

PPM in Baltimore



Baltimore, MD

Preparing for PPM™

How Will PPM Affect the Market?

Presented by:

Jon Miller, National PPM Account Manager
Tony Hereau, National PPM Account Manager
Arbitron Inc.



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The 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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Today's Agenda

- **How the PPM works**
- **Diary vs. PPM (how estimates will change)**
- **Data insights**
- **Ratings impact and planning considerations**
- **Reach and frequency**
- **CPP**
- **Ratings compression**
- **Q&A session**



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When Does PPM Come to Baltimore?

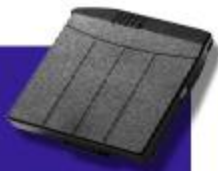
- **Spring 2009 is scheduled to be the final Diary survey in Baltimore**
- **PPM is scheduled to begin measuring June 25**
- **First month's data is scheduled to be available August 14**



PPM in Baltimore



What is the PPM? (Portable People Meter™)



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The PPM Hardware

Radio Station

Encoder: Puts an inaudible signal onto the broadcast that the PPM can detect.



Home

PPM: Worn by the panelist. Must stay in motion.



Recharger: Docked each night to recharge.



Data collector: Sends data to Arbitron nightly (phone line).





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More Motion = More Incentives

my meter & me > home

https://www.arbitronpanel.com/panelist/panel/inde

Google

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www.arbitronpanel.com

my meter & me

ARBITRON

Welcome Joe Hudson

Home How Am I Doing? Panelist Tips Common Questions My Profile Contact Arbitron

What do you think?
 Duis tincidunt orci faucibus pede. Cras eget justo. Mauris porttitor. Vestibulum vitae diam.

Always
 Often
 Rarely

My points so far this week as of 5/10

362

\$Bonus Sweepstakes Entry

0 200 400 600 800

Great! You are on track for your weekly bonus and sweepstakes entry. Good job wearing your meter from rise to retire!

[More about your points](#)

Household Competition as of 5/10

Points so far this week (as of Thursday)

Randy	330
Renee	321
Christina	312
Joe	289
Laura	344

Leader [More Detail](#)

Cool Stuff

[Check your points](#)
[Share Panelist Tips](#)

Panel Pages Newsletter

Our Panel Pages newsletter is a great way to get helpful information about participating in the ratings. Inside you'll find great tips, helpful ideas and interesting facts.

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How Diary and PPM Differ



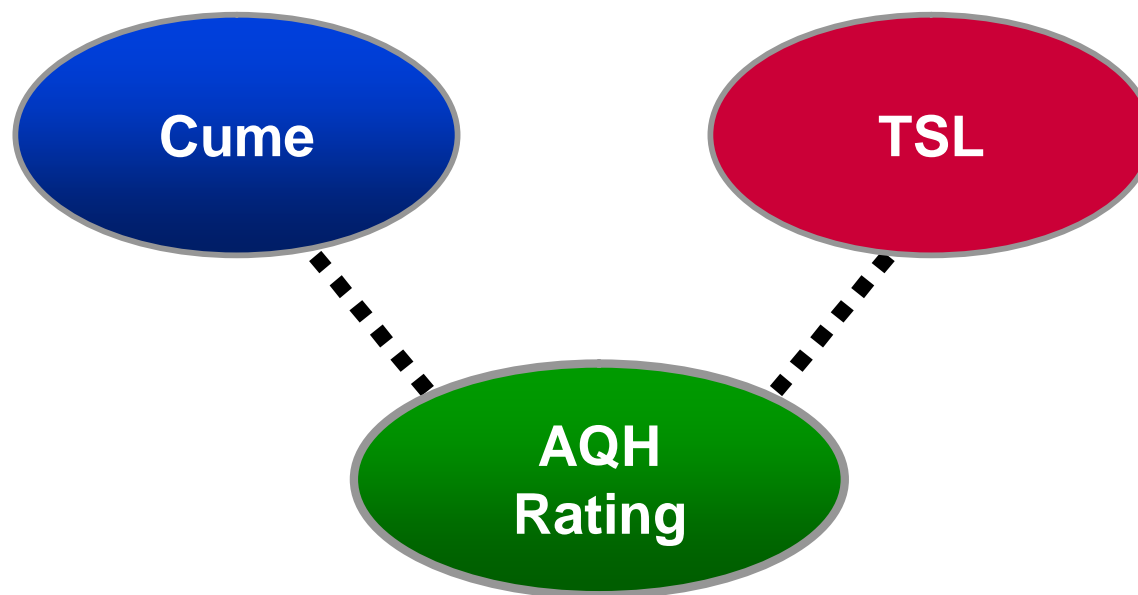
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The Basic Metrics of Arbitron Aren't Changing, Only the Measurement Device

Cume—the number of different listeners for a radio station

Time Spent Listening—average amount of time a person listens to a station

These two elements create the **Average Quarter Hour** rating





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Side-by-Side Comparison

Diary

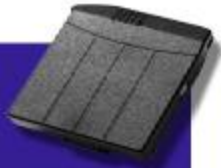
- § Recall system
- § Diary-keepers write down what they listen to
- § Mail back the diary after the week is complete
- § One-week survey (large sample)
- § Quarterly ratings reports



PPM

- § Near-passive measurement system
- § Meter listens for inaudible codes in station signals
- § Meter is “docked” each night for battery and data
- § Longer-term survey (smaller “panel”)
- § Monthly ratings reports





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Comparing the Sample Sizes

Baltimore Metro

	Diary Total Persons 12+ Fall 2008	PPM Total Persons 6+ July 2009	Which is Bigger?
Total Persons	3,526	1,440	Diary
Daily Persons	293	1,080	PPM
Total Days Measured	24,682	30,240	PPM

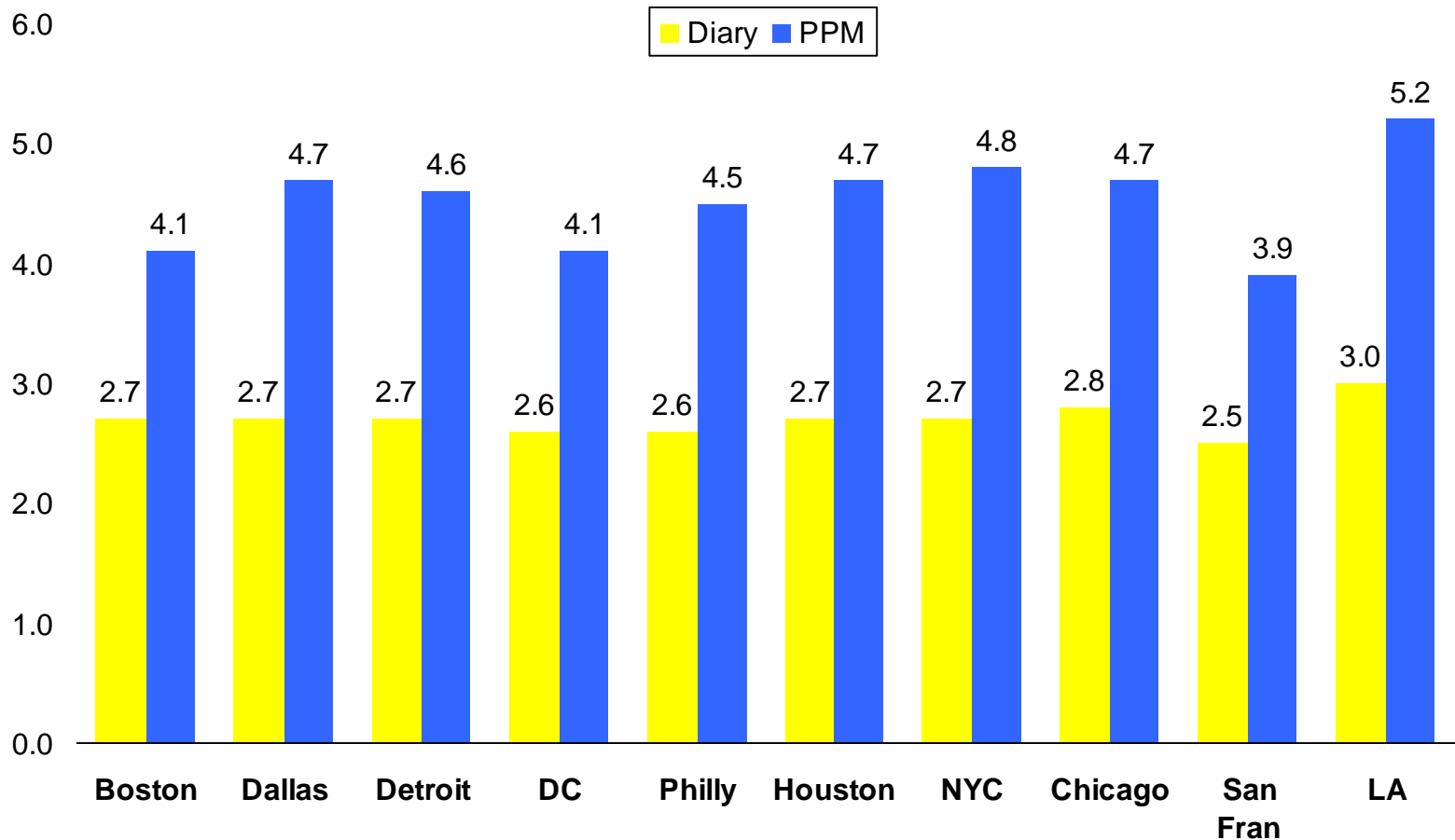




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Cumes are expected to be larger because PPM captures more stations per week

Average number of stations listened to



First PPM Month vs. Last Diary Survey, Mon-Sun 6AM-Mid, Persons 12+,





PPM shows much larger individual station cume audiences

Total week audience

New York

- 3 Diary stations over 2 million
- 13 PPM stations over 2 million
- 0 Diary stations over 3 million
- 7 PPM stations over 3 million

San Francisco

- 8 Diary stations over 500,000
- 21 PPM stations over 500,000

Los Angeles

- 6 Diary stations over 1 million
- 13 PPM stations over 1 million
- 1 Diary station over 2 million
- 8 PPM stations over 2 million

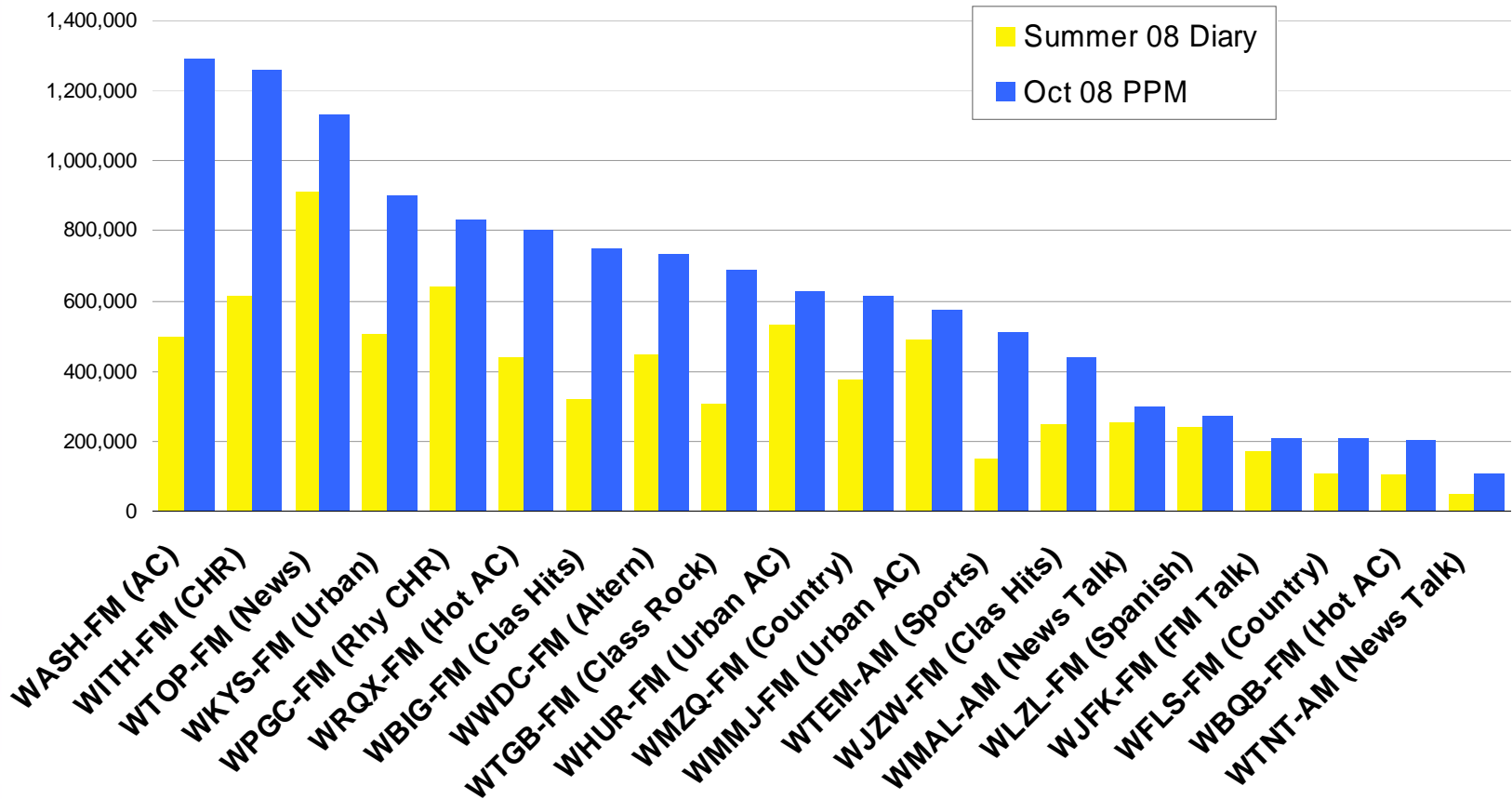
Washington DC

- 3 Diary stations over 600,000
- 11 PPM stations over 600,000

Mon-Sun 6AM-MID, Persons 12+, First PPM Month vs. Last Diary Survey

Cume growth will vary by station in PPM

Washington, DC, Diary vs. PPM Persons 12+



Washington, DC, Summer 2008, Diary to October 2008 PPM, Mon-Sun 6AM-Mid, Persons 12+



