection, make selections in the Socioeconomic, Start Age, End Age, and Gender categories. After building a customized target, you can save it to your Favorites list for future usage or click Select to use the target on the current analysis.

![Target Selection](Image)

*Note:* When standard age/sex demos are selected either within total persons or within Black/Hispanic/Other for a total report period, there will be no minimum in-tab required to run the report. The minimum in-tab required for any non-standard selection or report period will continue to be 30.
Abbreviations: Socioeconomic selections will be abbreviated once the target is created. Here is a key to the abbreviations:

- **HISP** - Ethnicity Hispanic
- **BLACK** - Ethnicity Black
- **OTHER** - Ethnicity Other Race
- **Less 25k** - Household Income less than $25k
- **25k – 50k** - Household Income between $25k and $50k
- **50k – 75k** - Household Income between $50k and $75k
- **75k+** - Household Income more than $75k
- **Less 12** - Education less than 12th grade
- **HS-GRAD** - Education High School Graduate
- **Coll-Some** - Education Some College
- **Coll-Grad** - Education College Graduate
- **SPAN-ONLY** - Spanish Only
- **SPAN-DOM** - Spanish Dominant
- **ENG ONLY** - English Only
- **ENG-DOM** - English Dominant
- **Eng/Span-BOTH** - Speak English and Spanish
- **HHSIZE: 1** - Household Size is 1
- **HHSIZE: 2** - Household Size is 2
- **HHSIZE: 3** - Household Size is 3
- **HHSIZE: 4+** - Household Size is 4+
- **CAB/SATL** - Has Cable or Satellite
- **CABLE** - Has Cable
- **SATL** - Has Satellite
- **NO_Cab/SATL** - Does not have cable or satellite
- **PREMIUM** - Has Premium Channels
- **NO_PREM** - No Premium Channels
- **DVR** - Has DVR
- **NO_DVR** - Does not have DVR
- **WORK-FT** - Employed Full-Time
- **WORK-PT** - Employed Part-Time
- **WORK-NO** - Not Employed
- **CHLD: 0_11** - Presence of children, less than 12 years old with no Teens
- **CHLD: 12_17** - Presence of Teens (12-17)
- **CHLD: None** - No Presence of children or teens

**Selecting Country of Origin**

When you select Hispanic ethnicity, you can then specify selections for Hispanic Country/Region of Origin within a custom target.

**Selecting Geography**

Available geographies are selected when you click the Geography button. There are three selections possible:

- Metro or DMA (where available)
- A single County or a County Group comprised of 2 or more counties
- A single ZIP Code or a ZIP Code Group of 2 or more ZIP Codes

**Metro or DMA**

On the Standard Tab, make a selection of Metro or DMA (where available)

**A Single County**

On the Custom tab, move a single county from the available box to the selected box by either double clicking it or using the arrow selectors. After selecting, click the Select button to make the county the selected geography.

**A County Group**
To create a County Group, on the Custom tab, move the desired counties from the available box to the selected box by either double clicking it or using the arrow selectors. Change the name of the County Group and click Select to make the county group the select geography. You can click Add To Favorites if you would like to create a county group which will be available on demand.

A ZIP Code Group

To create a ZIP code group, on the ZIP Codes tab, move the desired ZIP Codes from the available box to the selected box by either double clicking it or using the arrow selectors. Change the name of the ZIP Code Group and click Select to make the ZIP Code group the select geography. You can click Add To Favorites if you would like to create a ZIP Code group which will be available on demand. To search for ZIP codes, enter a portion of the code in the Search box.
Location Selection

By default, the location Both In/Out of Home is selected. You can use any combination of the available locations by selecting them from the Location Selection box.

Listening Threshold

Entering a Listening Threshold level allows you to filter results based on different levels of listening. This information can be beneficial as you consider the way the different panelist consume or use an outlet. Listening Threshold can be used to view light, medium, or heavy users of an outlet.

Run Analysis

To run an analysis after setting all specification, click the GO button.
Sorting and Ranking

The PPM Analysis Tool gives the users multiple controls over sorting and ranking the analysis. If you right click on any column containing estimates, formats, or outlets you will have the option to sort the entire analysis ascending or descending based on a specific estimate, format or outlet.

Additionally, the user can determine the ranking criteria for analyses – that is the estimate by which the rank number is controlled. To do so, right click the estimates column you wish to use for ranking and make a selection.

And, for even more sorting options, there is a user selected sort that lets you control several items that will determine the sorting. First, click User Sort Ascending/Descending. Then, choose the items in the order that you want to use to sort the analysis. To select the First Estimate as the estimate to rank on, place a check in the box – Rank on First Estimate.
Graphing a Ranker or Trender

A picture is worth a thousand words! To view the Ranker or Trender as a graph, click the GRAPH tab. To select the number of Outlets to be displayed or the number of Time Periods to be shown, click and drag the selected Outlets or Time Periods to select. The graph will automatically update to match your selections. There is a maximum of 10 Outlets and 3 Time Periods allowed on this graph.

This graph will print with the Ranker or Trender. To stop the graph from printing, click the Analysis tab and click the Embedded Graph on Print button from the toolbar to toggle the graph on/off.

RLD Weeklies Data

PPM Analysis Tool will analyze Respondent Level Data (RLD) Weeklies Data. It is not available in the scheduler. Once monthly data is loaded, the RLD Weeklies Data is over written to display
the Monthly Survey. Estimates will be denoted with a "^" when weeklies data is viewed. (see example below)

Additionally, a footnote states that the estimates are not meant for transactional usage. When exported to Excel, the footnote is added – "^ These ratings are based on preliminary market data and not meant for transactional usage as these are not the final market ratings which are delivered within the monthly market survey."

Sample Distribution Report

From the main menu, the Sample Distribution Report is available under the Audience Analysis menu item. The Sample Distribution Report is available for the RLD Weeklies Data only.
Trender Report – Display Options

New trending options give you the ability to view Survey column then a Rank column as well as view Rank on most recent surveys or estimates. You can right-click in the grid to take advantage of the custom user-sort ranking options. There is also the capability to view percentage changes between surveys or weeks down to the day level as well as the quarter-hour level.

Multi-Market Ranker Report

The Multi-Market Ranker allows you to create customized combos of outlets and view those custom combos in multiple markets. For example, create custom combos based on common corporate ownership or format. Then, run the Multi-Market Ranker to view the estimates for those combos. To view the outlets, hover over the Market/Outlet and a list of included outlets appears. For information on creating custom combos, see Utilities: Create Combo Tools.
Note: When creating a Multi-Market Report within Batch Reporting the export to excel contains a population worksheet however it is incomplete unless the export is created within the Multi-Market module.

Multi-Market Summaries

The Multi-Market Summaries report displays the custom outlets like the Multi-Market Ranker report, but adds a summary for each outlet as a tab on the bottom of the report. Each tab is the summary of one of the selected outlets for easier comparison and analysis. For information on creating custom combos, see Utilities: Create Combo Tools
Scheduler

The Scheduler uses a wizard to assist you in creating a schedule. Once all of the necessary specifications are complete, you will enter the number of spots and allocate them to the days you decide.

To begin, Click Scheduler on the Tool bar to launch the wizard.

Creating a Schedule with the Campaign Setup Wizard

Step 1 – Define Schedule Parameters – First, select the number of weeks for the schedule OR choose the Campaign dates. Optionally, you can include a Campaign Name in this step as well as decide to: Base the number of weeks on the Broadcast Calendar or Display the Analysis Tab once the schedule is shown. If you select to Launch Analysis of the Schedule First, you will first view the Analysis when the wizard is completed and you choose Run Analysis.

From this step you can also create a default setting by clicking Save As Default and you can Load previously created and saved schedules by clicking Load.

When complete, click NEXT to proceed.

Step 2 – Define Header Parameters – These include selections for: Market, Geography, Survey, Target, and Spot Length(s). Selections can be saved as the default for future use.
Market – to select the market, click Select market and either double-click or use the arrow button to move a market from the Available section to the Selected Section. Note: If you have multiple markets, you can only select one market in Scheduler.

Geography – Available geographies are selected when you click the Geography button. There are three selections possible:
- Metro or DMA (where available)
- A single County or a County Group comprised of 2 or more counties
- A single ZIP Code or a ZIP Code Group of 2 or more ZIP Codes

Metro or DMA

On the Standard Tab, make a selection of Metro or DMA (where available)

A Single County

On the Custom tab, move a single county from the available box to the selected box by either double clicking it or using the arrow selectors. After selecting, click the Select button to make the county the selected geography.

A County Group

To create a County Group, on the Custom tab, move the desired counties from the available box to the selected box by either double clicking it or using the arrow selectors. Change the name of the County Group and click Select to make the county group the select geography. You can click Add To Favorites if you would like to create a county group which will be available on demand.
**A ZIP Code Group**

To create a ZIP code group, on the ZIP Codes tab, move the desired ZIP Codes from the available box to the selected box by either double clicking it or using the arrow selectors. Change the name of the ZIP Code Group and click Select to make the ZIP Code group the select geography. You can click Add To Favorites if you would like to create a ZIP Code group which will be available on demand.

**Survey** - Selecting Surveys is done by choosing an available survey from the Available box on the left and moving it to the Selected box on the right. Surveys can be moved by highlighting them and clicking the single arrow button in the middle of the screen, double clicking them, or dragging and dropping to select or deselect surveys.
To create new surveys by combining existing surveys, click the ADD button, select multiple existing surveys by holding the Ctrl button down and making the selections. Enter a descriptive name and click OK to save the newly named survey to the available survey list. Use the EDIT button to edit a customized survey and the delete button to remove.

To view the dates included in a survey, highlight the survey and click View.

**Target** - Selecting Targets is achieved by picking a Target for the Standard, Favorite, or Custom lists. Standard Targets are those available to all users. Favorites are those custom created targets available to specific users.

**Creating Custom Targets**

Targets can be customized to many different criteria. Using the Custom tab of Target Selection, make selections in the Socioeconomic, Start Age, End Age, and Gender categories. After building a customized target, you can save it to your Favorites list for future usage or click Select to use the target on the current analysis.

