

Incorporating PPM™ Data Into RADAR®



and Its Corresponding Audience Contribution by RADAR Study

Metro	Last Local Diary Report	First Study to Use PPM Data	First Qtrly Local PPM Report	Audience Contribution of PPM Market by RADAR Study																
				95 Dec07	96 Mar08	97 Jun08	98 Sep08	99 Dec08	100 Mar09	101 Jun09	102 Sep09	103 Dec09	104 Mar10	105 Jun10	106 Sep10	107 Dec10	108 Mar11	109 Jun11	110 Sep11	111 Dec11
Philadelphia	FA 2006	RADAR 95	SU 2007	25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Houston-Galveston¹	WI 2007	RADAR 95	SU 2007	25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
New York	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Nassau-Suffolk (Long Island)*	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Middlesex-Somerset-Union*	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Los Angeles	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Riverside-San Bernardino¹	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Chicago	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
San Francisco	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
San Jose*	SP 2008	RADAR 99	SU 2008					25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Dallas-Ft. Worth	SU 2008	RADAR 100	FA 2008						25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	
Atlanta	SU 2008	RADAR 100	FA 2008						25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	
Washington, DC	SU 2008	RADAR 100	FA 2008						25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	
Detroit	SU 2008	RADAR 100	FA 2008						25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	
Boston	FA 2008	RADAR 101	WI 2009							25%	50%	75%	100%	100%	100%	100%	100%	100%	100%	
Miami-Ft. Lauderdale-Hollywood	WI 2009	RADAR 102	SP 2009								25%	50%	75%	100%	100%	100%	100%	100%	100%	
Seattle-Tacoma	WI 2009	RADAR 102	SP 2009								25%	50%	75%	100%	100%	100%	100%	100%	100%	
Phoenix	WI 2009	RADAR 102	SP 2009								25%	50%	75%	100%	100%	100%	100%	100%	100%	
Minneapolis-St. Paul	WI 2009	RADAR 102	SP 2009								25%	50%	75%	100%	100%	100%	100%	100%	100%	
San Diego	WI 2009	RADAR 102	SP 2009								25%	50%	75%	100%	100%	100%	100%	100%	100%	
Tampa-St. Petersburg-Clearwater	SP 2009	RADAR 103	SU 2009									25%	50%	75%	100%	100%	100%	100%	100%	
St. Louis	SP 2009	RADAR 103	SU 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Denver-Boulder	SP 2009	RADAR 103	SU 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Baltimore	SP 2009	RADAR 103	SU 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Pittsburgh, PA	SP 2009	RADAR 103	SU 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Portland, OR	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Sacramento	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Cincinnati	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Cleveland	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Salt Lake City-Ogden-Provo	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
San Antonio	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Kansas City	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Las Vegas	SU 2009	RADAR 104	FA 2009									25%	50%	75%	100%	100%	100%	100%	100%	
Charlotte-Gastonia-Rock Hill	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Orlando	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Columbus, OH	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Milwaukee-Racine	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Austin	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Indianapolis	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Providence-Warwick-Pawtucket	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Norfolk-Virginia Beach-Newport News	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Raleigh-Durham	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Nashville	SP 2010	RADAR 107	SU 2010												25%	50%	75%	100%	100%	
Greensboro-Winston Salem-High Point	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	
Jacksonville	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	
West Palm Beach-Boca Raton	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	
Memphis	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	
Hartford-New Britain-Middletown	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	
New Orleans	SU 2010	RADAR 108	FA 2010												25%	50%	75%	100%	100%	

RADAR, Nationwide and NRD use three months of PPM data corresponding to Diary quarterly surveys.

¹ PPM Radio Ratings Data for Houston-Galveston and Riverside-San Bernardino are accredited by MRC.

* Embedded Market.

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Schedule is subject to change.