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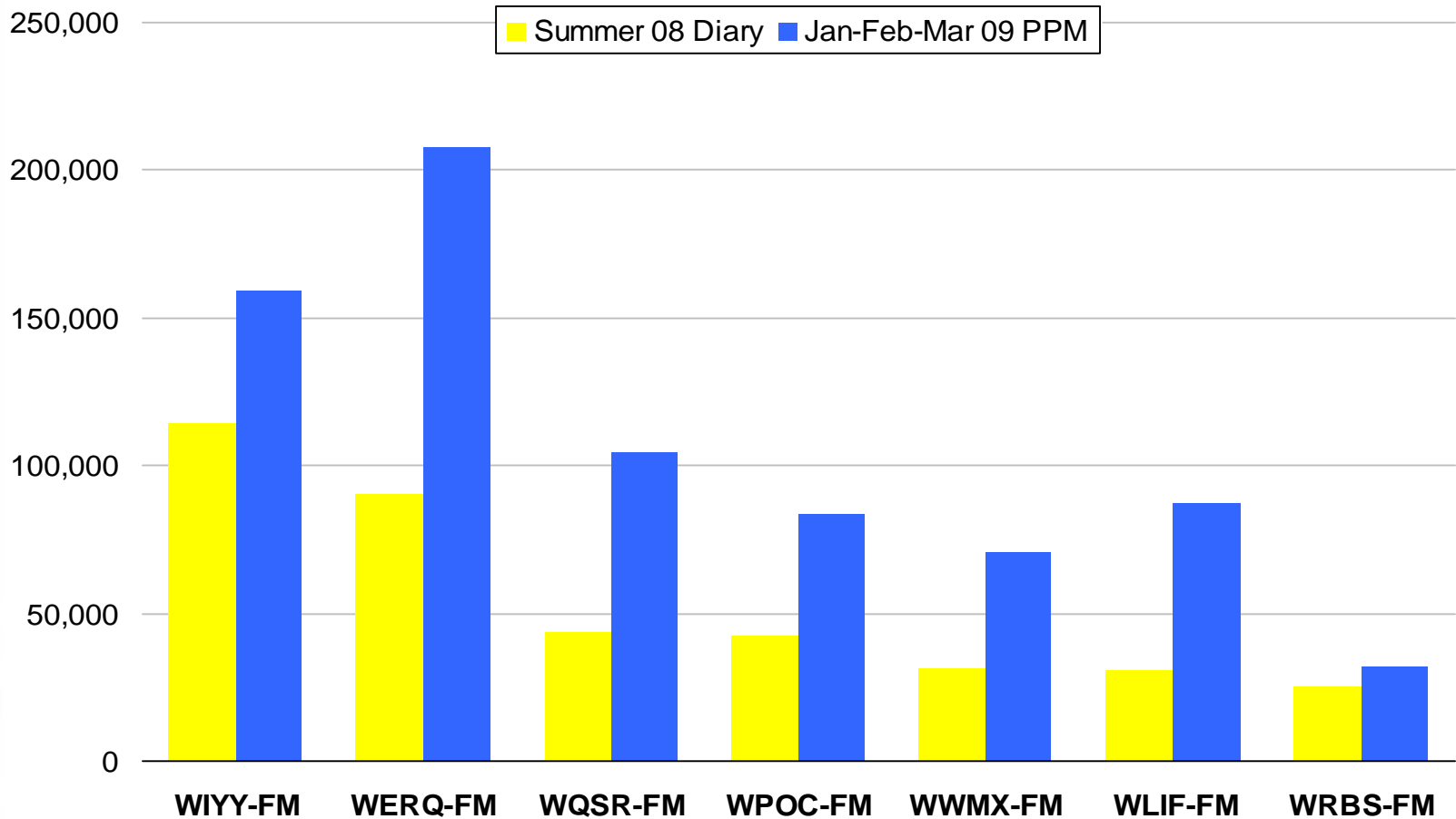




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Baltimore stations showing in DC— cume growth

Washington, DC, Diary vs. PPM Persons 12+

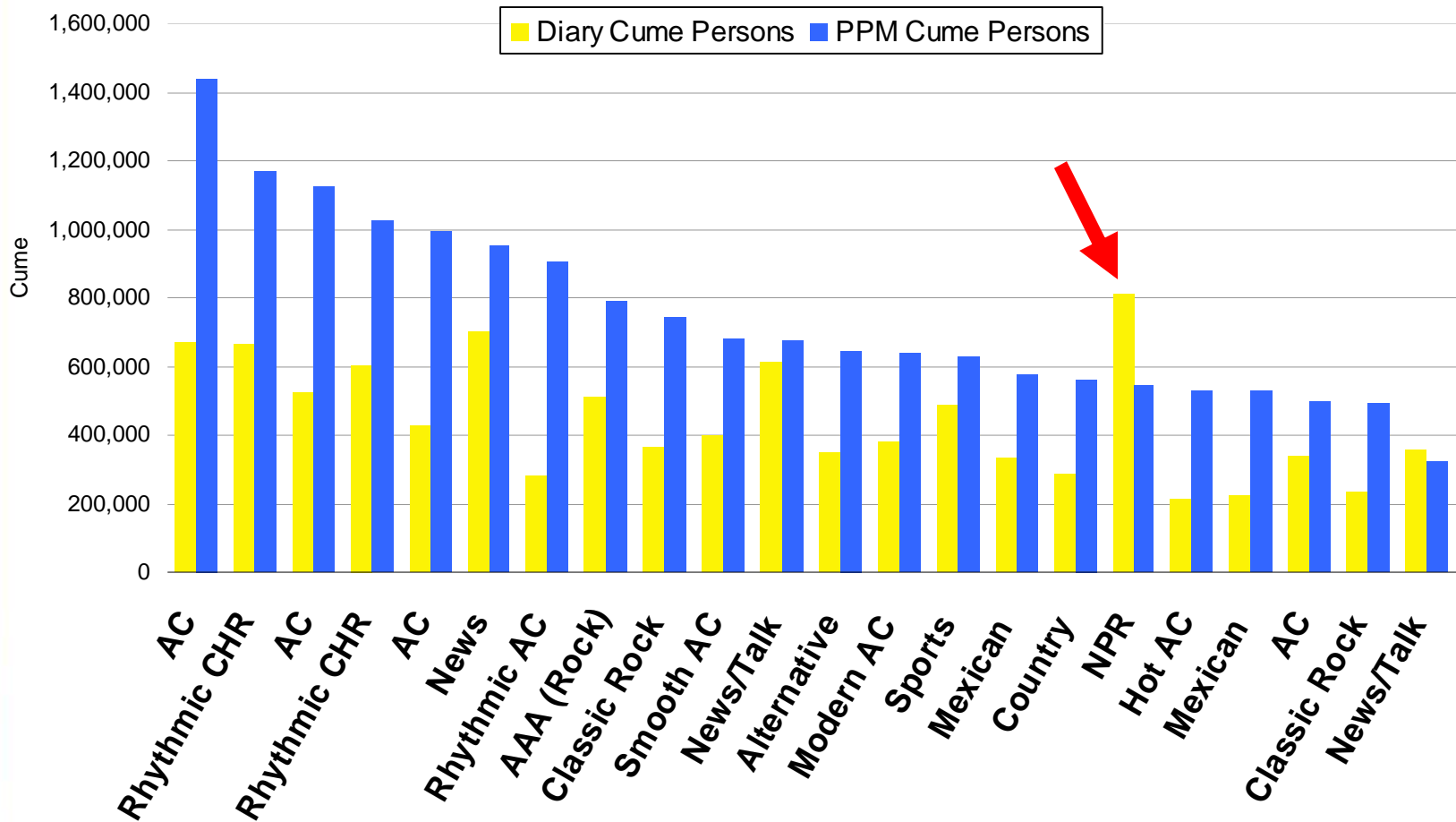


Washington, DC, Summer 2008 Diary to Jan-Feb-Mar 2009 PPM, Mon-Sun 6AM-Mid, Persons 12+

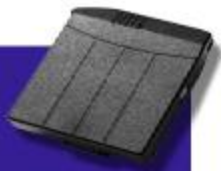


Cume growth will vary by station in PPM

San Francisco Diary vs. PPM



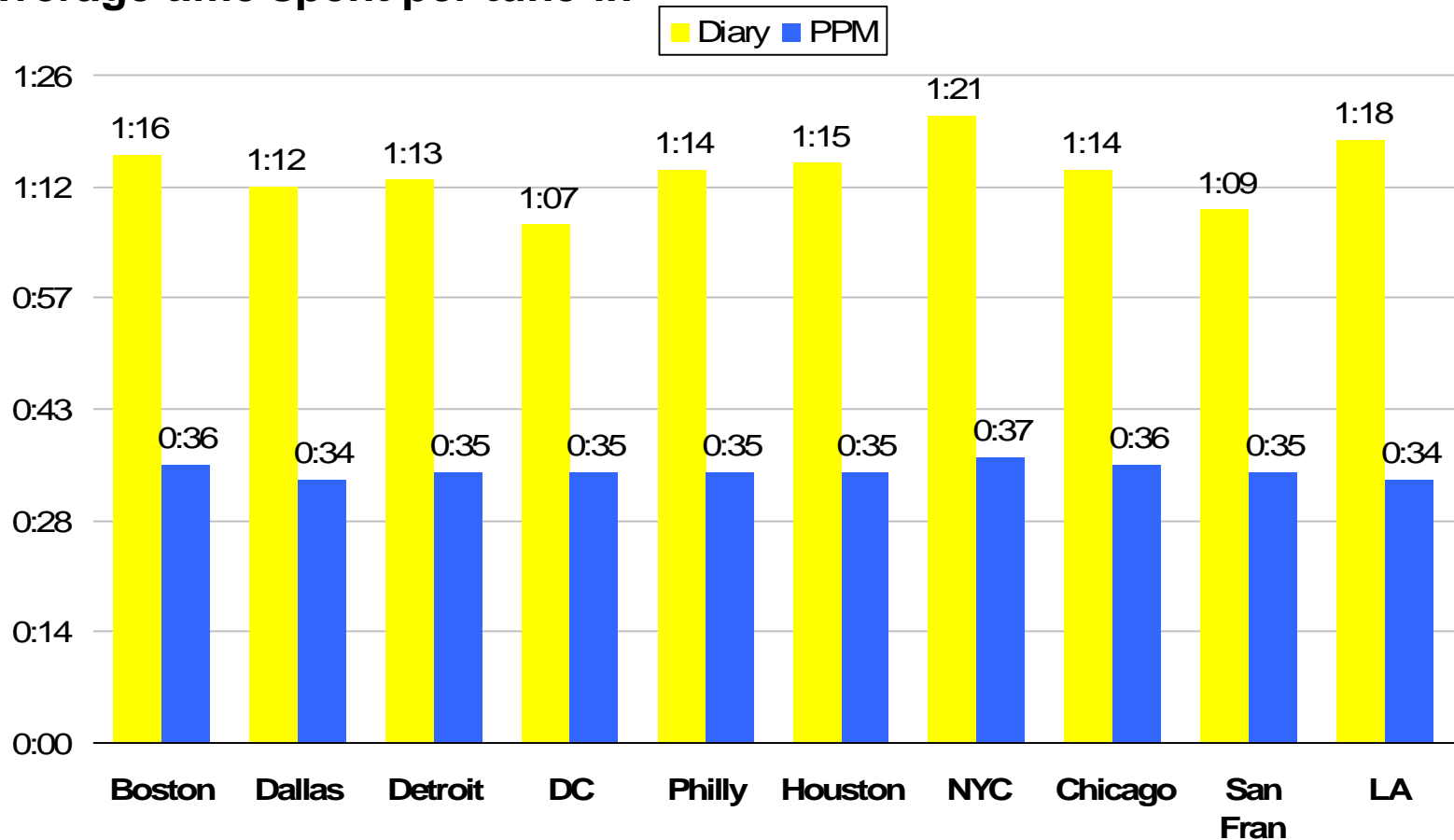
San Francisco, Spring 2008 Diary to July 2008 PPM, Mon-Sun 6AM-Mid, Persons 12+



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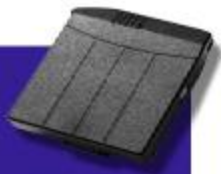
Time Spent Listening Will Likely Be Lower Because PPM Captures Much Shorter Listening Occasions

Average time spent per tune-in



First PPM Month vs. Last Diary Survey, Mon-Sun 6AM-Mid, Persons 12+.