If you select multiple Targets, you can pick one of them as the Primary Target.

**Length** – Select a spot length by highlighting the desired length. To select multiple lengths, hold the Ctrl key down on the keyboard while making you selections.

**Step 3** – Select Estimates – Estimates displayed on a schedule are selected here. A list of the most frequently used estimates can be saved as the default list. To the right side of each estimate is an icon which denotes whether the estimate will display in the Analysis Tab, the Schedule, or both. Once selected, if an estimate can be displayed in both the Analysis Tab and the Schedule, you can select which one or both will display with the check boxes. To change the order in which selected estimates are displayed, highlight an estimate and use the Move Up and Move Down button.

The A and S that appear to the right of the estimate indicate that the selected estimate will appear on the (A) Analysis and/or the (S) Schedule.

© 2013 Arbitron Inc.
Step 4 – Select Media Outlets and Time Periods - Media Outlets and Time Periods are selected here.

To select an Outlet(s), click Add/Change Outlets, and either double-click or use the arrows to move selected Outlets from the Available box to the selected box. Virtual outlets can be selected but must be created in the Outlet Management Icon found under Tools.

To select Time Periods, click Add/Change Time Periods and make selections from either the Standard, My Favorite, or Custom tabs. Refer to the Time Periods section of this guide for more information.
**Step 5 – Select Rate Card (optional)** - Enter rates to be used in the schedules for the selected time periods. Rates can also be entered on the schedule after it processes. You can enter your rate card here and Save as Default to use the rate card in the future. Click Run Analysis to continue.
Step 6 – Select Filters (optional) – Select Filter to be used in the schedule. To make selections, click the Locations button and select either Both In/Out of Home, In Home or Out Of Home. You can make selections and Save as Default to use the filters in the future. Click Run Analysis to continue.
The Schedule

When the schedule displays, you can enter the number of spots and rates from each time period selected. To view the Analysis, Summary, or Plan click the appropriate tab. If multiple targets or lengths are used, click the underlined item in the header to change the display.

Spot Placement to Specific Days of the Week

Spots can be placed on specific days of the week. On the schedule, use the matrix to display the days of the week. Then, left click in each cell (i.e., Monday in the selected daypart) to add spots to a specific day. Right click in each cell to decrease the number of spots already selected.

Exporting

Information from the Scheduler can be exported to Excel by clicking FILE and EXPORT from the main menu or by clicking the Excel icon on the main toolbar. Each tab (Analysis, Schedule, Summary, and Plan) can be selected to be included on a different worksheet with the export.

Sorting

Schedule entries can be sorted by multiple factors. To sort a schedule, right-click in the schedule grid and select User Sort. Then, select the factors used to sort the schedule.
The Analysis

The Analysis tab displays information about the selected Outlets and Time Periods that can help you make scheduling decisions.

To view different Targets, Spot Lengths, or Plans, use the underlined items in the report header to change the displayed view. Items in BLUE are those that already have rows on the Schedule tab. Those in black are Outlets/Time periods that are not currently rows on the schedule. To add rows for the items in Black, select them and click the Add To Schedule icon from the tool bar.
Analysis Tool Bar

- Edit Schedule Criteria – Returns to Wizard for Changes
- Save Schedule – Saves Schedule
- Save Schedule As – Saves Schedule
- Layout/Templates – Select/Create/Delete Templates and Layout
- Save as PDF – Saves schedule as Adobe PDF
- View As PDF – View schedule as Adobe PDF
- Add To Schedule – Adds additional spots to existing spot placement
- Remove From Schedule – Deletes spots from existing spot placement
- Add Custom Row – Inserts a blank row for you to customize
- Delete Row – Delete a selected Row

The Summary

The summary screen provides a summary of campaigns. The estimates displayed can be customized by clicking the Template button form the Tool Bar. Definitions for these estimates can be found in the Glossary of Terms in the back of this guide.

Frequency Distribution Report
From the Summary view, you can create a Frequency Distribution Report by clicking the Frequency Distribution Report Icon. The report will show (based on a model) persons reached across different frequency levels.

The Plans

The plans screen provides a summary of information in different Plans. To add plans, remove plans, or copy active schedules, use the Tool Bar Items.

Add Schedule – Adds a new schedule to Plan
Copy Active Schedule – Copies an existing active schedule
Delete Schedule – Deletes schedule from Plan

Contacts

Contacts in the Plan tab are the total line Frequency Distributions.

Scheduler – Creating and Managing Templates

Scheduler will create and save different templates that you can select. This might be useful in the schedule tab when you want to show different estimates and information to different customer types. For example, an Agency may want to see one set of estimates and information while a direct customer might want to see another set of estimates. Templates can also be created and used in all areas of the Scheduler: Rank Avail, Schedule, Goals, Summary, and Plans.
To create and use a template other than the default template, click the template icon in the Scheduler tool bar.

Then, click the Custom tab. To create a schedule template, use the Estimates and N. Contacts links to select the information you want to show on the schedule. Click Save to save this template for future use. You can select the default template or saved custom templates for any schedule by clicking the template icon from the toolbar. Additionally, you can create templates in other tabs of the Scheduler.

To remove items from a Template, drag and drop them from the row of variables to the list of Available Vars (Variables) on the left. To include a variable from the list on the left, drag and drop it to the row of variables on the template table. You can also change the order of variables by dragging and dropping them in the appropriate position. Items listed in BLUE can be changed to include the exact information you desire. Remove check marks or add them to include the item in the layout.

**Freeze/UnFreeze Columns**

Within the templates area, you define the column which allows freezing and unfreezing of columns. Those to the left of the red dotted line are frozen. To change that, right click and choose Unfreeze Column. To select another point, place you mouse at the desired column and click Freeze Column.

**Making a Template the Default**

Select the desired template and click the Template button. Then select Set as Default.
Utilities

Create Combo Tools (for Creating Virtual Outlets/Combos)

The Create Combo tool allows you to combine outlets and report them as one entity. From the main menu, click Tools and the Create Combos icon.

All available outlets will be listed. To create a Combo, highlight the outlets while holding down the CTRL button. After making the selections, click the Create button and enter a Name, Abbreviation and Format Description.

The Combo will be included in the listing of Outlets that can be selected for analysis.
To create custom outlets for multiple market reports, select Current Market >> All. Then, you can reorder the available outlets by either Name, Market, Format or Owner. If you want a custom outlet comprised of the *All Sports* formatted outlets, arrange by Format and then highlight all the *All Sports* outlets. Click Create and give the customized outlet a descriptive name (i.e. All Sports Format).

To view the **Base Outlets** for the combos already created, place a check in the View Base Outlets checkbox and double click the base outlets column to see its components. At the bottom of the listing of outlets, the combos will be listed with their corresponding Base Outlets.
How To Create Reports

Step-By-Step Instructions for Creating a Report

These instructions will take you step-by-step through a Ranker. The same basic instructions also can be applied with slight modifications to any of the reports.

**Step 1:** On the Menu Window, choose Ranker  
**Step 2:** Click Radio  
**Step 3:** Select Market  
**Step 4:** Click Time Period - Select from the standard or My Favorite List or create a custom time period  
**Step 5:** Click Outlets to select the media outlets to be included  
**Step 6:** Click Estimates to select the estimates to view  
**Step 7:** Click Survey to select the entire monthly survey or create a custom survey period  
**Step 8:** Click Target - Select from the standard or My Favorite list or create a custom target  
**Step 9:** Click Geography to select either Metro, DMA (where available), county, county groups, ZIP Code, or ZIP code groups geographies  
**Step 10:** Click Location and select Both In/Out of home, In Home, and/or Out of Home.  
**Step 10:** Click Listening to select a listening threshold.  
**Step 11:** Click Go button under Run Analysis
How To Read Ranker, Trender and Composition Reports

This report is a ranker for Outlet WAAA-FM for the Time Period M-F 8a-9a, Target Persons 6+, during the April, May and June 2011 survey in the Baltimore-Metro area. In April:

- AQH Rating % – 0.2% of all Persons 6+ are exposed to WAAA-FM for at least 5 minutes during an average quarter-hour between Monday-Friday 8am-9am in April.
- AQH Persons – 5,900 Persons 6+ are exposed to KAAA-FM for at least 5 minutes during an average quarter-hour between Monday-Friday 8am-9am.

- ATE - The Average Time Exposed to WAAA-FM between Monday-Friday 8am-9am is (00:30) 30 minutes in April.
- AWTE - The Average Weekly Time Exposed to KAAA-FM between Monday-Friday 8am-9am is (01:00) 60 minutes.

- PUMM% - The percentage of Persons Using Measured Media between Monday-Friday 8am-9am is 11.3%.
- PUMM - The number of Persons Using Measured Media between Monday-Friday 8am-9am is 283,300.

- Share % – 2.1% of Person 6+ exposed to media are exposed to WAAA-FM for at least 5 minutes during an average quarter-hour between Monday-Friday 8am-9am.
- AVG WK Cume Rtg % - 1.3% of Persons 6+ are exposed to WAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each week.

- AVG WK Cume - 33,300 unique (unduplicated) people 6+ are exposed to WAAA-FM for at least 5 minutes in a quarter-hour between Monday-Friday 8am-9am each week.
- AVG WK Cume Comp% - 100% of all persons P6+ exposed to WAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each week are P6+.

- AVG WK Turnover - Turnover is the relationship between an outlet's AQH and Cume and represents the total number of different groups of people making up an outlet's audience. WAAA-FM's weekly turnover is 5.6.
- Average Daily Cume Rtg % - 0.5% of people 6+ are exposed to WAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day.

- Average Daily Cume - 12,700 unique (unduplicated) persons 6+ are exposed to WAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day.
- Average Daily Cume Comp% - 100% of all persons P6+ exposed to WAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day are Person 6+.

- Average Daily Turnover - Turnover is the relationship between an outlet's AQH and Cume and represents the total number of different groups of people making up an outlet's audience. WAAA-FM's daily turnover is 2.1.

