

PPM Data Is Now the *Only* Ratings Currency for Los Angeles!

PPM™ became the official ratings
currency in Los Angeles on
October 6, 2008.

All Arbitron clients who conduct
business in Los Angeles 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 Los Angeles Pre-Currency Data

Arbitron surveyed Los Angeles with PPM
during the July and August 2008 survey
months. Both of these months were
considered "Pre-Currency" because they
occurred before September 2008, the first
official release of PPM data.

Now that PPM official currency for Los
Angeles has been released, you may use
July and August 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 July, August
and September 2008 PPM data.

**For more details about the Los Angeles PPM launch,
go to www.arbitron.com/ppm or contact your
Arbitron account manager.**