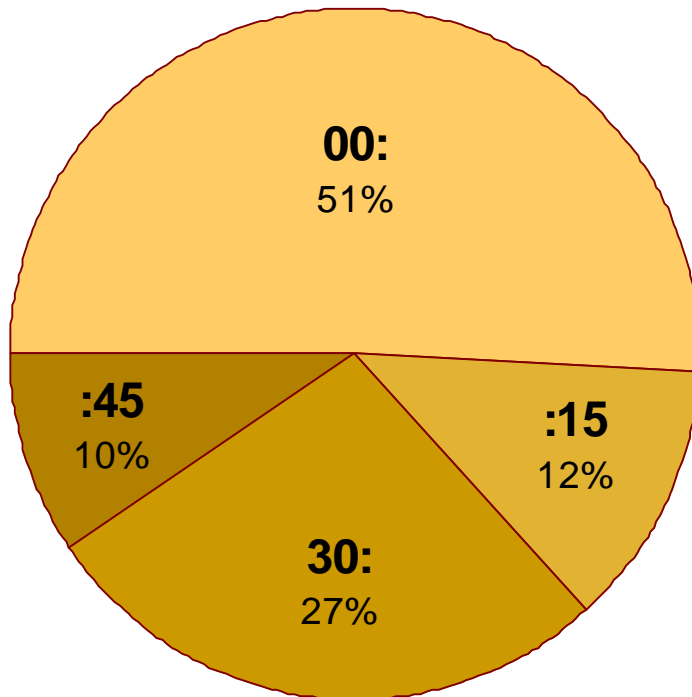


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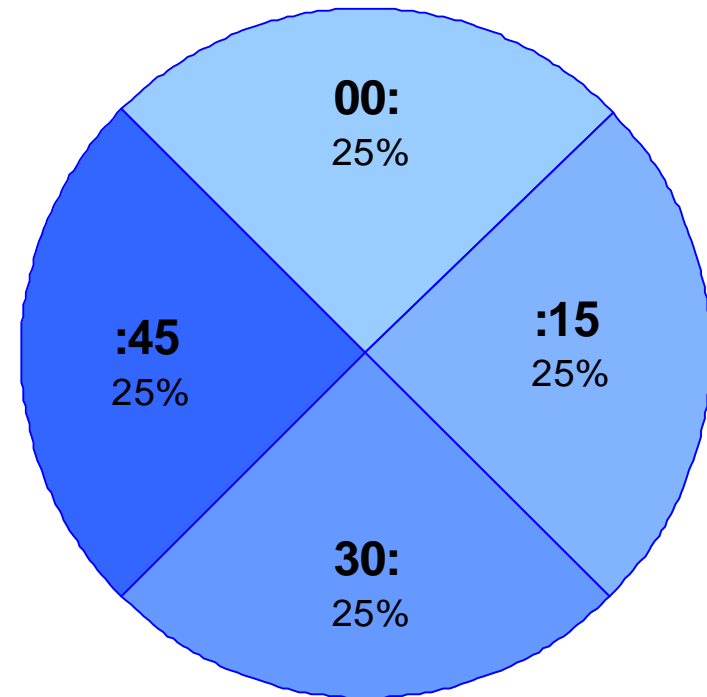
Diary-Keepers Tend to Round Listening Times

On average, when do people tune in?

Diary

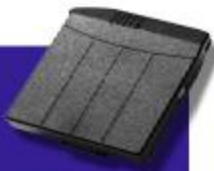


PPM



Philadelphia Metro, January 2007 PPM vs. Fall 2006 Diary, Mon-Sun 6AM-Mid, Persons 12+





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FRIDAY									
	Time		Station <small>Call letters, dial setting or artist name <i>(Don't know? Use program name)</i></small>	Mark/Score		Mark/Score			
	Start	Stop		AM	FM	At Home	In a Car	At Work	Other Place
→ Early Morning <small>(from 5 AM)</small>	5:50	7:20	Magic 102		X	X			
	8:00	8:30	Magic 102		X		X	300	
	8:45	5:15	Magic 102		X			X	
:	:								
→ Midday	:	:							
	:	:							
	:	:							
	:	:							
→ Late Afternoon	:	:							
	:	5:15							
	:	:							
	:	:							
	:	:							

Spring 2006 Houston F/41/Black

PPM market ratings will likely be lower than diary

Portable People Meter TRP Conversion Table

Washington, DC: Top 20 Stations

Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.79	0.79	0.83	1.08	1.01
12-17 Teens	0.91	1.30	0.56	0.61	1.19	1.31
18-34 Women	0.85	0.75	0.92	0.92	0.75	0.94
Men	0.92	0.93	0.77	0.84	1.17	1.09
Persons	0.88	0.84	0.87	0.88	0.83	1.07
18-49 Women	0.81	0.76	0.78	0.87	0.85	0.92
Men	0.95	0.87	0.91	0.90	1.26	1.19
Persons	0.91	0.81	0.82	0.85	1.01	1.06
25-54 Women	0.85	0.77	0.75	0.84	0.96	1.04
Men	1.04	0.89	0.96	0.89	1.44	1.28
Persons	0.91	0.81	0.85	0.86	1.18	1.10

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

Here's how to adjust the ratings using the Portable People Meter™:

1. Using the demo and daypart, start with **Diary TRPs**. Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
2. Multiply that figure by the **appropriate conversion figure from the table**. Multiply by .96 (obtained from the chart).
3. The resulting figure is your **PPM™ target rating point**. The result is 96 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the



PPM makes us rethink the traditional daypart mix. (Persons 18-34)

Total market ratings by daypart October 2008

	LA	ATL	CHI	SF	DAL	NY	PHL	DC
AM Drive	3	3	3	3	3	3	3	2
Mid-Day	1	2	1	2	2	1	1	3
PM Drive	2	1	2	1	1	2	2	1
Evenings	5	5	5	5	5	5	5	5
Weekend	4	4	4	4	4	4	4	4

PPM Markets October 08 PPM - AQH Rating

PPM makes us rethink the traditional daypart mix. (Persons 25-54)

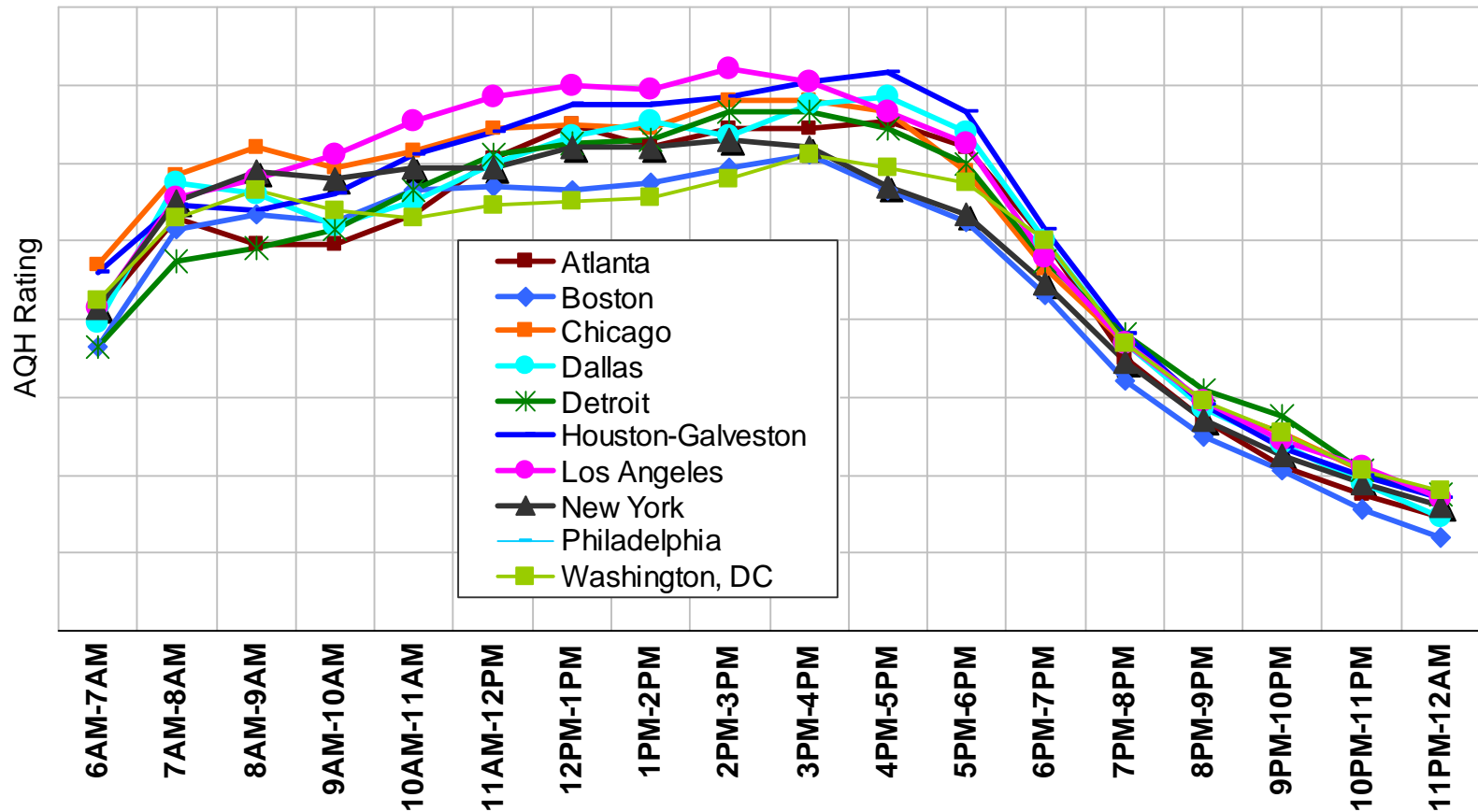
Total market ratings by daypart October 2008

	LA	ATL	CHI	SF	DAL	NY	PHL	DC
AM Drive	3	3	3	3	1	3	3	1
Mid-Day	1	1(t)	1	1(t)	3	1	1	3
PM Drive	2	1(t)	2	1(t)	2	2	2	2
Evenings	5	5	5	5	5	5	5	5
Weekend	4	4	4	4	4	4	4	4

PPM Markets October 08 PPM - AQH Rating

Top 10 markets weekday listening

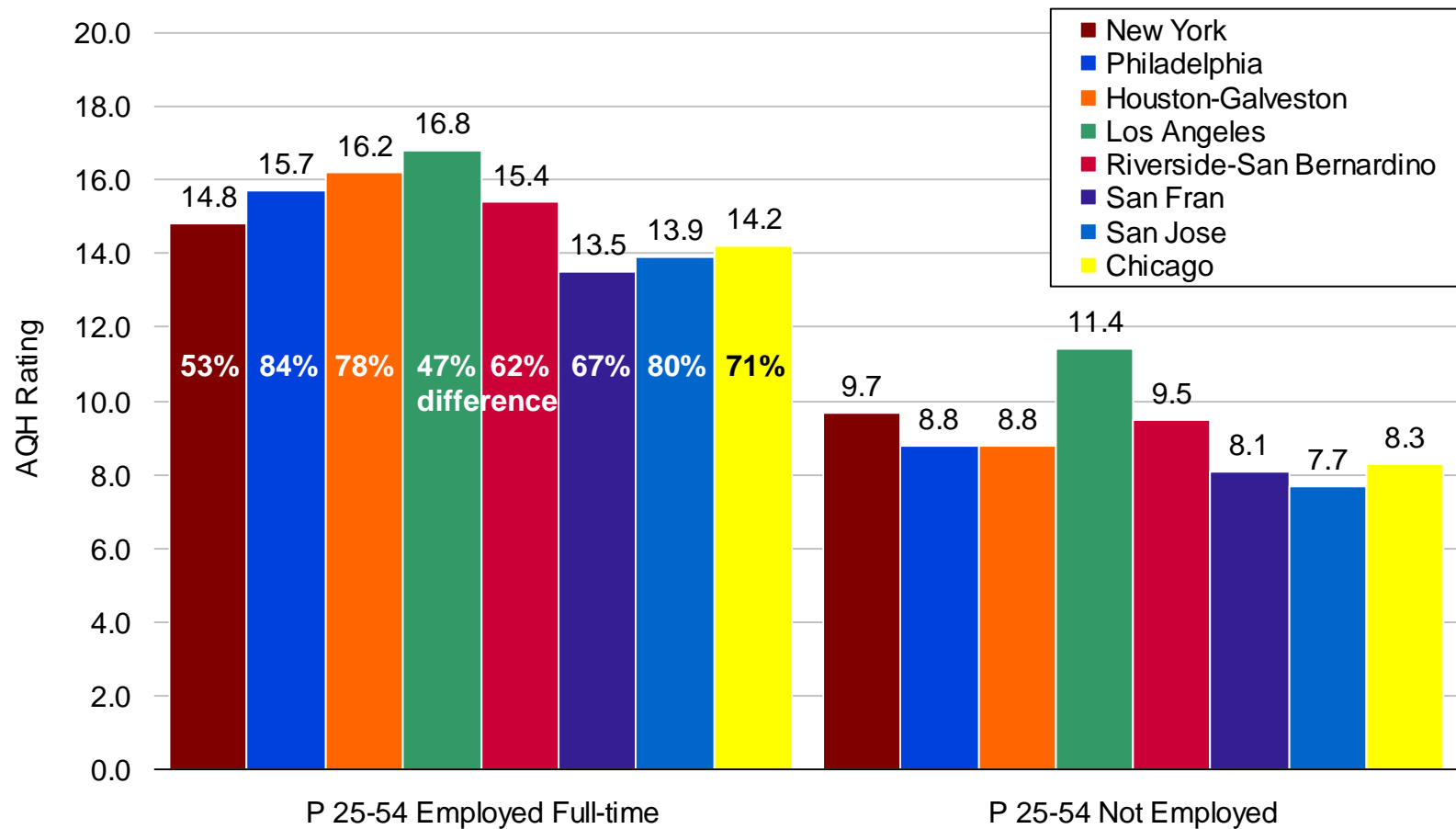
Mon-Fri 6AM-Mid



PPM, Atlanta, Boston, Chicago, Dallas, Detroit, Houston-Galveston, Los Angeles, New York, Philadelphia and Washington, DC, Metros; December 2008; Mon-Fri 6AM-Mid; Persons 12+, AQH Rating