- AQH Comp% – 100.0% of WAAA-FM's total AQH is found in this demo.

- AVG Daily In-tab – During this survey period, there were 1,166 PPMs that qualified to be included in this report.

© 2013 Arbitron Inc.
Miscellaneous Notes

For Trender Reports, note:

The % Change column is the percent changed from the selected survey at the top of the report. To show/hide the % Change column, click Tools and show/hide (%) or click the % icon from the toolbar.

For Duplication Reports, note:

Read “Down and to the Left” - i.e. 7.8% of WAAA-FM’s listeners are also exposed to WCCC-FM or 1.9% of WAAA-FM’s listeners are also exposed to WEEE-FM.

If you double-click the header for an Outlet, that column will move to the first position of the grid. You can also right click a column and sort the data.
For Multi-Daypart/Multi-Demo report, note:

Use the Reverse button to switch the columns to worktabs and the worktabs to columns. This feature allows you to view either item (Multiple Demos or Multiple Dayparts) on a single screen in different ways.
For Audience Analysis Reports, note:

- Double Click a Time Period For More Detail
- Use Time Period Buttons to Select Time Increments

How To Read Audience Flow Report:

- Between 6:15am and 6:30 am, there were 7 PPM Panelists reporting listening to WAAA who were Persons 18+ in the Baltimore Metro

- Between 6:15am and 6:30am, there were 2 listening instances where panelist left WAAA and went to: Unmeasured Media (0), Radio (2), TV (0), or Cable (0)

- Between 6:15am and 6:30am, there were 2 listening instances where panelist tuned to WAAA from: Unmeasured Media (2), Radio (0), TV (0), Cable (0)

- Note: Panelists are distinct numbers. A single panelist can only count as one in the total panelist count. Several Listening Instances can be contributed to a single panelist in a time period. That is, a single panelist could be credited for Unmeasured Media, Radio, TV, and Other all within a single time period (quarter-hour in this case).

- A 2 outlet can be viewed side by side in this report.
**For Source and Destination Reports, note:**

How To Read Source and Destination Report:

This example answers the question, of people who were exposed to WAAA-FM on 5/19/2011 in the afternoon, what % was exposed to WBBB-FM the morning prior.

- In the above example, of panelist P6+ who were exposed to WAAA-FM from 4:30 – 6:30 pm on 5/19, **10.5%** of them were exposed to WBBB-FM the previous morning between 7am and 7:30am. **5.3%** of them were exposed to WBBB-FM the previous morning between 8am and 8:30am.
For Vital Signs Report, note

The Vital Signs report will give you a single view of all the vital signs for a single outlet and competing outlets. When selecting the report specifications, certain specifications will populate different areas of the report.

- **Trending** Specification – will populate the Time Periods that are found in the Time Period Trend Section
- **Competition** Specification – will display data for the primary outlet and competing outlets when the Station Comparison display option is selected.
- Other Specifications – function the same way as they do in other reports. “Best” is the determined by the highest AQH Rating.

**Encoded Station Reporting Footnotes Indicators**

* This analysis can not be provided due to less than 30 intab. Estimates based on a sample size of less than 30 are considered unstable.

~~ No reportable exposure to this outlet was received for one or more days during the selected survey. The outlet may have been off-air, not encoded, or reported under Arbitron’s Total Line Reporting procedure, with reportable exposures reported under the primary outlet.
PPM Scheduler – Reach and Frequency Model

In the PPM Analysis Tool Scheduler, a common model is used for estimating the reach and frequency of spots heard in scheduling advertising campaigns. It is called the Linear Frequency Model, and the central statistical component is a special kind of a beta-binomial distribution called a Harris Distribution.

To understand the methodology, a basic visualization is applicable. Consider a set of people who are exposed to one or more ads in a set of ads - we consider the two extremes of ad concentrations:

- If only a single ad is aired, by definition the average frequency of exposure by people exposed is exactly one.

- If enough ads are aired to place one in each unit of time in the time period, then the average frequency of exposure is going to be the average number of total units of listening (“time spent listening”) in that time period. For example, in quarter-hour units, if a respondent is credited with two hours of listening in a time period (“daypart”), and the daypart is ‘filled’ with ads (one every quarter-hour), then each listening quarter-hour also generates one ad exposure, so two hours (8 quarter-hours) of TSL in a time period saturated with spots is expected to yield an average of 8 exposures from that respondent, and similarly, the average frequency over the entire audience is just the average time spent listening of that audience.

- For any number of ads (or ‘spots’) aired between one and this ‘maximum’, the average exposures estimate is projected to fall at the proportionate position between one exposure and “time spent listening” exposures. This is the crux of the Linear Frequency
Model. Note that having Frequency build in a linear fashion does not imply that Reach also grows linearly (in fact, it does not.)

A result of this is that Reach will build quickly at first, but ‘slows down’ as more and more ads or spots are added, while Frequency builds steadily towards total average time spent listening.

This model forces the distribution of exposures to be greater at light listening levels than for heavier levels, which in a very direct, simple fashion, prevents an unrealistic ‘hump’ from occurring at the ‘average’ level of listening, which in turn prevents the reach probability calculations from unrealistically converging on 100% of the audience and population given that in actuality, many light listeners are consistently found in audiences.

Instructions for Calculating Effective Sample Base and Standard Error Estimates for Custom Demos and Dayparts

Purpose

This section provides instructions for calculating effective sample base (ESB) and standard error estimates for any demo and daypart station rating generated by the PPM Analysis Tool.

General Method

Using the Analysis Tool, the user first generates a station rating for a given demo and daypart. For this demo and daypart combination, the user then determines the best-matching eBook Table B demo and daypart. (Table B gives ESBs for standard demos and dayparts and is available below in the embedded document.) The user inputs to a formula several numbers, including intab for both the best-matching Table B demo and the user-generated demo and daypart. In the formula, the user applies a factor (based on intab) to the Table B value of the best-matching demo and daypart to generate an ESB for the user-generated demo and daypart. One last calculation using this ESB results in a standard error estimate for the rating.

Detailed Method for ESB and Standard Error Calculation

The user will first generate a rating estimate using the PPM Analysis Tool for a given market, survey, demo and daypart. This demo and daypart will be referred to as the user-generated demo and daypart. To calculate a standard error estimate for this rating, the user will need to determine the eBook Table B demo and daypart that best matches the user-generated demo and daypart.

Instructions for doing so are provided in the appendix at the end of the guide.

The Arbitron PPM Analysis Tool was developed using Markdata Technologies
Glossary of Terms

AQH Composition
Outlet's Target AQH Persons divided by its Total 6+ AQH audience.

Average Daily Cume
The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period during an average day.

Average Daily Cume Composition
Outlet's Target Daily Cume Persons divided by its Total 6+ Daily Cume audience.

Average Daily Cume % (Cume%)
The total number of different persons that are exposed to media outlet for at least 5 minutes in a quarter hour within a specified time period for an average day, expressed as a percent of the average daily target population. This is Average Daily Cume Rating.

Average Daily Time Exposed (ATE)
Average daily time exposed, expressed in hours and minutes.

Average Daily Turnover
Daily Cume Persons divided by Average Quarter Hour Persons [AQH] (Daily).

Average Quarter Hour (AQH) Persons
The average number of persons exposed to a particular outlet for at least 5 minutes during a 15-minute period.

Average Quarter Hour %
The average number of persons exposed to a specific outlet for at least 5 minutes during a 15 minute period, expressed as a percentage of the target population. This is Average Quarter Hour Rating.

Average Weekly Cume (Cume)
The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period in an average week.

Average Weekly Cume %
The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period expressed as a percentage of the target population.

Average Weekly Cume Composition
Outlet's Target Weekly Cume Persons divided by its Total 6+ Weekly Cume audience.

Average Weekly Turnover
Weekly Cume Persons divided by Average Quarter Hour Persons [AQH]

Geography
Radio Metro, DMA (where available), County, or County Group.

Media Outlet
Radio station, Broadcast TV station, or Cable outlet.

PUMM
Persons Using Measured Media. (note: Data type is relative to what you are viewing. For radio it is Persons Using Measured Radio (PUR) and for Broadcast TV/Cable TV it is Persons Using Measured Television (PUT).

PUMM%
Persons Using Measured Media expressed as a percentage of the target population.

Reach
The number of different persons reached in a given schedule.

Reach % Cume
The number of different persons reached in a given schedule expressed as a percentage of the cume of the station being measured.

Reach Rtg%
The number of different persons reached in a given schedule expressed as a percentage of the population being measured.

Reach and Frequency Model
The Reach and Frequency Model utilized by Arbitron is formulated on the basis of a Linear Frequency reach-and-frequency model, utilizing a Harris Distribution and the Slide Rule audience (cume) growth model.

Share
AQH divided by PUMM; multiply result by 100.

Target
(Demographic) the age group plus any socioeconomic criteria being analyzed.

Time period
Also known as a Daypart.
PPM Analysis Tool℠ Installation Guide

The PPM Analysis Tool software is available for download from the my.arbitron.com website via Arbitron Downloader.

This document will guide you through the steps required to install PPM Analysis Tool. There are 2 installation options available:

1. “Standalone Install” – recommended for laptops or single PC usage (page 5)
   ... or ...

2. “Network Install” – recommended when you wish to share the application across a network server – consisting of 2 installation procedures named:
   - “Server Side” (pages 6 – 14)* ... and ...
   - “Client Side” (pages 15 & 16)

* includes a specific procedure to follow when Upgrading a prior network installation plus instructions on Sharing & Security settings

This guide also contains information on how to setup Users in the software, how to Download & Install Data, and how to Backup & Restore your PPM Analysis Tool data & custom files.

IMPORTANT – Installation Information!

1. Please review the following documents before you begin:
   - “PPM Analysis Tool & PPM Weeklies Requirements” (pages 2 & 3)
   - “PPM Analysis Tool Installation Checklist – Before You Begin” (page 4)

2. The installation of PPM Analysis Tool to a Network Server requires advanced computer & network skills, and should only be performed by a qualified Network Administrator or IT Professional!

