

# What's New in RADAR 103

## December 2009

### Networks Reported

There are 56 networks reported in RADAR 103.

- Westwood One dropped five networks
  - Westwood One Traffic I Sponsorship
  - Westwood One Traffic II Sponsorship
  - Westwood WON I
  - Westwood WON II
  - Westwood WON III
- Westwood One added three networks
  - Westwood One Adults
  - Westwood One Weekend
  - Westwood One Women
- Because of changes to the Dial Global Adult Power network the audience estimates cannot be trended with prior RADAR studies. It will continue to use the same three-letter and two-letter codes.

### Enhancements to RADAR Software Suite

- A new “Network Units” link on the RADAR Desktop displays a list of the number of Minutes and Units for each reported network
- A new PPM indicator column has been added to the Market By Market Report in PARTS. The ## PPM Indicator is now clickable and will allow the user to sort markets by measurement type.
- The customer support phone number has been updated: 410-312-8085

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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.

### PPM™ and Diary Respondents

RADAR 103 continues to include both PPM and Diary respondents. Tampa-St. Petersburg-Clearwater, St. Louis, Denver-Boulder, Baltimore and Pittsburgh, PA now join the previously included PPM Markets of Houston, Philadelphia, New York, Los Angeles, Riverside-San Bernardino, Chicago, San Francisco, Dallas-Ft. Worth, Atlanta, Washington DC, Detroit, Boston, Miami-Ft. Lauderdale-Hollywood, Seattle-Tacoma, Phoenix, Minneapolis-St. Paul and San Diego.

### Sample Size

The sample size for RADAR 103 is 360,233.

### Contact

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