In PPM markets, employed consume far more radio than others

Monday-Friday 6AM-7PM

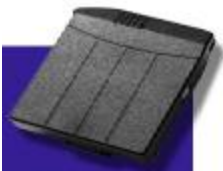


PPM, July 2008, Mon-Fri 6AM-7PM, Persons 25-54



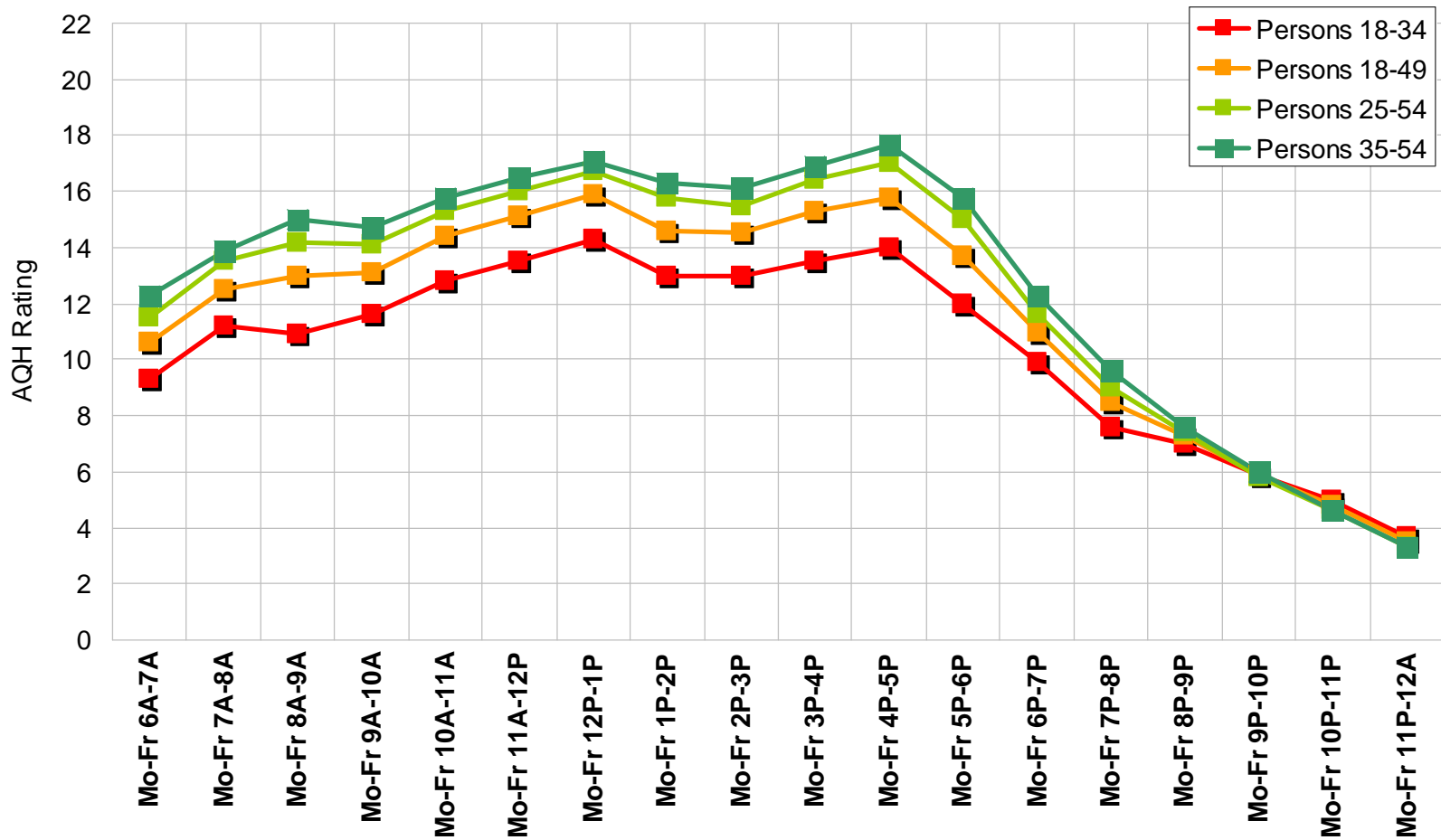
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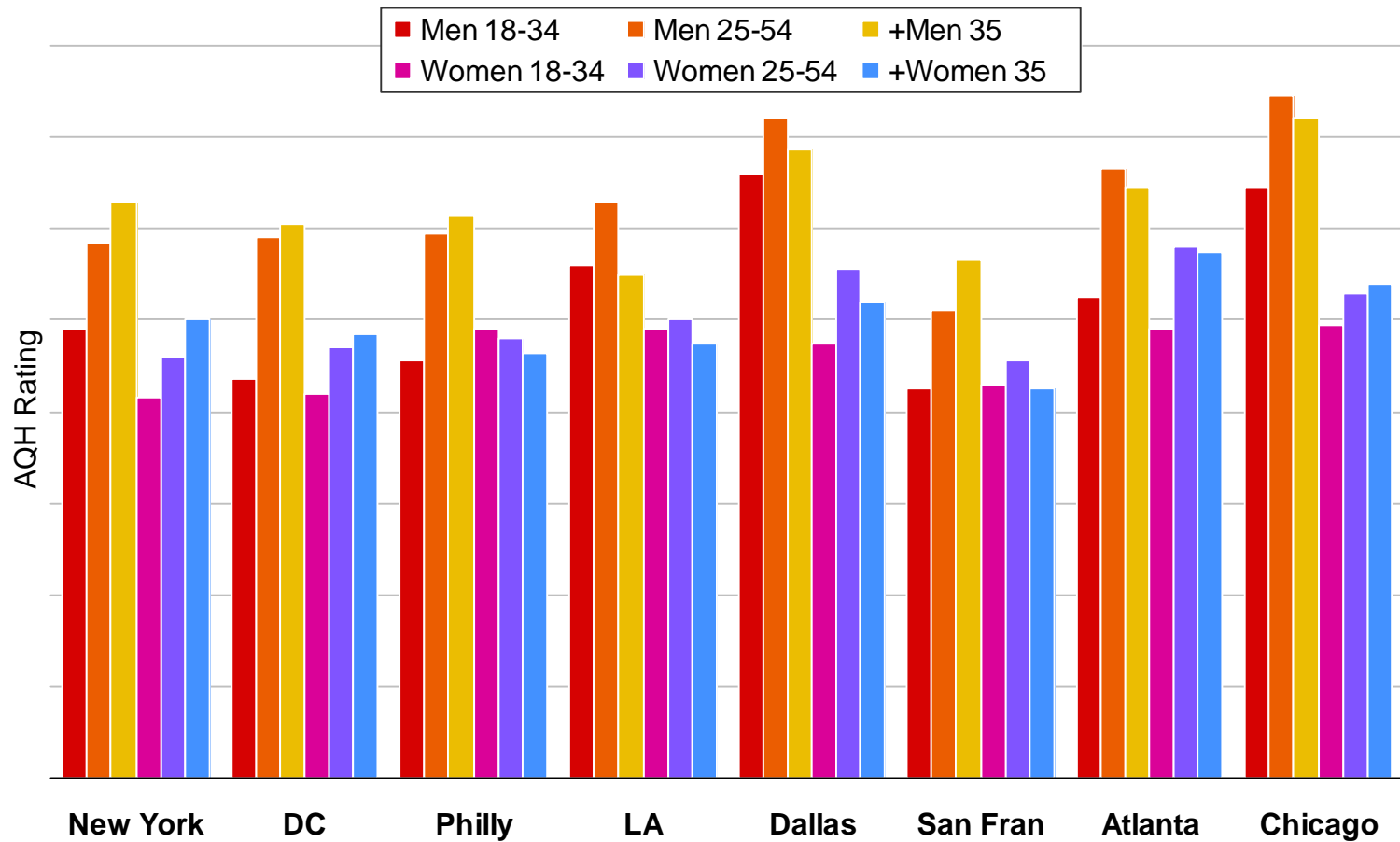
Chicago daytime radio listening Monday-Friday 6AM-Mid



PPM, Chicago, July 2008, Mon-Fri 6AM-Mid, AQH Rating



PPM shows men consume more radio than women



PPM, October 2008, Mon-Fri 6AM-Mid, Persons 18+

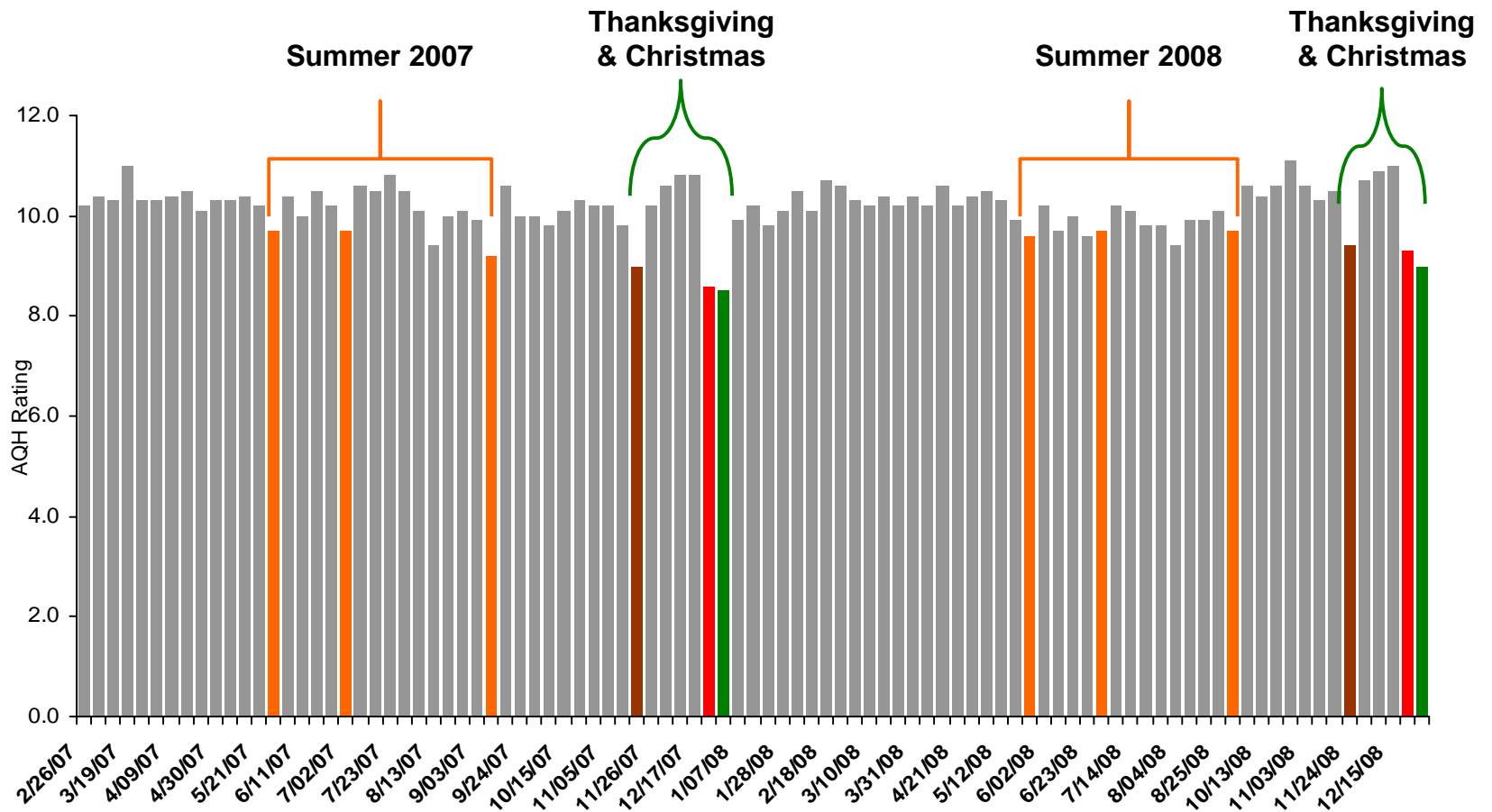




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Detailed Listening: See the impact of seasonality