3. Additionally, the “Standalone” installation on a local computer may necessitate changes to user rights & other tasks requiring the skills of an IT Professional.
# PPM Analysis Tool℠ and PPM Weeklies℠ Requirements

## Standalone Workstation

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Absolute Minimum Requirements ¹</th>
<th>Ideal Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processor</td>
<td>Intel® Pentium® 4 or higher (or equivalent)</td>
<td>Intel Core™ 2 Duo or higher (or equivalent)</td>
</tr>
<tr>
<td>Speed</td>
<td>1.4 GHz or higher</td>
<td>2.4 GHz or higher</td>
</tr>
<tr>
<td>Memory ²</td>
<td>2 GB or higher</td>
<td>4 GB or higher</td>
</tr>
<tr>
<td>Hard-Drive ³</td>
<td>NTFS required</td>
<td>NTFS required</td>
</tr>
<tr>
<td>Operating System</td>
<td>Windows® XP Professional</td>
<td>Windows 7 Professional</td>
</tr>
<tr>
<td>Components</td>
<td>Microsoft® .NET Framework 2.0</td>
<td>Microsoft .NET Framework 2.0 or later</td>
</tr>
<tr>
<td></td>
<td>Microsoft Office 2003</td>
<td>Microsoft Office 2003 or later</td>
</tr>
<tr>
<td>Database Software</td>
<td>PostgreSQL (included)</td>
<td>PostgreSQL (included)</td>
</tr>
<tr>
<td>Connectivity ⁴</td>
<td>100 Mbps wired Ethernet</td>
<td>100 Mbps wired Ethernet</td>
</tr>
</tbody>
</table>

## Server

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Absolute Minimum Requirements ¹</th>
<th>Ideal Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processor</td>
<td>Intel Pentium 4 – Single Core, 2 GHz or higher (or equivalent)</td>
<td>Intel Core 2 Duo, 2 GHz or higher (or equivalent)</td>
</tr>
<tr>
<td>Memory ²</td>
<td>2 GB or higher</td>
<td>4 GB or higher</td>
</tr>
<tr>
<td>Hard-Drive ³</td>
<td>NTFS required</td>
<td>NTFS required</td>
</tr>
<tr>
<td>Components</td>
<td>Microsoft® .NET Framework 2.0</td>
<td>Microsoft .NET Framework 2.0 or later</td>
</tr>
<tr>
<td></td>
<td>PostgreSQL (included)</td>
<td>PostgreSQL (included)</td>
</tr>
<tr>
<td>Type of Server ⁵</td>
<td>Server-Class Machine</td>
<td>Enterprise Multiprocessor Scalable Server</td>
</tr>
<tr>
<td>Network Interface Cards</td>
<td>100 Mbps connection</td>
<td>1 Gbps</td>
</tr>
<tr>
<td>Network Throughput</td>
<td>100base or faster</td>
<td>100base or faster</td>
</tr>
<tr>
<td>Hubs</td>
<td>100base switched or auto sense</td>
<td>100base switched or auto sense</td>
</tr>
<tr>
<td>Daily Backup System</td>
<td>Recommended</td>
<td>Recommended</td>
</tr>
</tbody>
</table>

¹ Software performance is affected when installed on computers meeting only the minimum requirements. Higher than minimum processor speeds, RAM and system resources are highly recommended for optimum performance of these software applications.

² Memory (RAM) is the single most critical factor in setting the performance expectations. The more RAM - the better the performance of the software. The minimum and recommended hardware specifications do not take into account the throughput rating of your current hardware. RAM speed could affect performance and should be upgraded if you experience performance issues.

³ Hard Drive Specifications require a File System that must be a New Technology File System (NTFS). It is not possible to accurately forecast the amount disk space that will be required by the software – because the growth in PPM survey data that will be installed into the program(s) over time varies by market. Please refer to the “Disk Space Information” section of this document for more details.

⁴ A wireless network connection to the server is not recommended.

⁵ When multiple simultaneous users access the software, performance will be affected by the level of class of the PC or Server equipment. Please scale your Server equipment in respect to the amount of expected usage.

⁶ Arbitron tests and supports this software on Microsoft's Windows Server 2003, Server 2008, XP Professional, Vista Business and Windows 7 Professional operating systems. The latest Service Packs from Microsoft are highly recommended. Arbitron DOES NOT TEST non-business versions of Windows (i.e. “Home” or “Home Premium” versions). It is very important that all systems be up-to-date with all “Important” and “High Priority” Windows Update patches from Microsoft.
Installation Permissions Requirement

- Full Administrative Privileges to the local machine are required to install PPM Analysis Tool and Weeklies – regardless of whether it is a network server or a user’s computer. For the Windows 7, Vista and Server 2008 operating systems, it is recommended to install by choosing “Run as administrator”.
- At a minimum, “Change” Share permissions and “Modify” NTFS permissions are required to run the PPM applications.

Disk Space Information

- The disk space required for installation of a single PPM application and the PostgreSQL database is approximately 300 MB. For both PPM applications and the database, approximately 350 MB is needed. However, these allocations do not include the addition of survey data over time. The disk space required for PPM Data varies by application & market, and increases survey by survey, for each market installed.
- For the PPM Analysis Tool, the largest market requires approximately 25 MB of disk space per survey month. Smaller PPM markets will require less. There are 13 data releases per year in each market.
- For PPM Weeklies, the largest market requires approximately 8 MB per survey week. Smaller PPM markets will require less. There are 4 data releases per month, 52 each year, in each market.
- With a Network installation, approximately 20 MB is required on each workstation computer by the Client Side install – for the PostgreSQL ODBC and the PPM software Client(s).

PostgreSQL Database Advisory

- PPM Analysis Tool and PPM Weeklies utilize a database program named PostgreSQL, which, if not present on your computer, is installed before the PPM applications. Both programs share the database.
- PostgreSQL utilizes a non-administrative user account (created during installation), to run the database service. The name of this user account is User2PostgresService. Your domain policy MUST be configured to allow a local user account to run as a service. Please refer to the appropriate Microsoft TechNet article for your network operating system:

Firewall & Anti-Virus Advisory

- The presence of a firewall program and/or anti-virus program with “real-time scanning” will often cause the installation of the PostgreSQL database to fail – but only when the firewall and/or anti-virus program is installed on the same computer (or server) that you are planning to install the PPM application(s) to. This condition is more prevalent on individual computers running locally-installed firewalls, anti-virus software or system security suites, than on network servers.
- If these programs are present on the computer, Arbitron recommends that you temporarily turn off the firewall and/or anti-virus programs – only for as long as it takes to install the PPM applications and confirm that they launch successfully.

Other Software

Arbitron Inc. is not responsible for other software installed on workstations/servers outside of what is listed on this recommendation.

Need help? Installation help & PPM software assistance is available from Arbitron Customer Service by calling (866)776-8300.

PPM™, PPM Analysis Tool™ and PPM Weeklies™ are marks of Arbitron Inc. Microsoft® and Windows® are marks of Microsoft Corporation. Pentium® and Intel® are registered marks of Intel Corporation.
PPM Analysis Tool™ - Installation Checklist

Please Read Before You Begin!

Please review the following items to make sure that your systems are ready for the PPM Analysis Tool to be installed!

1. **Review the “PPM Analysis Tool and PPM Weeklies Requirements” document!**
   - Make sure that all computers & network server (if applicable) meet the requirements and have sufficient resources to run the software.
   - It is very important to read the notices & advisories on the second page!

2. **Check for the presence of a Firewall program or an Anti-Virus program with a “real time scanning” feature – or any Security Suite containing these utilities.**
   - If any of these programs are installed on the same computer where you plan to install the PPM software, we recommend that you turn these utilities off – only for as long as it takes to install the PPM software & confirm that it launches properly.
   - Note: Firewall and/or AV protection across a network that is not actually installed on the destination computer does not usually present a problem and can be left on.

3. **Does your company’s domain policy allow a local user account to run as a service?**
   - The PostgreSQL database program (that is installed with PPM Analysis Tool) utilizes a non-administrative user account (created during installation), to run the database service. Your domain policy must be configured to allow this local user account (named “User2PostgresService”) to run as a service.

4. **Upgrading from a previous version? Backup first!**
   - As a safeguard, it is highly recommended that you run the PPM Backup Tool prior to beginning the upgrade – to preserve any saved Specs, Combos, Favorites, Schedules or User setups.
   - Three backup options are available: “Everything”, “Everything but Without Audience Data” and “Custom”. (If all of your downloaded data is safely archived, “Everything but Without Audience Data” is the fastest & most efficient option.) See page 19 for instructions.

5. **Will this be a Standalone installation or a Network Server installation?**
   - **Standalone**
     - Full administrative privileges to the local computer are required to install PPM Analysis Tool.
     - At minimum, users will require “Modify” rights to the C:\Program Files\PPM folder to run the program.
   - **Network Server**
     - PPM Analysis Tool MUST be installed from the server or via a Remote Connection!
     - Full administrative privileges to the local machine are required to install the software on a server, AND to install the Client Side to each user’s workstation.
     - Users will require “Change” Share Permissions and “Modify” NTFS Permissions to the “PPM” folder on the network server.
     - Note: When UPGRADING a previous version of PPM Analysis Tool on a server, there is a specific procedure that MUST be followed BEFORE installation begins. (See page 6.)
   - **Windows 7, Vista and Sever 2008 Installations**
     - If at all possible, when installing PPM Analysis Tool to computers with these operating systems, right-click the installation file & choose “Run as administrator”.
     - If this is not possible, it may be necessary to turn User Account Control (UAC) off.
“Standalone Install” (For laptop users & installations to a single computer)

- This software installation will perform multiple setup routines:
  - Based on your present software configuration, the PostgreSQL database will either be installed or upgraded.
  - The PPM Analysis Tool software will be installed & the database configured.

- Full administrative privileges to the local computer are required to install PPM Analysis Tool. At minimum, the user will require Modify rights to the “C:\Program Files\PPM” folder to run the program.

