

# Incorporating PPM Data Into Arbitron's National Radio Services

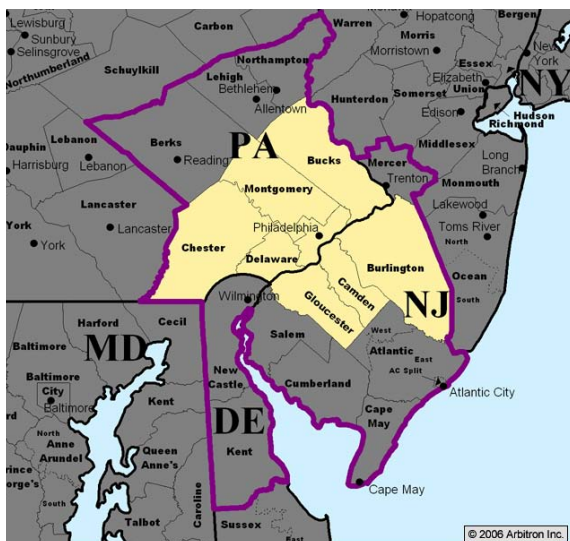
Arbitron's RADAR® and Nationwide services began to incorporate PPM™ respondents at the end of the 2007 survey year. As the Top 49 radio markets convert to PPM service, PPM respondents from those markets will roll into Arbitron's National Radio Services. RADAR and Nationwide estimates for all other markets will continue to be based on Diary respondents.

## How the Data Are Combined

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

## National Services Remain Unchanged

The inclusion of the PPM data will not change your RADAR and Nationwide services. You will receive the same estimates, and the data will run through the same software. The PPM and Diary markets will use the same 12 survey weeks, corresponding to the local market survey periods. RADAR and Nationwide estimates will continue to be based on Persons 12+.



## For More Information

More details on the PPM methodology and deployment plans can be found on Arbitron's Web site at [www.arbitron.com](http://www.arbitron.com). Your Arbitron Account Manager is also available to answer your questions about integrating the PPM data into your National Radio Service.

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A few differences in how the PPM data and the Diary data are reported, however, will necessitate the following minor adjustments:

- RADAR listening locations will change to "at home" or "out of home."
- In Nationwide DMAs that contain PPM Metros, estimates for stations that do not encode for the PPM service will be based only upon diaries and will be flagged.

## Delivery of Combined Data

The PPM service was first commercialized in Philadelphia and Houston-Galveston, and the first RADAR and Nationwide reports with combined Diary and PPM data were delivered for these markets. Combined PPM and Diary data will follow for the remaining PPM markets as the PPM service is commercialized in each market. A detailed schedule follows.