March 2007-December 2008 Houston Market Ratings



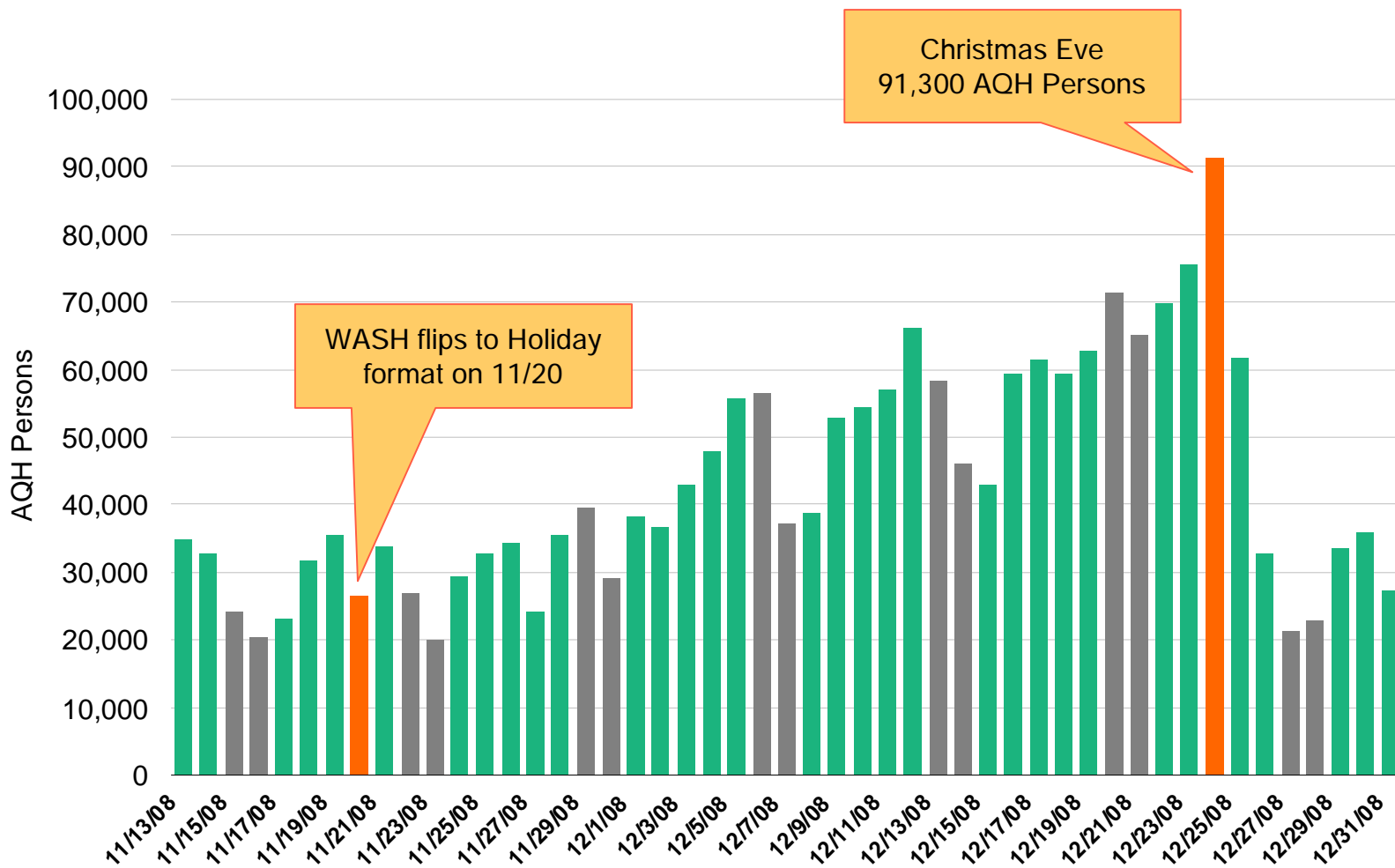
PPM, Houston-Galveston Metro, March 2007-December 2008, Persons 6+, AQH Ratings





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Detailed Listening: WASH-FM Holiday format Washington, DC, December/Holiday 2008



PPM, Washington, DC, Metro; December 2008 and Holiday 2008 Currency Data; Mon-Sun 6AM-Mid, Persons 6+, AQH Persons

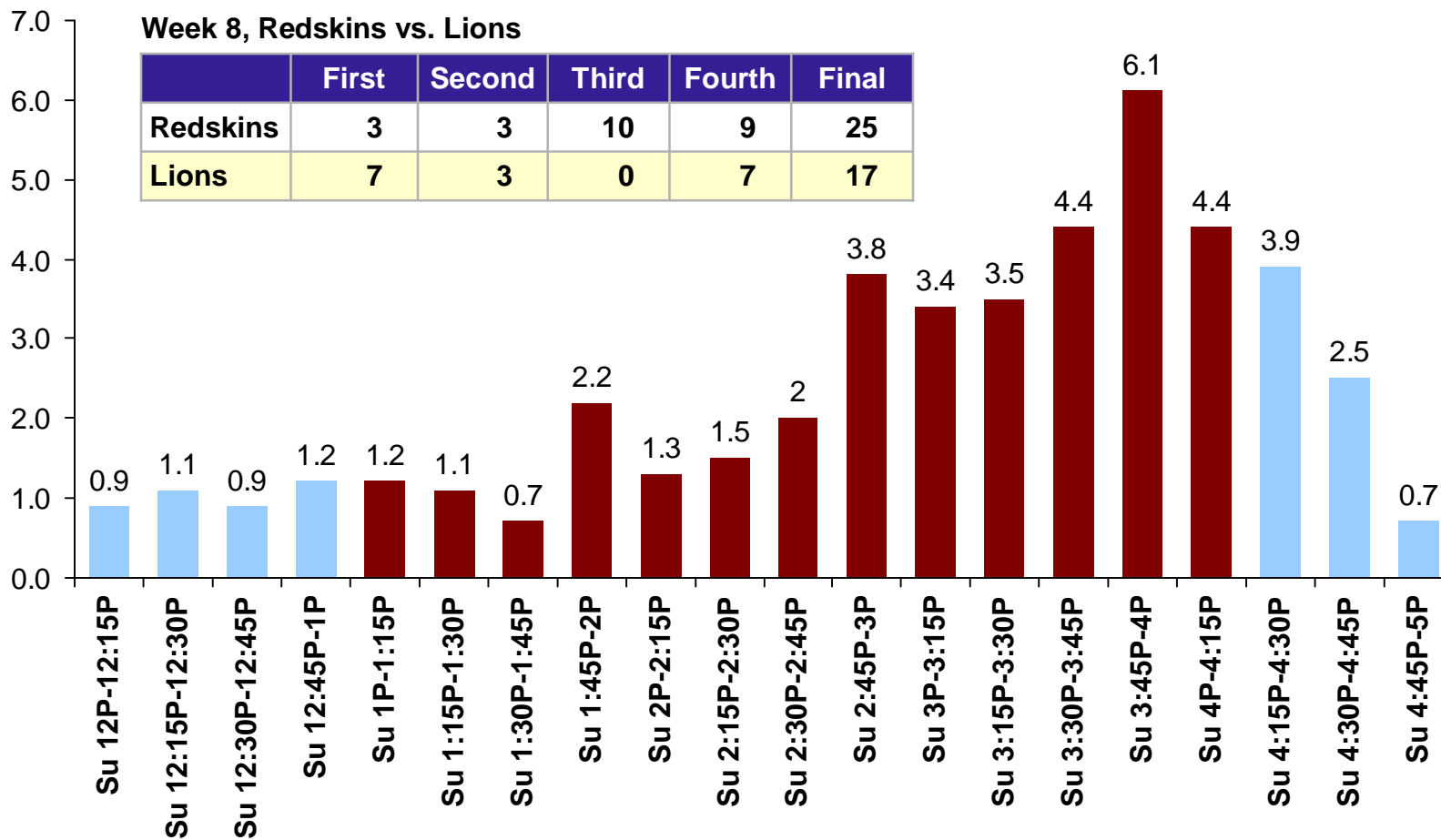




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Detailed Listening: Sports individual games and hours

Men 25-54 Rating—Redskins Radio Washington DC



PPM, Washington, DC, November 2008, Men 25-54, AQH Rating



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Impact on Ratings and Planning Considerations



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Different Scale, Same Result

SAME SPEED



DIFFERENT MEASURE

- 75 Miles Per Hour
- 120 Kilometers Per Hour

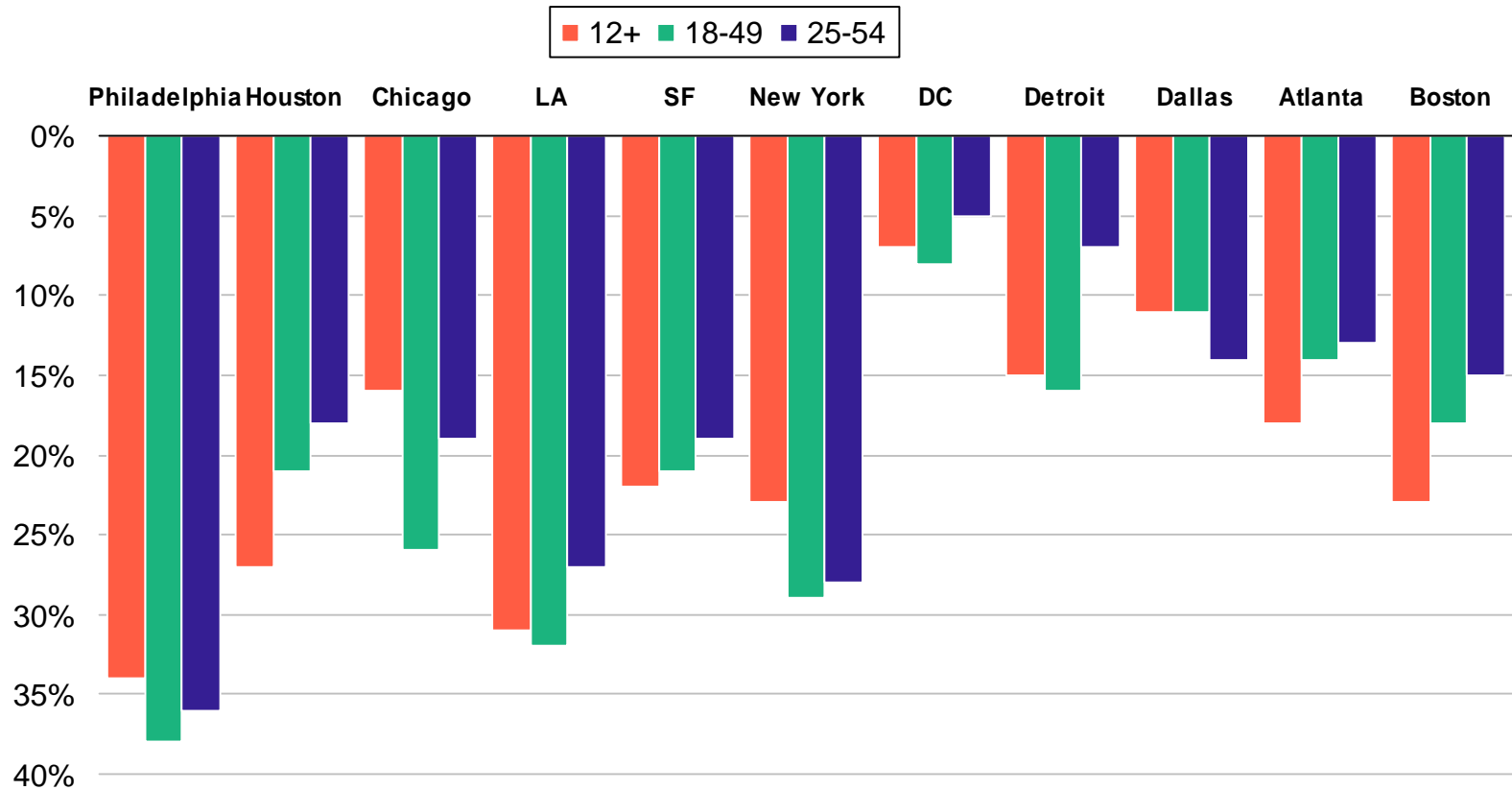




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Market AQH Ratings Expected to Decline Due to a Change in Methodology

Full Week Ratings



PPM, Mon-Sun 6AM-MID, AQH Persons

Top 20 PPM station list unified percent difference between last Diary book and first three PPM books.

Washington, DC; Detroit; Dallas; and Atlanta comparison based on October 2008 only.

Boston comparison based on January 2009 only.