- If you are upgrading from an earlier version, you should not lose any currently installed Data, saved Specs, Combos, Favorites, Schedules or User Setups. However, before upgrading any major software, it is always a good practice to make a backup. Please see page 19 for instructions on how to use the PPM Backup Tool.

1. Sign into my.arbitron.com, click the link for Arbitron Downloader & download the PPM Analysis Tool software. Note the location where the software file will be saved. The Download Destination may be changed in Downloader’s “Preferences”. (If you need help with Downloader, please call Arbitron Customer Service at 800-543-7300.)

2. Important! ALL open programs running on the computer should be closed before installing this software!

3. Locate the software file you downloaded & double-click it to begin. Windows 7, Vista & Server 2008 clients should right-click the file & click “Run as administrator”. (The software installation files will extract.)

4. At the Welcome window, click Next.

5. At the License Agreement window, read the Agreement, select “I Accept the Agreement” & click Next.

6. At the Installation Type window, make sure that “Standalone Install” is selected & click Next.

7. Depending on whether this is a new installation of PPM Analysis Tool or an upgrade, you may be prompted to either Install the PostgreSQL database – or – the installer may skip this step entirely.
   - If you see a PostgreSQL Install window: PostgreSQL is not found. Click Next to install it.
   - If you see a PostgreSQL Upgrade window: An earlier version of PostgreSQL is present. Click Next to upgrade it.
     - The installer will prompt you to “please make sure that all PostgreSQL applications are closed before continuing”. Confirm that all programs are closed & click Next to install.
     - The installer will backup all of your data, remove the older version of PostgreSQL, install the new version & then restore the backup. (Note: Larger databases will take longer!)
   - You will receive a notification when “PostgreSQL has been successfully installed”. Click Next.

8. At the Ready To Install window, click Next.

9. At the Install window, click Next to install the software to the default location. (Please do NOT change the drive or destination folder from the default!)

10. You will receive a notification when the “installation of PPM Analysis Tool has been successfully completed”. Click Finish.

You’re finished! For software Sign In information & User setup, proceed to User Setup & Maintenance (page 17). Then you’re ready for Data Download & Installation (page 20).
“Network Server Install” – **Upgrade Instructions**

➤ Please follow this procedure **before** upgrading any existing Network Server installation of PPM Analysis Tool to a new version!

➤ If you are upgrading from an earlier version, you should **not lose** any currently installed Data, saved Specs, Combos, Favorites, Schedules or User Setups. However, before upgrading any major software, it is always a good practice to make a backup. Please see page 19 for instructions on how to use the PPM Backup Tool.

1. Navigate to the location of the “PPM” folder on your network (i.e. x:\Program Files\PPM).
2. Right-click the folder & select **Sharing and Security**.
3. Select the **Do not share this folder** option. Then click **Apply & OK**. (This will prevent any users from connecting to the PPM Analysis Tool Network Application.)

![PPM Properties]

**Important:**

- If the PPM Weeklies software is also installed on the network, locate the “Weeklies” folder (i.e. x:\Program Files\Weeklies) & repeat this procedure!
4. Click **Start > Control Panel > Administrative Tools > Services.**

5. Scroll down, locate the service named **“postgres-9.0”** and highlight it with a single click. Note that its status shows as “Started”.

6. Click **“Stop the service”**. *(Stopping this service will disconnect any Client computers from the PPM Database.)*

7. After the service has stopped, click **“Start the service”**. *(This action will reinitialize the PPM Database.)*

8. Install the new version of PPM Analysis Tool as detailed in this Installation Guide on pages 9 & 10. *(Make sure to select the **“Network Install”** option, the **“Server Side”** sub-option & choose the same **Destination Location** that the existing software is installed to.)*

9. Once PPM Analysis Tool has been upgraded, launch the software from the server, sign in & confirm that it is reporting the new version number by clicking **Help > About.**
**Note:**

- If the PPM Weeklies software is also installed on the server, and is also scheduled to be upgraded, you should install the new version of PPM Weeklies at this time – before proceeding further.
  - Repeat Steps 8 & 9 using the downloaded PPM Weeklies software.
- If there is no new version of Weeklies to install, just continue with Step 10.

10. Navigate to the location of the “PPM” folder on your network (i.e. x:\Program Files\PPM).  
11. Right-click the folder & select **Sharing and Security**.  
12. Select the **“Share this folder”** option.  
13. You will need to re-establish the Share & NTFS Permissions that had been set originally. Then click **Apply & OK.** *(This will allow user connections to the PPM Analysis Tool Network Application again.)*

**Important:**

- If the PPM Weeklies software is also installed on the network, locate the “Weeklies” folder (i.e. x:\Program Files\Weeklies) & repeat this procedure!

PPM Analysis Tool is now available for Network use again.
“Network Install – Server” (For installations to a shared Server environment)

→ This software installation will perform multiple setup routines:
  ✓ Based on your present software configuration, the PostgreSQL database will either be installed or upgraded.
  ✓ The PPM Analysis Tool software will be installed & the database configured.

→ Following installation, you will need to configure Sharing and Security & establish Permissions to the software folder. (If desired, you may also create a specific Users Group on the server to access the software, unless you plan to use an existing group.)

→ Installation Notes:
  ✓ If upgrading a previous version, please refer to the Upgrade instructions on pages 6 – 8 before proceeding! (Note: a Backup is recommended.)
  ✓ The software must be installed from the server or via a Remote Connection to the server. (It cannot be installed from a workstation to a mapped network drive.)
  ✓ The default Destination Location for both the PostgreSQL database and the PPM Analysis Tool is C:\Program Files. (This will vary with 64-bit operating systems.) The drive & destination may be changed. However, both program folders should be kept together, in their respective folders: “\PostgreSQL” and “\PPM”.

Installing the PostgreSQL Database & PPM Analysis Tool Software

1. If upgrading a previous version, it is important that all users are closed out of all PPM applications! (Refer to the Upgrade Instructions on pages 6 – 8 for the procedure to follow.)

2. Sign into my.arbitron.com, click the link for Arbitron Downloader & download the PPM Analysis Tool software. Note the location where the software file will be saved. The Download Destination may be changed in Downloader’s “Preferences”. (If you need help with Downloader, please call Arbitron Customer Service at 800-543-7300.)

3. Locate the software file you downloaded & double-click it to begin. Windows 7, Vista & Server 2008 clients should right-click the file & click “Run as administrator”. (The software installation files will extract.)

4. At the Welcome window, click Next.

5. At the License Agreement window, read the Agreement, select “I Accept the Agreement” & click Next.

6. At the Installation Type window, select the “Network Install” option, the “Server Side” sub-option & click Next.
7. Depending on whether this is a new installation of PPM Analysis Tool or an upgrade, you may be
prompted to either install the PostgreSQL database – or – the installer may skip this step entirely.

- If you see a PostgreSQL **Install** window, then PostgreSQL is not already installed on the
  computer.
  - Click **Next** to install PostgreSQL to the default location (C:\Program Files\PostgreSQL) –
    **OR** – you may select a drive & folder of your choosing by clicking the **Browse** button.
    (Note: The installer will automatically name the destination folder “PostgreSQL”.)

- If you see a PostgreSQL **Upgrade** window, then an earlier version of PostgreSQL is installed on
  the computer that needs to be updated. Click **Next**.
  - Click **Next** to install PostgreSQL to the default location (C:\Program Files\PostgreSQL) –
    **OR** – you may select a drive & folder of your choosing by clicking the **Browse** button.
    (Note: The installer will automatically name the destination folder “PostgreSQL”.)
  - The installer will prompt you to “please make sure that all PostgreSQL applications are
closed before continuing”. If you have followed the Upgrade Instructions on pages 6 – 8,
to assure that no users are accessing the software on your server, click **Next**.
  - The installer will backup all of your data, remove the older version of PostgreSQL, install
  the new version & then restore the backup. (Note: Larger databases will take longer!)

- You will receive a notification when the “installation of PostgreSQL has been successfully
  completed”. Click **Next**.

8. The PPM Analysis Tool installation sequence will begin. Click **Next** in the **Ready To Install** window.

9. At the **Install** window, click **Next** to install PPM Analysis Tool to the default location (C:\Program
    Files\PPM) – **OR** – you may select a drive & folder of your choosing by clicking the **Browse** button.

- **Important Note**: While the drive & destination may be changed, both the PostgreSQL & PPM
  folders should reside together in the same location on the server! Therefore, if you changed the
  destination when you installed PostgreSQL, you should choose the same destination here!
  (Note: The installer will automatically name the destination folder “PPM”.)

10. You will receive a notification when “installation of PPM Analysis Tool has been successfully completed”.
    Click **Finish**.
Creating a User Group  (Note: This entire page may be skipped if an existing User Group is to be used.)

11. Right-click on My Computer & click Manage.
12. Double-click on Local Users and Groups & click on the Groups folder.

14. Enter a Group Name & a Description. (In this example, the name PPMApplUsers was used.)
15. Then click Add & enter the desired users that you wish to add to this new Group. Click Check Names to verify entries. Once the Users have been added, click OK. Then click Create & Close.

16. Verify that the Group has been created & is listed in the Computer Management window, and then close the window.
Sharing the PPM Program Folder and Establishing Permissions

17. Navigate to the location where you installed the PPM Analysis Tool in Step # 7 (i.e. C:\Program Files\PPM), locate the PPM folder & right-click on it. Select Sharing & Security.

18. In the PPM Properties window, select the option to Share this folder. (The Share Name box will automatically populate with “PPM”.) Fill in the Comment box. (In this example, “PPM Analysis Tool Application Share” was used.) Then click the Permissions button.

19. In the Permissions for PPM window, click Add.

20. In the Select Users or Groups window, enter the Group Name that you created in Step # 15 (e.g. “PPMApplUsers”) – or, if you did not choose to create a new one, enter your existing User Group Name. Click the Check Names button & then click OK to continue.
21. In the Permissions for PPM window, verify that the group has been added. Highlight the Group by clicking on it & then check the Change checkbox in the Allow column. Click Apply first & then OK. (Note: The “Everyone” group should not have less permissions than your chosen user group. At minimum, it will need “Change” permissions also.)

