

PPM Data Are Now the *Only* Ratings Currency for Dallas-Ft. Worth!

PPM™ became the official ratings currency in Dallas-Ft. Worth on December 31, 2008.

All Arbitron clients who conduct business in Dallas-Ft. Worth are contractually required to use PPM data for their transactions; they may no longer use any Diary data, even for averaging.

You May Now Use Dallas-Ft. Worth Pre-Currency Data

Arbitron surveyed Dallas-Ft. Worth with PPM during the October and November 2008 survey months. Both of these months were considered "Pre-Currency" because they occurred before December 2008, the first official release of PPM data.

Now that PPM official currency for Dallas-Ft. Worth has been released, you may use October and November 2008 PPM data for media planning, buying and selling purposes.

You are *not permitted* to create multimonth averages by mixing Diary and PPM data. However, you are welcome to create multimonth averages using October, November and December 2008 PPM data.

For more details about the Dallas-Ft. Worth PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.