*continued...*

**Arbitron PPM™ Commercialization Schedule for National Radio Services**

Rank <sup>1</sup>	Metro	Local Metro Data			Rolls into National Service	
		Last Local Diary Report	PPM Pre-Currency	PPM Currency	RADAR (Qtr Used) <sup>3</sup>	Nationwide <sup>3</sup> and NRD <sup>3</sup>
8	Philadelphia	FA 2006	Jan-Feb 2007	Mar 2007	RADAR 95 (SU 2007)	FA 2007
6	Houston-Galveston <sup>2</sup>	WI 2007	Apr-May 2007	Jun 2007	RADAR 95 (SU 2007)	FA 2007
1	New York	SP 2008	Oct 07-Aug 08	Sept 2008	RADAR 99 (SU 2008)	FA 2008
19	Nassau-Suffolk (Long Island)*	SP 2008	Oct 07-Aug 08	Sept 2008	RADAR 99 (SU 2008)	FA 2008
38	Middlesex-Somerset-Union*	SP 2008	Oct 07-Aug 08	Sept 2008	RADAR 99 (SU 2008)	FA 2008
2	Los Angeles	SP 2008	July-Aug 2008	Sept 2008	RADAR 99 (SU 2008)	FA 2008
26	Riverside-San Bernardino <sup>2</sup>	SP 2008	July-Aug 2008	Sept 2008	RADAR 99 (SU 2008)	FA 2008
3	Chicago	SP 2008	July-Aug 2008	Sept 2008	RADAR 99 (SU 2008)	FA 2008
4	San Francisco	SP 2008	July-Aug 2008	Sept 2008	RADAR 99 (SU 2008)	FA 2008
35	San Jose*	SP 2008	July-Aug 2008	Sept 2008	RADAR 99 (SU 2008)	FA 2008
5	Dallas-Ft. Worth	SU 2008	Oct-Nov 2008	Dec 2008	RADAR 100 (FA 2008)	FA 2008
7	Atlanta	SU 2008	Oct-Nov 2008	Dec 2008	RADAR 100 (FA 2008)	FA 2008
9	Washington, DC	SU 2008	Oct-Nov 2008	Dec 2008	RADAR 100 (FA 2008)	FA 2008
11	Detroit	SU 2008	Oct-Nov 2008	Dec 2008	RADAR 100 (FA 2008)	FA 2008
10	Boston	FA 2008	Jan-Feb 2009	Mar 2009	RADAR 101 (WI 2009)	SP 2009
12	Miami-Ft. Lauderdale-Hollywood	WI 2009	Apr-May 2009	Jun 2009	RADAR 102 (SP 2009)	SP 2009
13	Seattle-Tacoma	WI 2009	Apr-May 2009	Jun 2009	RADAR 102 (SP 2009)	SP 2009
15	Phoenix	WI 2009	Apr-May 2009	Jun 2009	RADAR 102 (SP 2009)	SP 2009
16	Minneapolis-St. Paul <sup>2</sup>	WI 2009	Apr-May 2009	Jun 2009	RADAR 102 (SP 2009)	SP 2009
17	San Diego	WI 2009	Apr-May 2009	Jun 2009	RADAR 102 (SP 2009)	SP 2009
18	Tampa-St. Petersburg-Clearwater	SP 2009	July-Aug 2009	Sept 2009	RADAR 103 (SU 2009)	FA 2009
20	St. Louis	SP 2009	July-Aug 2009	Sept 2009	RADAR 103 (SU 2009)	FA 2009
21	Denver-Boulder	SP 2009	July-Aug 2009	Sept 2009	RADAR 103 (SU 2009)	FA 2009
22	Baltimore	SP 2009	July-Aug 2009	Sept 2009	RADAR 103 (SU 2009)	FA 2009
24	Pittsburgh, PA	SP 2009	July-Aug 2009	Sept 2009	RADAR 103 (SU 2009)	FA 2009
23	Portland, OR	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
27	Sacramento	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
28	Cincinnati	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
29	Cleveland	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
30	Salt Lake City-Ogden-Provo	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
31	San Antonio	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
32	Kansas City	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
33	Las Vegas	SU 2009	Oct-Nov 2009	Dec 2009	RADAR 104 (FA 2009)	FA 2009
25	Charlotte-Gastonia-Rock Hill	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
34	Orlando	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
36	Columbus, OH	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
37	Milwaukee-Racine	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
39	Austin	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
40	Indianapolis	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
41	Providence-Warwick-Pawtucket	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
42	Norfolk-Virginia Beach-Newport News	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
43	Raleigh-Durham	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
44	Nashville	SP 2010	July-Aug 2010	Sept 2010	RADAR 107 (SU 2010)	FA 2010
45	Greensboro-Winston-Salem-High Point	SU 2010	Oct-Nov 2010	Dec 2010	RADAR 108 (FA 2010)	FA 2010
46	Jacksonville	SU 2010	Oct-Nov 2010	Dec 2010	RADAR 108 (FA 2010)	FA 2010
47	West Palm Beach-Boca Raton	SU 2010	Oct-Nov 2010	Dec 2010	RADAR 108 (FA 2010)	FA 2010
49	Memphis	SU 2010	Oct-Nov 2010	Dec 2010	RADAR 108 (FA 2010)	FA 2010
50	Hartford-New Britain-Middletown	SU 2010	Oct-Nov 2010	Dec 2010	RADAR 108 (FA 2010)	FA 2010

<sup>1</sup> Metro Ranks as of Fall 2007. Commercialization Schedule was based on Fall 2005 Metro Rank and is subject to change.

<sup>2</sup> PPM Radio Ratings Data for Houston-Galveston, Minneapolis-St. Paul and Riverside-San Bernardino are accredited by MRC®.

<sup>3</sup> RADAR, Nationwide and NRD use 3 months of PPM data corresponding to Diary quarterly surveys.

\* Embedded Market.

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Schedule is subject to change.

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



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