22. This returns you to the PPM Properties window. Click the Security tab & then click Add.

23. In the Select Users or Groups window, enter the Group Name that you created in Step # 15 (e.g. “PPMAppUsers”) – or, if you did not choose to create a new one, enter your existing User Group Name. Click the Check Names button & then click OK to continue.
24. Verify that the Group has been added to the list on the Security tab. Highlight the Group by clicking on it & check the **Modify** checkbox in the Allow column. Click **Apply** first & then **OK**.

![PPM Properties](image)

25. Navigate to the location where the PPM Analysis Tool was installed. Verify that the **PPM** folder has been shared.

![C:\Program Files](image)

The Network Server Installation is complete and is ready to accept Client connections.
“Network Install – Client Side”  (For installations to user workstations after the Server Side installation)

➔ This installation will set up user workstations with a Thin Client to access the PPM Analysis Tool, along with the PostgreSQL database ODBC driver. You will need to know the IP Address of the server where the software resides.
➔ Full administrative privileges to the local computer are required for the Client Side installation.  (This can be a temporary assignment.)

1. Make sure that the workstation computer has a drive mapped to the server where the PPM Analysis Tool is installed.
2. Locate the PPM Analysis Tool software file you downloaded from Arbitron Downloader on my.arbitron.com & double-click it to begin. Windows 7, Vista & Server 2008 clients should right-click the file & click “Run as administrator”. (The software installation files will extract.)
3. At the Welcome window, click Next.
4. At the License Agreement window, read the Agreement, select “I Accept the Agreement” & click Next.
5. At the Installation Type window, select the “Network Install” option, the “Client Side” sub-option & click Next.

6. At the Ready To Install window, click Next.
7. Click the **Browse** button to locate the network drive & folder where PPM Analysis Tool resides. (Example: X:\Apps\PPM) The application folder will be named “PPM”. The installer will supply the name of the executable file (“PPM.exe”) automatically.

8. Enter the **IP Address** of the Network Server in the “Server IP Address” box & then click **Next**.

(Note: If you receive a “Check the location of the server” message, then there is no “PPM.exe” file in the location you have chosen. You will need to confirm the correct location of PPM Analysis Tool on your server & repeat this step. Make sure that you have selected the shared “PPM” folder in that location.)

9. You **will** receive a notification when “installation of PPM Analysis Tool has been successfully completed”. Click **Finish**. (A PPM Analysis Tool icon should appear on the workstation’s Desktop screen.)

You’re finished! Proceed to **User Setup & Maintenance** and **Data Download & Installation**.
User Setup & Maintenance

The PPM Analysis Tool software comes with a “default user” account already set up.

- This default user is assigned PPM “System Administrator” rights, which cannot be changed.
- The default user cannot be re-named to a different User Name & it cannot be removed.
- While the Password for the default user can be changed, it is recommended that this not be done. Instead, consider creating a separate, user-specific login for the System Administrator(s), and leave the default user login intact for troubleshooting purposes & emergency use.
- The pre-set login for the default user is:
  ✓ User Name = “admin”
  ✓ Password = “admin”

For “Standalone” Installations:

If desired, a more “familiar” login, specific to the user, may be created. For “Standalone” installations, this is entirely optional & not required to successfully run the software.

1. Open the PPM Analysis Tool & login as admin. Click Tools on the left side Menu.
2. Click the User Management button & then click the tab labeled User.
3. Click in the first cell for User #2 & enter the following (use the “Tab” key to move from cell to cell):
   - “Name”: Enter the User Name you wish to use.
   - “Password”: Enter the Password you wish to use.
   - “Rights”: Choose “System Administrator”. (This setting is required in order for the user to be able to install data.)
   - “Group”: Leave as “None”. (As a “Standalone” installation, there are no other users to “group” together.)
   - “Description”: This is an optional field to be utilized at the user’s discretion.
4. Click OK, close the software, re-open & log in using the new User Name & Password.

For “Network Server” Installations:

In a network environment, users that are added to the PPM Analysis Tool must be classified into one of 3 categories – called “Rights” in the User Management module. (Rights may be changed anytime.)

1. “System Administrator”
   - Any user that you add to the software may be assigned System Administrator rights.
     - It is recommended that more than one user be given System Administrator rights.
   - PPM System Administrators have unrestricted access to all features & functionality in the PPM Analysis Tool. They have exclusive privileges that allow them to:
     - Install & Uninstall Data
     - Add & Remove (User) Groups
     - Add, Remove & Modify Users across the system, including assignment of user Rights, Group assignments & maintenance of user Passwords
Save, Open & Delete report specs at the Shared Reports level that can be accessed by all users (Note: They can only Modify Shared report specs that they create & save.)

2. “Group Manager”
   - Assigning users to a “Group” within a network installation of PPM Analysis Tool allows them to save report specs & share them at a “group level” across the group they are assigned to. The use of Groups is entirely optional.
   - If Groups are utilized, you may choose to assign “Group Manager” rights to specific users assigned to each group. This is also entirely optional – Group Managers are not required.
   - The PPM User Guide contains more detailed information about Group Managers.

3. “User”
   - This designation will most likely be applied to the majority of users of the software on your network. PPM Analysis Tool Users can:
     - Run all available reports
     - Save, Open, Modify & Delete report specs in their own individual user folder
     - Save & Open report specs in a Group folder – if Groups are being used & they are assigned to one (Note: They can also Modify & Delete Group level report specs that they create & save.)
     - Open report specs created for all users at the Shared Reports level

→ Creating Groups:
   This task can only be performed by users who are designated as PPM System Administrators.
   1. Open the PPM Analysis Tool & login. Click Tools on the left side Menu Window.
   2. Click the User Management button & then click the tab labeled Group.
   3. Starting with the first available line, enter the following (use the “Tab” key to move from cell to cell):
      - “Name”: Enter the Group Name you wish to use.
      - “Description”: This is an optional field to be used at the System Administrator’s discretion.
      - “No. Of Users”: Nothing is entered here. The value increases & decreases automatically as users are assigned or removed from the group.

→ Adding Users:
   PPM System Administrators add Users to the software & choose which “Rights” to assign to them. If “Groups” are being utilized, users may also be assigned to a specific Group (optional).
   1. Open the PPM Analysis Tool & login. Click Tools on the left side Menu Window.
   2. Click the User Management button & then click the tab labeled User.
   3. Starting with the first available line, enter the following (use the “Tab” key to move from cell to cell):
      - “Name”: Enter the User Name you wish to assign to the user.
      - “Password”: Enter the Password you wish to assign to the user.
      - “Rights”: Select the rights (“System Administrator”, “Group Manager” or “User”) that you wish to assign to the user from the drop-down list.
      - “Group”: If using Groups, select the Group that you wish to assign the user to from the drop-down list. Otherwise, leave the Group assignment as “None”.

65
• “Description”: This is an optional field to be used at the System Administrator’s discretion.

4. Repeat Step #3 for each user to be added.

**PPM Backup Tool**

*The PPM Analysis Tool software includes a Backup Tool utility that allows the user to create a backup of their installed Data, saved Specs, Combinations, Favorites, Schedules & User Setups. This utility will also restore previously created backups.*

→ Only a user designated as a PPM “System Administrator” may run the PPM Backup Tool!  
(For Network Installs: All users should be closed out of the software before beginning!)

- If you are signed into the Analysis Tool software with a PPM “System Administrator” account, click “Tools” on the left side Menu Window & select “PPM Backup Tool”.  (Note: You will be disconnected from the software, it will close & the PPM Backup Tool will appear.)
  …or…
- If the PPM Analysis Tool is not open, click Start > Programs > PPM – and select “PPM Backup Tool”.  (This option will require that you sign in with a PPM “System Administrator” account.)

**Creating A Backup File**

1. On the Welcome window that appears after signing in, click Next.

2. On the Please Select window, confirm that “Backup” is selected and click Next.

3. On the Please Select The Backup File window, you may accept the default Backup File Name shown or modify it by typing a filename of your choosing.  (Tip: You may wish include the date in the filename, along with the type of backup it is.  See the options in Step #4.) If desired, you may also change the location where the backup file will be saved or just accept the default location shown.

4. On the What Do You Want To Do? window, three options are available:
   - Backup Everything – This option backs up all installed data, user setups & all user-saved items.  (Note: Depending on the amount of data installed, this option could take a considerable amount of time!)
   - Backup Everything but Without Audience Data – This option only backs up user setups & saved items.  (Note: If all of your downloaded data is safely archived, this is the fastest & most efficient option!)
   - Custom – This option allows the user to specifically select which items they want to backup.

5. Click Next to begin the backup.  The length of time required to complete the backup varies, depending on the specific conditions of each installation.  You will receive a notification when the backup has been completed successfully.  Follow the instructions on the screen.

**Restoring A Backup File**

*Note: Restoring any backup file will OVERWRITE your current software & data configuration!*

1. On the Welcome window that appears after signing in, click Next.

2. On the Please Select window, choose the Restore option & click Next.

3. On the Please Select The Restore File window, Click Browse to locate the backup file you wish to restore, double-click it to select & then click Next.

4. On the What Do You Want To Do? window, three options are available:
   a. Restore Everything – This option restores everything in the backup.  (Note: If there is an appreciable amount of data in the backup, this option could take a considerable amount of time.)
   b. Restore Everything but Without Audience Data – This option restores all user setups & user-saved items only – no data.  (Note: If all of your downloaded data is safely archived, this is the fastest & most efficient option – but install your data first!)

66
c. **Custom** – This option allows the user to specifically select which items they want to restore. *(Note: It is recommended to restore this backup first – before installing any data!)*

5. Click **Next** to begin the restore process. The length of time required to restore the backup varies, depending on the specific conditions of each installation. You will receive a notification when the backup has been restored successfully. Follow the instructions on the screen.