PPM Market Ratings Will Be Lower Than Diary

Portable People Meter TRP Conversion Table

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Schedule Delivery Will Look Different in PPM

Washington, DC, Prime Mon-Fri 6AM-7PM, Persons 25-54

Diary

Grand Totals					
Station	Spots	Average Rating	Net Reach	Frequency	GRPs
Station A	20	1.2%	257,600	2.1	24.0
Station B	20	1.4%	197,300	3.3	28.0
Station C	20	0.9%	164,800	2.4	18.0
Station D	20	0.8%	148,200	2.5	16.0
Station E	20	0.8%	156,000	2.3	16.0
Total	100	1.0%	763,900	3.0	102.0

PPM

Grand Totals					
Station	Spots	Average Rating	Net Reach	Frequency	GRPs
Station A	20	1.1%	267,800	1.8	22.0
Station B	20	0.8%	175,500	2.1	16.0
Station C	20	0.5%	133,200	1.6	10.0
Station D	20	0.9%	239,200	1.6	18.0
Station E	20	0.8%	190,100	1.9	16.0
Total	100	0.8%	819,500	2.2	82.0



So Can You Still Get Frequency With Radio?

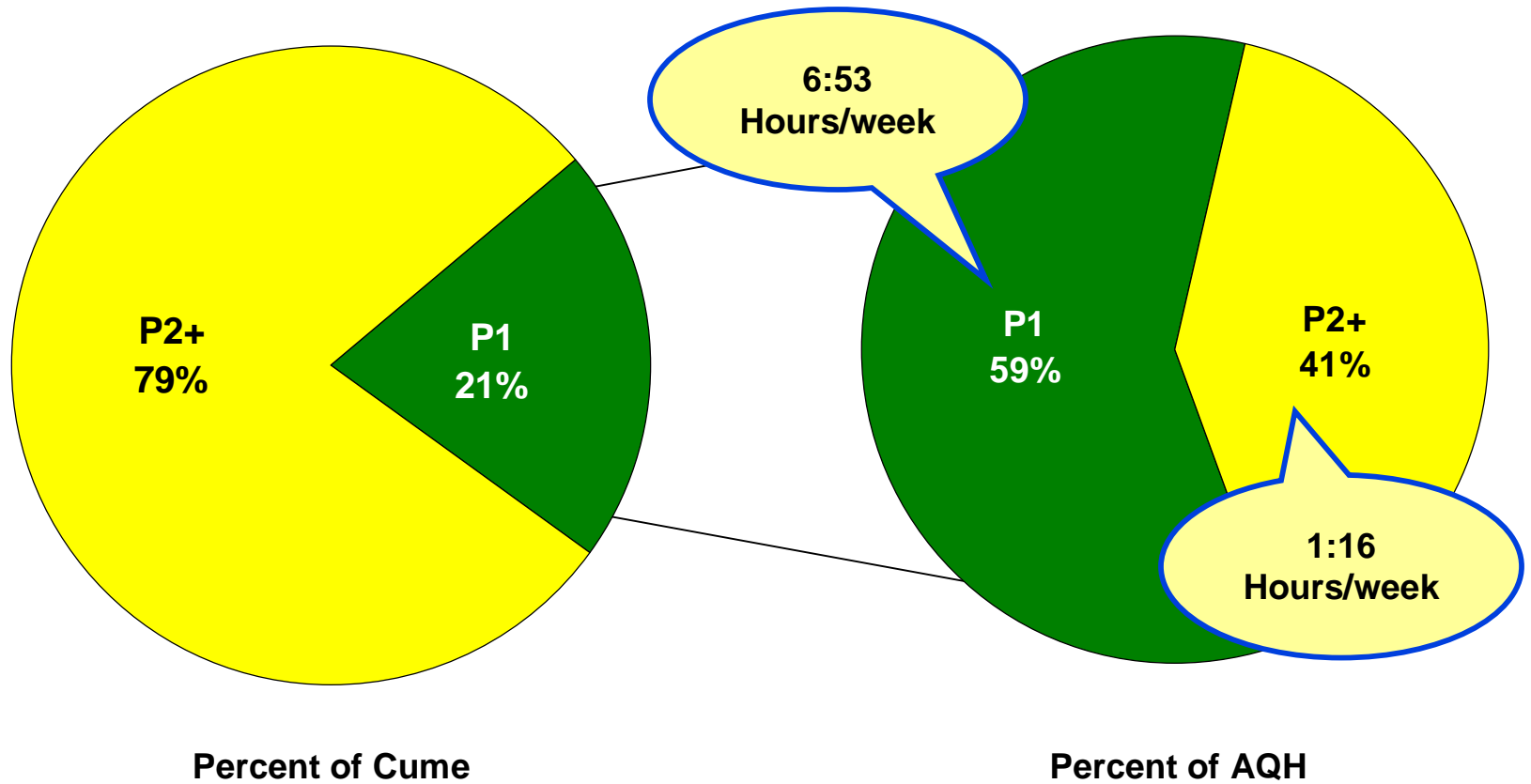
- With the increase in Cume and the ultimate decrease in TSL, how do you build frequency in radio?
 - § P1, Primary Station, First Preference, Favorite. The station to which the specific demographic listens the majority of their time

Station	Format	Total Aud.	P1 Cume
KISW-FM	Active Rock	300,200	120,600
KMTT-FM	Adult Album Alternative	285,000	104,700
KNDD-FM	Alternative	250,400	82,900
KKWF-FM	Country	235,800	100,200

Diary, Seattle, Fall 2008, Persons 12+; Mon-Sun 6AM-Mid

P1: Radio's Brand Loyal Consumer

Highly Engaged Listeners Form Most of Each Stations AQH Audience



PPM, Philadelphia Metro, May 2007, Persons 6+



Planning and Buying: CPP Change

- **CPP is expected to increase**
 - § Radio audience hasn't changed; only the measurement
 - ◆ *Supply and demand dictate pricing*
 - ◆ *SQAD has shown CPP increases in PPM currency markets*

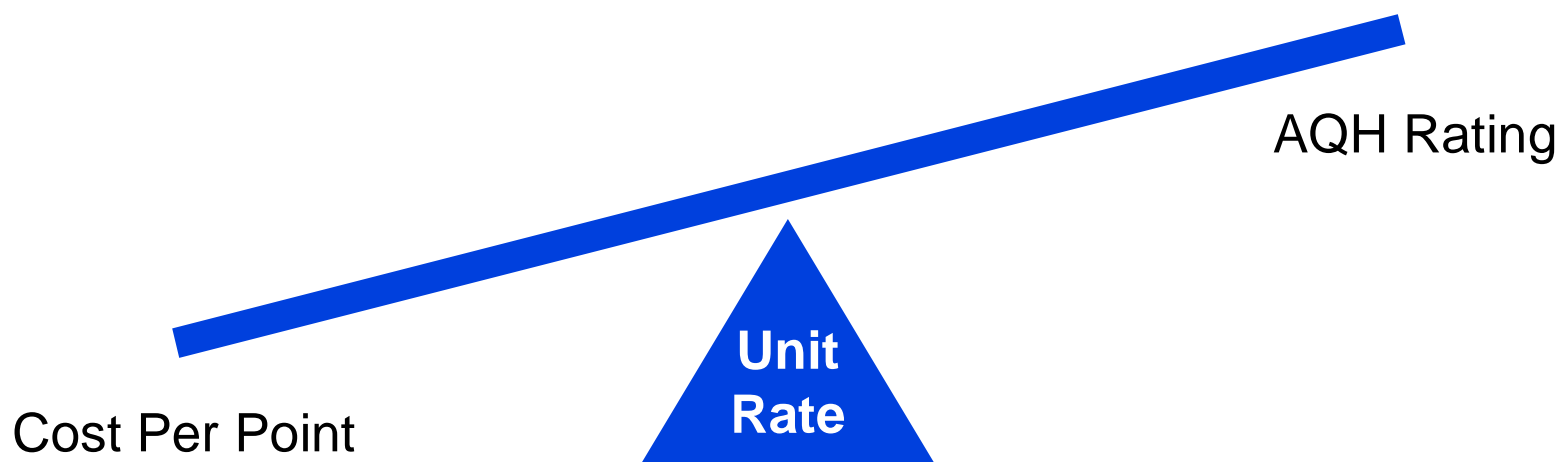
Two Options

- **Create a new goal using pre-currency data**
 - § Re-rate schedules to arrive at new goal
 - ◆ *For example, 70 PPM GRP = 100 Diary GRP*
 - ◆ *Will impact reach/frequency levels as well*
- **To sustain GRP levels in a PPM market, expect to increase budget and possible schedule adjustments**
 - § Station/daypart mix and demo will determine how much more
 - § An increase in budget means an actual increase in persons reached compared to a Diary buy

CPP Effect

Example: BEFORE PPM

Station A = **\$100 CPP**/\$100 Average Rate/**1.0 AQH Rating**



Example: AFTER PPM

Station A = **\$125 CPP**/\$100 Average Rate/**0.8 AQH Rating**



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Posting Guardrails

- Arbitron's license agreements prohibit the use of PPM data for any transactional purpose (buying, selling, posting, etc.) prior to a market's official conversion to PPM currency.
- Arbitron does not endorse buying off ratings derived using one methodology and then posting off ratings derived using the other methodology.
- All posting discussions and decisions should occur and be agreed upon prior to the placement of the schedule.



Agency Release 9/23/08



PPM in Baltimore



Dealing With Compression



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Ratings Compression in PPM Makes it Harder to Differentiate Stations

Persons 25-54

Diary

	Stations	Average Rating	Average Persons	Cume Persons
1	KLVE-FM	1.0%	59,700	793,100
2	KSCA-FM	0.8%	47,900	638,900
3	KBUE-FM	0.7%	41,600	496,100
Tie	KLAX-FM	0.7%	37,100	535,900
5	KIIS-FM	0.6%	35,600	943,500
Tie	KOST-FM	0.6%	32,200	623,800
Tie	KRCD-FM	0.6%	32,400	477,200
8	KCBS-FM	0.5%	29,600	765,700
Tie	KPWR-FM	0.5%	25,800	609,000
Tie	KTWV-FM	0.5%	28,700	467,600
Tie	KFI-AM	0.5%	27,600	440,300
Tie	KHHT-FM	0.5%	27,000	416,700
Tie	KROQ-FM	0.5%	28,700	709,400
14	KLSX-FM	0.4%	21,200	366,800
Tie	KBIG-FM	0.4%	21,300	524,700

0.6 gap

PPM

	Stations	Average Rating	Average Persons	Cume Persons
1	KIIS-FM	0.6%	34,000	1,808,300
2	KCBS-FM	0.5%	25,800	1,369,700
Tie	KLAX-FM	0.5%	29,600	954,900
Tie	KLVE-FM	0.5%	29,400	1,206,100
Tie	KOST-FM	0.5%	27,400	1,623,700
Tie	KROQ-FM	0.5%	28,100	1,104,400
Tie	KSCA-FM	0.5%	26,600	935,600
8	KBIG-FM	0.4%	21,600	1,408,900
Tie	KBUE-FM	0.4%	23,100	966,800
Tie	KLOS-FM	0.4%	22,000	908,000
Tie	KRCD-FM	0.4%	23,600	852,500
Tie	KRTH-FM	0.4%	23,600	1,303,300
13	KFI-AM	0.3%	17,400	524,600
Tie	KHHT-FM	0.3%	16,100	1,000,500
Tie	KLYY-FM	0.3%	15,500	700,300

0.3 gap

PPM, Los Angeles Metro, July-December 2008, Mon-Sun 6AM-Mid
Diary, Los Angeles Metro, Winter-Spring 2008, Mon-Sun 6AM-Mid

