

Get Deeper Insight Into Your Listeners PD Advantage Web



The change to PPM™ technology brings a wealth of new data to understand and act upon. PD Advantage® Web helps you do just that.

Reports in PD Advantage Web allow you to delve deep into Portable People Meter™ data to get the real story behind changes in your listeners' behavior. The Web version, which allows you to access PPM data, provides many of the popular reports from the desktop version of PD Advantage.

Content Analysis Report: NEW*

Compare key content components, as well as ratings performance, across multiple stations.

Content Mix Report: NEW*

View the correlation between music, commercials and audience levels. The Content Mix Report can also identify when music stations are running stop sets.

Vital Signs: How are my Vital Signs trending?

Access a quick, top-line view of your station's performance and the key characteristics that drive ratings, with a special focus on P1 listening.

Audience Change: How does my audience differ from last month?

Compare two months and see ratings changes by breaking out panelists into different groups based on their presence and activity level in the panel.



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Best Prospects:

Where are my growth opportunities?

Identify growth opportunities by looking at heavy radio users and where their loyalties lie: with you or another station.

Shared Audience:

When listeners leave my station, where do they go?

Understand where and when your audience contributes to AQH for other stations.

Time Spent Distribution:

Where is my station getting its quarter-hours?

Evaluate your station's listening by looking at light, moderate and heavy listeners to understand how much each group contributes to your station's total listening.

Panel Change:

What does my market's PPM panel look like?

Gain confidence by knowing the impact panel changes had on your station's estimates for the month by looking at Continuing, Incoming and Not In-Tab panelists and how each group affected your station.

Audience Tracking:

Where is my audience going each month?

Use this tag-and-release report to identify listeners

Other Enhancements in PD Advantage Web 2.0

- Zip Code Report enhanced to include city, county and state information.
- Compatible with Macs through new support of Firefox®.
- For PC, compatible with Firefox and Internet Explorer® versions 7.0 and 8.0.
- New Minimum Listening filter added for the Vital Signs, Audience Sharing and Audience Tracking reports so you can focus on the listeners that drive your station's performance.

and track their listening behavior across stations from month to month.

Zip Code:

What are my key zip codes?

Geographically target listeners and maximize your station's promotional and advertising efforts.

Limited Panel:

How did my audience change over time?

Leverage the ability of panel measurement to track people over a long period of time and compare the listening habits of older and newer panelists.

P1/P2 Report:

Where can I grow—and where do I need to defend?

Identify your station's P1/P2 listeners so you can retain and grow this loyal group. Look at how they listen to other stations to see which stations pose a threat and which offer opportunities.

Preference Level Trend:

How is my core audience trending?

Look at how a station's P1 listeners are trending over time, in addition to evaluating P2, P3 and P4 listeners. Clients with Arbitron eBookSM can access and try out this report on a free trial basis at my.arbitron.com.

* Requires a subscription to Audience Reaction from Media Monitors®. If you are not an Audience Reaction subscriber, please contact Media Monitors Sales at (914) 259-4718 or visit www.mediamonitors.com for more information on this powerful service.

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