---

**PPM Analysis Tool℠**

**Data Download & Installation**

**Downloading the Data**

1. Using Internet Explorer, sign into the [my.arbitron.com](http://my.arbitron.com) website, accept the Terms Of Use (first time only) & click the link for Arbitron Downloader. *(If you have any questions or need help with Downloader, please call Arbitron Customer Service at 800-543-7300.)*

2. Click the **Close Window** button after viewing the Important Notices. The “grid” showing your cleared data will appear. *(Note: Data will not appear in the grid until the designated release time, on the release date!)*

3. To Download:
   - One file: Click **Download Now** on the right side of the row.
   - Multiple files:
     1. Click the checkbox to the left of the files you wish to download. *(There is also an “All” checkbox if you wish to download all of the files. However, only 150 files may be downloaded at one time.)*
     2. Click **Add Downloads To Checkout**. This will take you to the Checkout tab.
        - Note: Individual files may be removed from the Checkout window by clicking the checkbox on the left side of the row & then clicking the “Remove Selected” button.
        - Selections remain in Checkout until they are either downloaded or removed.
   - Click **Download Now**.
     - Note: Downloader will make sure that you have Java installed on your computer & prompt you if an update is required.

*(Note: There are filters in Arbitron Downloader to help you refine what is displayed in the data grid. The list can be sorted on any column, by clicking the column heading. You may also set your own individual “Preferences” for the site.)*

4. In the **Download Destinations** window, please make note of where your downloaded files will be saved!
   - If you want to change the destination, click the link provided. This will take you to Preferences, where you may choose specific Download Destinations for your data, by software application.

5. Click **Begin Downloading**.
   - Once completed, a confirmation showing your successfully downloaded files will appear in the **Download Complete** window.

**Installing the Data**

1. Open the PPM Analysis Tool software & sign in.
   - Note: If Analysis Tool is installed on a Network Server, you must be on the server in order to install data! Data cannot be installed from a Client workstation!
   - Only a user that is designated as a “System Administrator” within the PPM Analysis Tool software may install data. The default User Name & Password is “admin”.

2. Click **Tools** on the left side Menu Window & then **Install Audience Files**.

3. At the **Install or Remove Data** window, click **Next**.

4. At the **Install - Data Source** window, click the “…” button (if needed) to browse to the folder where your downloaded data was saved & then click **Next**. *(Note: The default folder shown is C:\PPMData. However, the program will “remember” the last folder you installed data from.)*
5. At the *Install - Data Selection* window, click the checkboxes to select the markets & surveys you wish to install. Then click **Finish**. The data files that are checked will then be installed.
   - To change the way the surveys are organized in the window, click the “Organize by” dropdown control & select a different option.
   - Data already installed is hidden by default. Clear the checkbox to view these surveys.

6. You will receive a notification when the selected data files have been successfully installed. **Wait for this to appear** & click **OK**.
Appendix A - Instructions for Calculating Effective Sample Base and Standard Error Estimates for Custom Demos and Dayparts v1

User Input

Values for the following parameters are needed to calculate an ESB and standard error estimate:

1. Market
2. Survey
3. An estimate type (Cume or AQH)
4. A demo (the best-matching Table B demo)
5. A daypart (the best-matching Table B daypart for an AQH rating)
6. The rating for the user-generated demo and daypart.
7. The intab (average daily for AQH; average weekly for cume) for the user-generated demo.
8. The intab (average daily for AQH; average weekly for cume) for the best-matching Table B demo.

Instructions for Calculating the ESB

Given the above inputs, reference the appropriate eBook Table B (by Market and survey). Next, find the Table B value associated with the best-matching demo and daypart (and estimate type). Use this ESB value, along with the intab values, to determine the ESB for the user-generated demo and daypart as follows:

\[
ESB \times \sqrt{n'n''} ,
\]

where \( ESB \) is the Table B value for the best-matching demo and daypart, \( n \) is the intab for the best-matching demo, and \( n' \) is the intab for the user-generated demo.

Instructions for Calculating the Standard Error

To calculate the standard error for the station rating, the following values are needed:

- The rating for the user-generated demo and daypart. (The rating should be expressed as a number between 0.0 and 100.0.)
- The ESB value for the user-generated demo and daypart (as calculated in the previous section).

Calculate the standard error for the user-generated demo and daypart as follows:

- Calculate the square-root of the product of the rating and 100 minus the rating.
- Divide the result by the ESB value calculated in the previous section.

This is equivalent to the following formula:

\[
\sqrt{rating \times (100 - rating)} \div ESB' ,
\]

where \( ESB' \) is the ESB value for the user-generated demo and daypart, determined in the previous section.
Table 1 below is the shell of the eBook reliability Table B. It lists the standard demos and dayparts for which effective sample bases are available for PPM station ratings. All of the cells in this table contain a numeric ESB value in the eBook releases for local markets. Any user-generated demo and daypart must be matched back to one of the cells in this table before the user can calculate an ESB for it.

The general matching strategy is as follows:

- Find the smallest Table B demo that contains the user-generated demo.
- Find the largest Table B daypart that contains the days of the week specified in the user-generated daypart and that has fewer quarter-hours than the user-generated daypart.

Finding the Best-Matching Table B Demo

To find the best-matching demo, we define a matching hierarchy. The following list is the order in which matches to a Table B demo should be attempted:

1. Race/Ethnicity
2. Gender
3. Age

This means that for a given demo, first look for a Table B demo that wholly contains the race/ethnicity specified by the user-generated demo.

For example, Black 18-34 is wholly contained in both Black P12+ and P18-34 (the smallest non-race/ethnic demo that contains Black P18-34), both of which appear in Table B. Because of the matching hierarchy, we first seek a match within the same race/ethnic group. We find one in Black 12+, so this would be the best-matching Table B demo for Black 18-34.

After that, we look for a demo that wholly contains the user-generated demo within the same gender category. Finally, we look for a demo that wholly contains the user-generated demo within the same age category.

The smallest demo that contains the user-generated demo given the matching hierarchy is the best-matching demo.

Examples of finding the best-matching demo:

1. For a user-generated demo of P10-13, the best-matching demo from Table B is P6+.
2. For a user-generated demo of Black and Hispanic W17-29, the best-matching demo from Table B is W12+.
Finding the Best-Matching Table B Daypart

To determine the best-matching daypart, find the largest Table B daypart (in quarter-hours) that wholly contains each day of the week specified by the user-generated daypart and that has no more quarter-hours than the user-generated daypart. If no such daypart exists, then the best-matching daypart is the smallest Table B daypart that wholly contains each day of the week in the user-generated daypart and that has at least as many quarter-hours as the user-generated daypart.

In the daypart (header) row of Table 1, we have given the quarter-hours in each daypart as an aid to determining the best-matching daypart.

Examples of finding the best-matching daypart:

(1) To find the best-matching daypart for a user-generated daypart of Mon-Sun Mid-Mid (672 quarter-hours), take the following steps:

- There are two dayparts in Table B that contain all the days in this user-generated daypart. They are (with quarter-hours in parentheses):
  - Mon-Sun Mid-6A (168)
  - Mon-Sun 6A-Mid (504)
- Of these two dayparts, the Mon-Sun 6A-Mid is the largest and it has fewer quarter-hours than the user-generated daypart.
- So, Mon-Sun 6A-Mid is the best-matching daypart for the Mon-Sun Mid-Mid daypart.

(2) To find the best-matching daypart for a user-generated daypart of Fri-Sat 9P-1A (32 quarter-hours), we take the following steps:

- There are two dayparts in Table B that contain all the days in this user-generated daypart. They are (with quarter-hours in parentheses):
  - Mon-Sun Mid-6A (168)
  - Mon-Sun 6A-Mid (504)
- Neither of these dayparts has the same number of or fewer quarter-hours than the user-generated daypart.
- We take the smallest daypart of these two -- Mon-Sun Mid-6A -- as the best-matching daypart.

(3) To find the best-matching daypart for a user-generated daypart of Sat 6A-11A (20 quarter-hours), we take the following steps:

- There are several Table B dayparts that include Saturday.
- Of these, only the following two have no more quarter-hours than the user-generated daypart:
  - Sat 6A-10A/Sat 3P-7P/Sun 6A-10A/Sun 3P-7P (16 QHs)
  - Sat 10A-3P/Sat 7P-Mid/Sun 10A-3P/Sun 7P-Mid (20 QHs)
- We take the larger of the two -- Sat 10A-3P/Sat 7P-Mid/Sun 10A-3P/Sun 7P-Mid -- as the best-matching daypart.
Appendix: Reporting Differences in Arbitron Currency Services

Reporting Differences in Arbitron Currency Services
12.06.2011

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>eBook</th>
<th>Tapscan Web</th>
<th>PPM Analysis Tool</th>
<th>Maxi$er/MediaPro</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diary</td>
<td>YES</td>
<td>YES</td>
<td>No</td>
<td>YES</td>
</tr>
<tr>
<td>PPM</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>No</td>
</tr>
<tr>
<td>PPM/Diary Combo (DMA/CSAR)</td>
<td>Lead-in Information Only</td>
<td>YES</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>NRD</td>
<td>No</td>
<td>YES</td>
<td>No</td>
<td>Not anymore</td>
</tr>
</tbody>
</table>

**Data Services Available for Reporting**

**Minimum Reporting Standards (MRS) for Individual Stations to be Displayed**

**Diary**
- 10 mentions
- 0.495 Cume Rating
- 0.05 AQH Rating

**Diary Small Market**
- Based on 2 Surveys:
  - 10 mentions
  - 0.495 Cume Rating
  - 0.05 AQH Rating

**PPM**
- 0.495 Cume Rating

**PPM/Diary Combo**
- N/A
- 0.495 Cume Rating

**NRD Data**
- N/A
- 1 mention

**Station Types Eligible for Reporting (if MRS is Met)**

**Commercial radio stations**
- Diary: YES
- PPM: YES
- PPM/Diary Combo: YES

**Non-commercial/public radio stations**
- Diary: No
- PPM: Yes
- PPM/Diary Combo: N/A

**HD Multicast and Internet Stream stations**
- YES

**Reporting Filters**

**Country of Origin** filtering availability for PPM Hispanic Markets
- No

72
## Appendix: Reporting Differences in Arbitron Currency Services

**Dayparts that include the overnight hours of midnight to 5 AM** can be based on the broadcast day (5 AM - 5 AM) or traditional calendar day (12 midnight - 12 midnight). For example:

- Monday 12A-5A broadcast day = Tuesday 12A-5A calendar day

### PPM Demographics - Number/Presence of Children:

<table>
<thead>
<tr>
<th>TAPSCAN Web Number of Children in Household vs. PPM Analysis Tool Presence of Children</th>
<th>N/A</th>
<th>Number of Children in House (Age 0-11):</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3+</td>
</tr>
</tbody>
</table>

**Presence of Children:**
- Pres. of Children < 12 (Age 0-11)
- Pres. of Teens (Age 12-17)
- No Pres. of Children or Teens (None Age 0-17)

### When Preference (P1) filtering is selected, it may be based on only the daypart specified, or on the entire measurement day regardless of daypart

| N/A | P1 is determined based on the daypart selected | P1 is determined based on the entire day regardless of daypart |

### When Preference (P1) filtering is selected, and more than one station is tied for the same preference, tiebreakers may be applied

| N/A | Tiebreakers are applied | Tiebreakers are applied |

### Multi-Survey Diary Estimate Calculation Methods

**Adjustments made to the number of surveys averaged for Off-Air Stations for Diary estimates**

| No adjustments made for off-air stations | No adjustments made for off-air stations | No adjustments made for off-air stations |

**Multi-survey averaging for Diary Time Spent Listening (TSL)**

| N/A | AQH and Cume persons from each survey are summed and averaged, then TSL is calculated | N/A |

**Multi-survey averaging for Diary Turnover**

| N/A | AQH and Cume persons from each survey are summed and averaged, then Turnover is calculated | N/A |

**PPM Quarterhour Assignments and Total Line Reporting (TLR) Assignments**
**Quarterhour Assignments**
In order for a station to be assigned a respondent's listening credit for a particular quarterhour, there must be five minutes or more of listening to the station.

**Total Line Reporting (TLR) Assignments**
TLR stations have their combined listening reported under a single set of call letters. All listening for the "child" station is "flipped" to the TLR primary ("parent") station.

Applying these two crediting assignments for PPM stations in a different order may create slight differences in the number of quarterhours used in reporting estimates like AQH.

<table>
<thead>
<tr>
<th>Quarterhour Assignments</th>
<th>Quarterhour Assignments 1st TLR Assignments 2nd</th>
<th>Quarterhour Assignments 1st TLR Assignments 2nd</th>
<th>TLR Assignments 1st QH Assignments 2nd</th>
<th>N/A</th>
</tr>
</thead>
</table>

---

74
### Table 1. Reliability Table B Cells

#### PPM Production Table B Cells

<table>
<thead>
<tr>
<th>Demo</th>
<th>All Cume Estimates</th>
<th>(16 QHs)</th>
<th>(20 QHs)</th>
<th>(80 QHs)</th>
<th>(100 QHs)</th>
<th>(160 QHs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Sun 6A-10A</td>
<td>Sat 6A-10A</td>
<td>Sat 10A-3P</td>
<td>Mon-Fri 10A-3P</td>
<td>Mon-Fri 6A-10A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sun 3P-7P</td>
<td>Sat 3P-7P</td>
<td>Sat 7P-Mid</td>
<td>Mon-Fri 7P-Mid</td>
<td>Mon-Fri 7P-Mid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10A-7P</td>
<td>10A-7P</td>
<td>Sun 10A-3P</td>
<td>Sun 10A-3P</td>
<td>Sun 10A-3P</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(72 QHs)</td>
<td>(72 QHs)</td>
<td>(72 QHs)</td>
<td>(72 QHs)</td>
<td>(72 QHs)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(16 QHs)</td>
<td>(16 QHs)</td>
<td>(16 QHs)</td>
<td>(16 QHs)</td>
<td>(16 QHs)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7P-Mid</td>
<td>7P-Mid</td>
<td>7P-Mid</td>
<td>7P-Mid</td>
<td>7P-Mid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
<td>3P-7P</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mon-Sun</td>
<td>Mon-Sun</td>
<td>Mon-Sun</td>
<td>Mon-Sun</td>
<td>Mon-Sun</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mid-6A</td>
<td>Mid-6A</td>
<td>Mid-6A</td>
<td>Mid-6A</td>
<td>Mid-6A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
<td>6A-Mid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6A-10A</td>
<td>6A-10A</td>
<td>6A-10A</td>
<td>6A-10A</td>
<td>6A-10A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>504 QHs</td>
<td>504 QHs</td>
<td>504 QHs</td>
<td>504 QHs</td>
<td>504 QHs</td>
</tr>
</tbody>
</table>

#### Additional Demographic Information

- **Persons**: 6+, 12+, 18+, 35+
- **Men**: 6+, 12+, 18+, 18-24, 25-34, 35+, 35-44, 45-54, 55-64, 65+, 12-24, 18-34, 18-49, 25-49, 25-54
## Appendix

Finding the Best-Matching Demo and Daypart

<table>
<thead>
<tr>
<th>Category</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>35-64</td>
</tr>
<tr>
<td>Women</td>
<td>6+</td>
</tr>
<tr>
<td>Women</td>
<td>12+</td>
</tr>
<tr>
<td>Women</td>
<td>18+</td>
</tr>
<tr>
<td>Women</td>
<td>18-24</td>
</tr>
<tr>
<td>Women</td>
<td>25-34</td>
</tr>
<tr>
<td>Women</td>
<td>35+</td>
</tr>
<tr>
<td>Women</td>
<td>35-44</td>
</tr>
<tr>
<td>Women</td>
<td>45-54</td>
</tr>
<tr>
<td>Women</td>
<td>55-64</td>
</tr>
<tr>
<td>Women</td>
<td>65+</td>
</tr>
<tr>
<td>Women</td>
<td>12-24</td>
</tr>
<tr>
<td>Women</td>
<td>18-34</td>
</tr>
<tr>
<td>Women</td>
<td>18-49</td>
</tr>
<tr>
<td>Women</td>
<td>25-49</td>
</tr>
<tr>
<td>Women</td>
<td>25-54</td>
</tr>
<tr>
<td>Women</td>
<td>35-64</td>
</tr>
<tr>
<td>Persons</td>
<td>12-24</td>
</tr>
<tr>
<td>Persons</td>
<td>18-34</td>
</tr>
<tr>
<td>Persons</td>
<td>18-49</td>
</tr>
<tr>
<td>Persons</td>
<td>25-49</td>
</tr>
<tr>
<td>Persons</td>
<td>25-54</td>
</tr>
<tr>
<td>Persons</td>
<td>35-64</td>
</tr>
<tr>
<td>Children</td>
<td>6-11</td>
</tr>
<tr>
<td>Teens</td>
<td>12-17</td>
</tr>
<tr>
<td>Black</td>
<td>P6+</td>
</tr>
</tbody>
</table>
## Appendix Finding the Best-Matching Demo and Daypart

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>P12+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>P6+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>P12+</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PPM Analysis Backup Tool Instructions

To Invoke the PPM Backup and Restore Tool:
Navigate to: Start \ Programs Files \ PPM \ PPM BackupTool.exe

Enter the following credentials:

User Name: admin
Password: admin (if password has changed, enter that password)
Click the OK button
Select **Backup** (default setting)
Select **Next**

At the Destination Folder Window Appears

Use the system default naming convention; PPMBACKUP"n" (or User-Defined Name and Location)

( Default location of the file to be saved is C:\PPMBackupTool)

Select **Next**
Select what you want to backup

If you select Custom, you can select the items to backup. (see below)
System starts the backup process as the status bar shows the progress.

Backup Completes. Popup Message starts "Backup Completed Successfully"

Select OK
Select **Cancel** to Exit out of the Backup Tool

Navigate to C:\PPMBackupTool

Verify the **PPMBackup"n".PPM** exist
Enter the following credentials:

User Name: admin
Password: admin (if password has changed, enter that password)

Click the OK button

PPM Backup and Tool Window - Welcome Window
Select Restore
Select Next
At the Source Folder Window Appears
Browse
- Use the backup file named; PPMBACKUP"n".ppm

(Default location of the file to be saved is C:\PPMBackupTool)

- Select Next
Overwrite Message – Clicking **YES** will **OVERWRITE** the current settings.
To restore from a Backup, Click **YES**
System starts the backup process as the status bar shows the progress

Restore Completes. Popup Message starts "Restore Completed Successfully"

Select OK
Select **Cancel** to Exit out of the Backup Tool

Invoke the PPM Analysis Tool
Start -> Programs -> PPM -> PPM Analysis Tool
Verify the restored Data, Users, Groups, Workspace Saved Reports are available.
PPM Analysis Tool Uninstall Instructions

**IMPORTANT NOTE:** Uninstalling the PPM Analysis Tool will cause Market Data and User Saved Report loss. Please use the PPM Backup Tool to safe guard against this loss, prior to Application removal. Please be aware the PostgreSQL is an application that is used by many Software Vendors for software products. Please verify that any 3rd Party Software Package are not currently using PostgreSQL, as this will adversely affect those specific software application.

To uninstall the PPM Analysis Tool:

1) Go to Windows START, then Settings, then Control Panel and select Add/Remove Programs.

In this order, remove:

1) **PPM Analysis Tool**
2) **Weeklies** (will remove data, will require reinstall)
3) **PostgresSQL** (if you remove PostgresSql, then Weeklies will need to be reinstalled)

2) On PC or Server machine, right click “My Computer”, then select MANAGE. Open Users, and delete **MKDFostgresUser** and close Window.

3) Browse to **Program Files**. Delete the **PostgresSQL** folder, sometimes you have to do it twice.
This should put you to a “fresh” install state. Follow installation instructions to reinstall the PPM Analysis Tool. If you uninstall Postgres, then you WILL have to reinstall Weeklies too if you use that application.