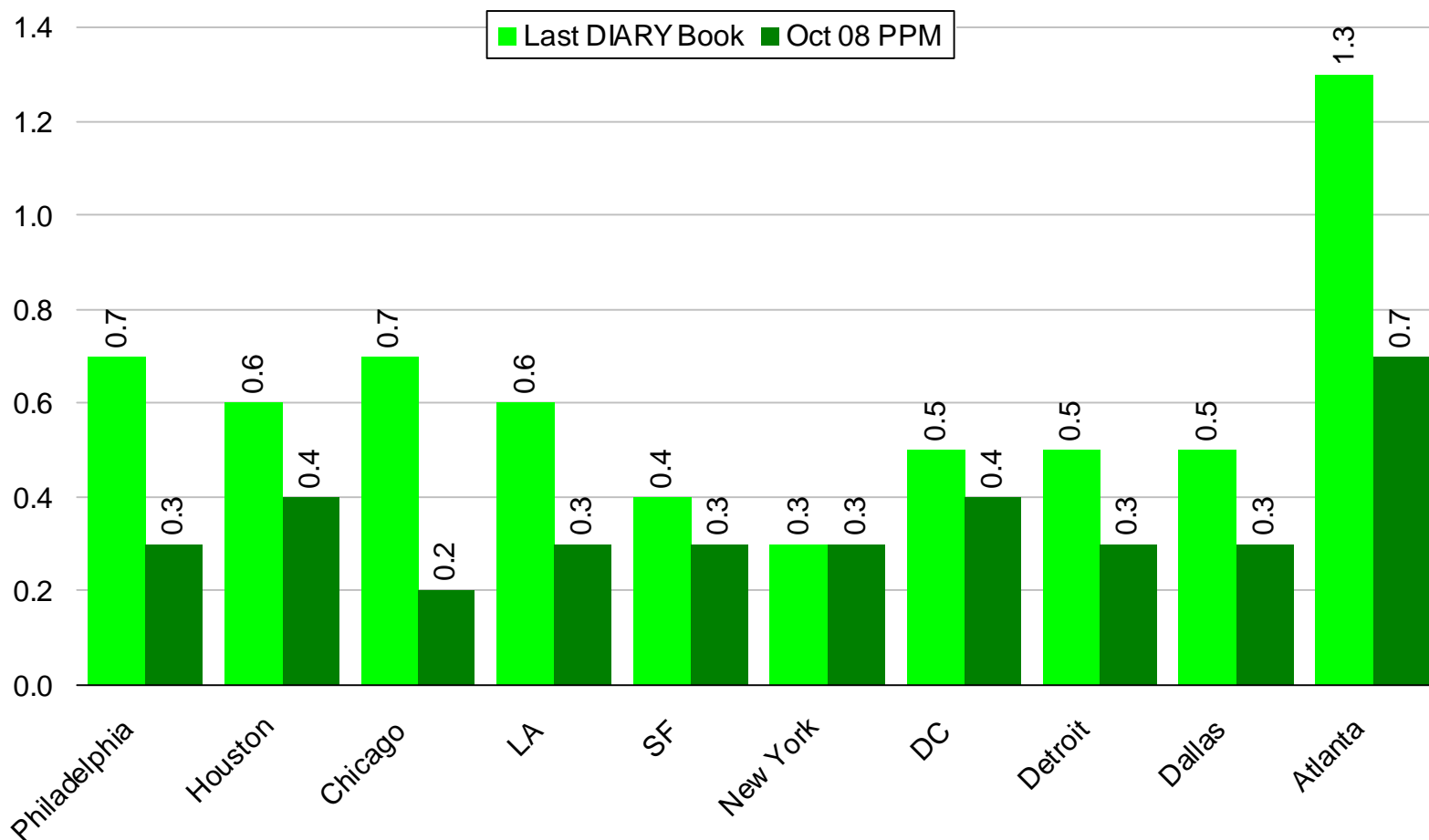




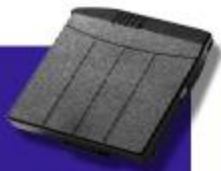
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The Gap Between #1 and #10 on the Ranker Gets Smaller in PPM

18-49 AQH Rating



PPM, Metro, Mon-Sun 6AM-Mid, Persons 18-49, AQH Rating Gap Between #1 and #10

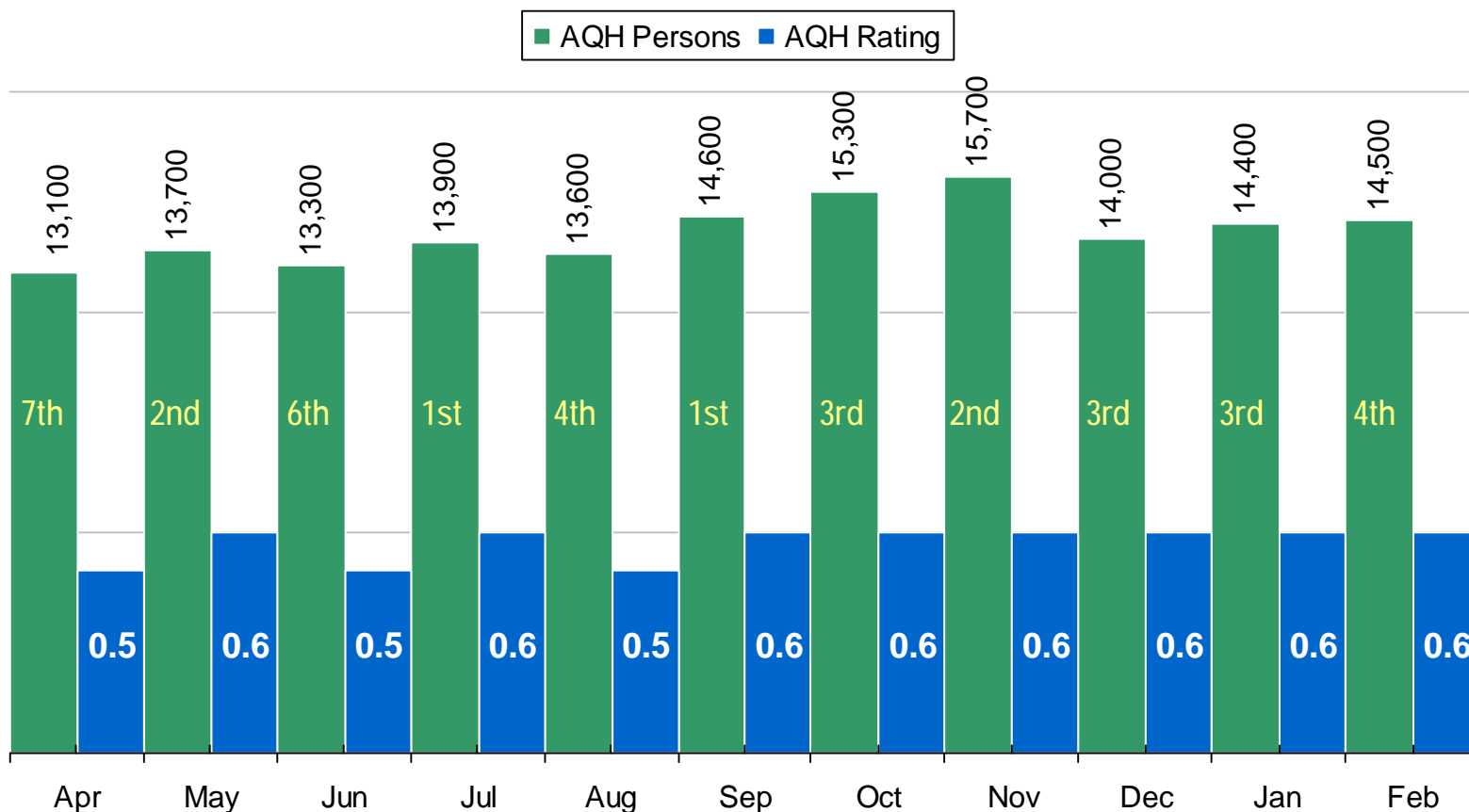


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Importance of Rank Diminishes

Rank can change without significant changes in AQH Persons or Ratings

KMJQ–Urban AC



KMJQ-FM, Houston, 2007-2008, Mon-Sun 6AM-Mid, Persons 25-54





BALTIMORE

Look Beyond the Ratings: Compare Rankers by Employment

Adults 25-54
Mon-Fri 6AM-7PM

	Stations	Average Rating*	Average Persons
1t	KIIS-FM	0.7	41,600
1t	KLVE-FM	0.7	40,100
1t	KROQ-FM	0.7	40,500
4t	KCBS-FM	0.6	33,100
4t	KLAX-FM	0.6	36,600
4t	KLOS-FM	0.6	33,300
4t	KOST-FM	0.6	36,700
4t	KRTH-FM	0.6	33,400
4t	KSCA-FM	0.6	34,500
10t	KBIG-FM	0.5	31,200
10t	KBUE-FM	0.5	28,700
10t	KRCD-FM	0.5	31,000
10t	KTWV-FM	0.5	25,600
14t	KFI-AM	0.4	24,900
14t	KPWR-FM	0.4	22,300

0.2 gap

Adults 25-54 Employment Status = Work Full Time
Mon-Fri 6AM-7PM

	Stations	Average Rating*	Average Persons
1	KROQ-FM	0.9	35,500
2	KIIS-FM	0.8	29,600
3t	KBIG-FM	0.7	25,100
3t	KCBS-FM	0.7	27,600
3t	KLAX-FM	0.7	25,400
3t	KLOS-FM	0.7	26,000
3t	KLVE-FM	0.7	27,400
3t	KOST-FM	0.7	27,700
3t	KRTH-FM	0.7	25,200
10t	KSCA-FM	0.6	21,500
10t	KTWV-FM	0.6	20,900
12t	KBUE-FM	0.5	19,100
12t	KFI-AM	0.5	19,400
14t	KLSX-FM	0.4	15,800
14t	KNX-AM	0.4	14,400
14t	KPWR-FM	0.4	16,700
14t	KRCD-FM	0.4	15,500
14t	KYSR-FM	0.4	14,300

0.3 gap

PPM, Los Angeles Metro, July-December 2008





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Look Beyond the Ratings: Using Scarborough

Persons 25-54

Qualitative: Household plans to buy any new vehicle next year

Adults 25-54, M-F 6A-7P

	Stations	Average Rating*	Average Persons	Cume Persons
1	WKQI-FM	0.7	12,700	635,200
2t	WDVD-FM	0.6	12,500	592,500
2t	WNIC-FM	0.6	10,800	653,100
2t	WRIF-FM	0.6	11,000	466,500
2t	WXYT-FM	0.6	12,200	359,900
2t	WYCD-FM	0.6	10,700	423,100
7t	WDRQ-FM	0.5	9,200	477,200
7t	WMXD-FM	0.5	10,400	278,900
7t	WWJ-AM	0.5	9,300	455,500
10t	WCSX-FM	0.4	8,600	475,600
10t	WJLB-FM	0.4	7,200	365,600
10t	WJR-AM	0.4	8,100	221,600
10t	WMGC-FM	0.4	8,200	433,800
14t	CIMX-FM	0.3	5,500	398,200
14t	WDMK-AM	0.3	6,200	255,800
14t	WGPR-FM	0.3	5,200	185,900
14t	WOMC-FM	0.3	6,500	435,800
14t	WVMV-FM	0.3	5,500	315,400

**0.3
gap**



Adults 25-54, M-F 6A-7P

	Stations	Qual. Average Rating*	Qual. Average Persons	Qual. Cume Persons
1	WMXD-FM	0.8	1,300	34,700
2	WNIC-FM	0.7	1,200	74,300
3	WXYT-FM	0.6	1,100	33,400
4t	WJR-AM	0.5	900	23,600
4t	WMGC-FM	0.5	900	46,100
4t	WRIF-FM	0.5	800	33,100
4t	WWJ-AM	0.5	800	38,200
8t	WDMK-FM	0.4	700	29,000
8t	WDVD-FM	0.4	700	35,200
8t	WKQI-FM	0.4	700	35,300
11t	WDRQ-FM	0.3	600	31,000
11t	WJLB-FM	0.3	600	32,600
11t	WYCD-FM	0.3	500	18,200
14t	WCSX-FM	0.2	400	23,800
14t	WDFN-AM	0.2	300	10,900
14t	WDTW-FM	0.2	300	17,700
14t	WGPR-FM	0.2	400	15,400
14t	WHTD-FM	0.2	400	29,900
14t	WOMC-FM	0.2	400	27,400
14t	WSAQ-FM	0.2	300	2,300
14t	WVMV-FM	0.2	400	20,600

**0.5
gap**

PPM merged With Release 2 2008 Scarborough Qualitative Data, Boston Metro, January 2009



BALTIMORE

Look Beyond the Ratings: How many Preferred Listeners (P1s) Are Out There?

Listener Loyalty of Adults 25-54

	Station	Estimates	Total	Preferred*	Exclusive
1	WTOP-FM	Cume Persons	651,200	258,000	44,200
2	WASH-FM	Cume Persons	759,100	153,600	17,700
3	WRQX-FM	Cume Persons	506,400	150,800	16,800
4	WHUR-FM	Cume Persons	404,000	139,000	10,100
5	WWDC-FM	Cume Persons	459,600	137,000	19,500
6	WIHT-FM	Cume Persons	616,300	135,400	13,400
7	WPRS-FM	Cume Persons	220,600	78,800	8,200
8	WGTS-FM	Cume Persons	233,800	72,800	20,400
9	WBIG-FM	Cume Persons	401,700	70,400	8,600
10	WLZL-FM	Cume Persons	163,800	67,900	12,800

PPM, Washington, DC, Metro, Jan-Feb-Mar 2009, Mon-Sun 6AM-Mid

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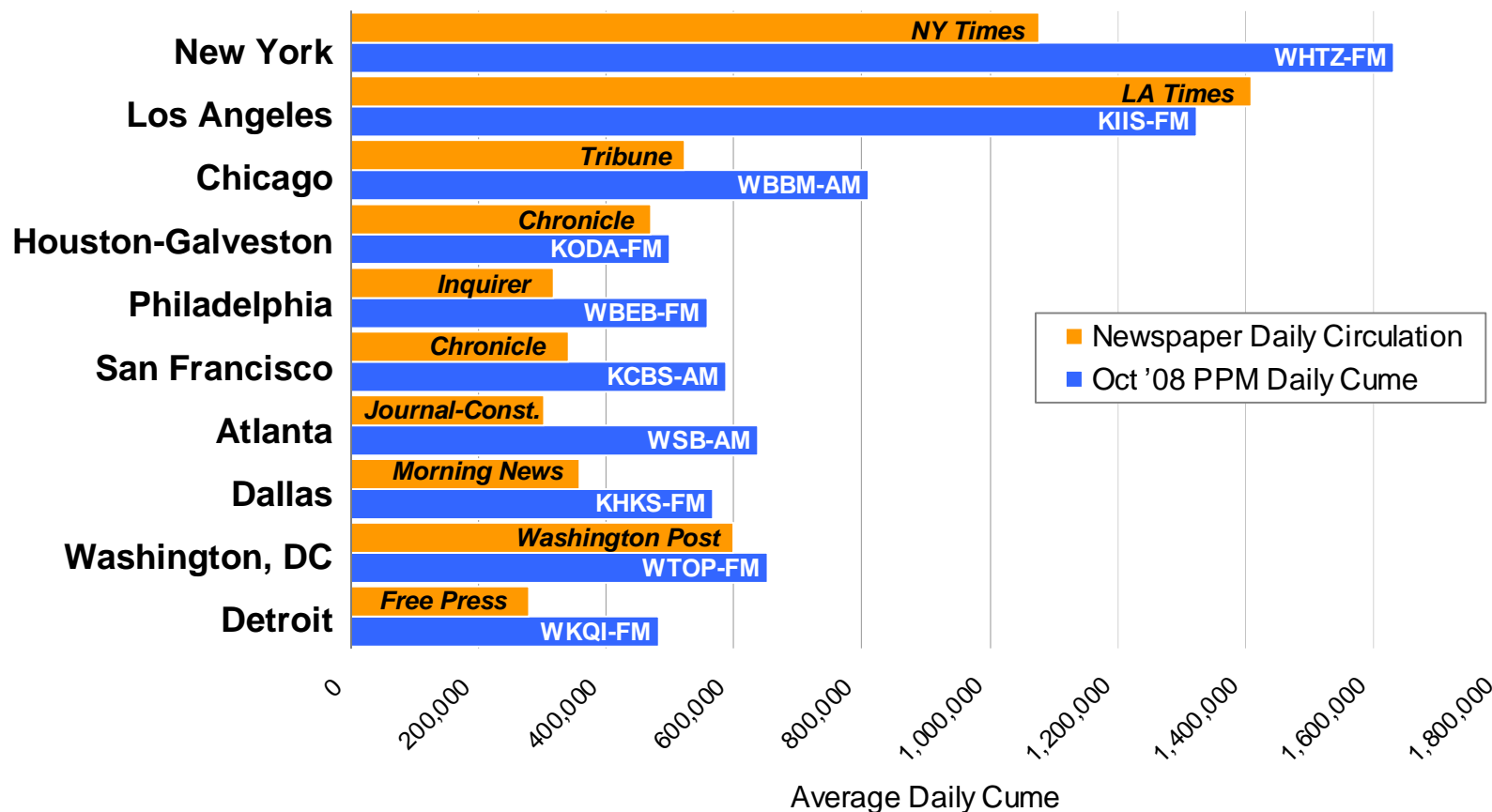
PPM in Baltimore



Taking Advantage of Radio's Higher Cume

Average Daily Cume Comparison

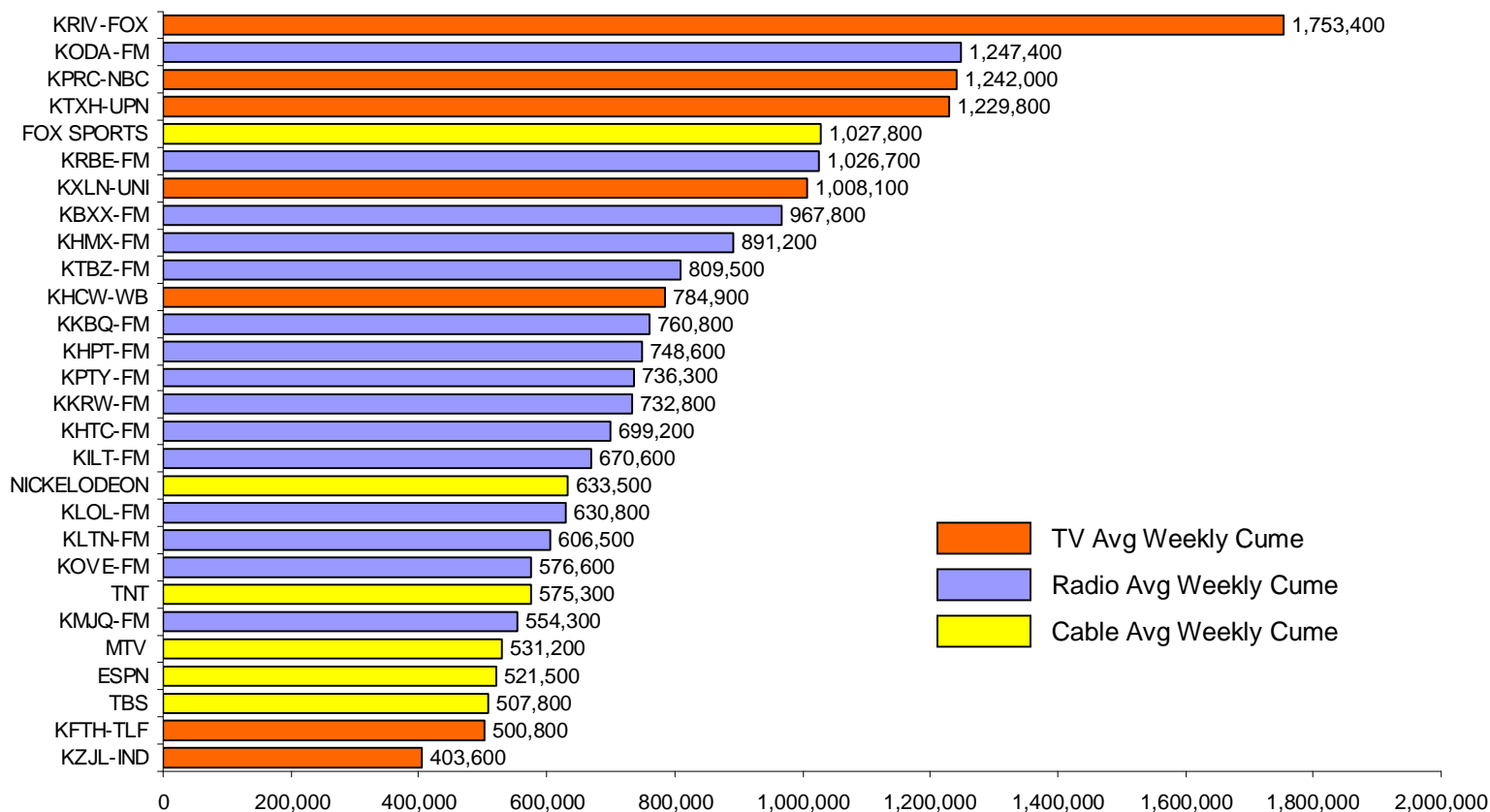
Highest Cuming Station by Market in PPM vs. Newspaper Circulation



PPM; Atlanta, Chicago, Dallas, Detroit, Houston-Galveston, Los Angeles, New York, Philadelphia, San Francisco and Washington, DC, Metros; October 2008 Data; Mon-Fri 6AM-Mid; Persons 6+ (except Houston-Galveston, August 2008)

Daily Newspaper Circulation from ABC

Radio 6AM-7PM Delivers Results Resembling TV/Cable Primetime



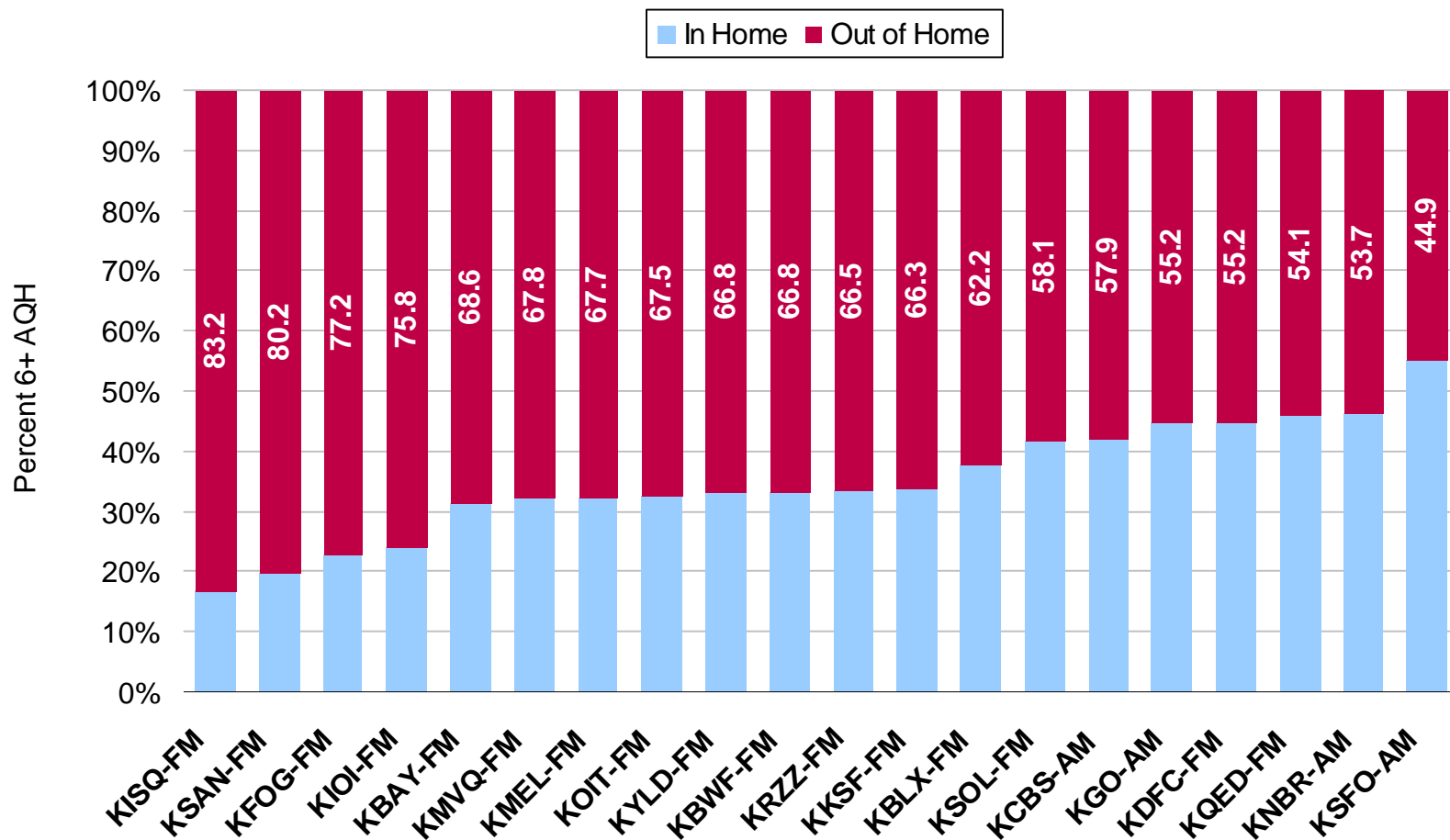
PPM, Houston, August 2007; Mon-Fri 6AM-7PM, Persons 18+
 PPM, Houston, August 2006; Mon-Fri 7PM-10PM, Persons 18+



BALTIMORE

Reaching Customers Away From Home Is One of Radio's Strengths

Persons 6+/Mon-Fri 6AM-7PM/In-Home vs. Out-of-Home Exposure



PPM, San Francisco Metro, January 2009; Mon-Fri 6AM-7PM, Persons 6+



PPM in Baltimore



Final Thoughts



BALTIMORE

PPM Software & Data

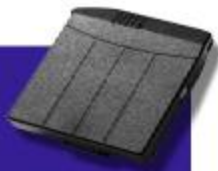
Two Kinds of Arbitron Data:

- **Summary Level Data**
 - § Used by (most) agencies
- **Respondent Level**
 - § Used by radio stations



Two Kinds of Software:

- **Summary Level Software**
 - § SmartPlus® , Donovan, Strata, TAPSCAN™, etc.
- **Respondent Level Software**
 - § TapWEB, PDAweb & PPM Analysis ToolSM



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Baltimore PPM Commercialization Plan

JUL '09 (6/25-7/22)	Spring '09 Diary Book Releases **last diary report**
	8/14: Scheduled July PPM Pre-Currency Data Release
AUG '09 (7/23-8/19)	Spring '09 Diary Book Still Currency
	9/11: Scheduled August PPM Pre-Currency Data Release
SEP '09 (8/20-9/16)	Spring '09 Diary Book No Longer Currency
	10/9: Scheduled September PPM Currency Release

- **Only one currency in use at a time**
- **Full three-month value of Spring '09 Diary book**
- **Two months of PPM pre-currency data prior to currency**
- **Once September releases, July AND August become currency**



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Monthly vs. Quarterly

- **Use one book:**
 - § Very timely
 - § Represents current listening patterns
 - § Data will be stable from book to book
 - § Event driven listening: sports, specials, etc.
- **Use average of several books:**
 - § Listening is impacted by radio promotions (Christmas music, concert events, sports, etc.)
 - § Average will allow more general picture
 - § Let's not change everything at once



BALTIMORE

Baltimore PPM Web Site

www.arbitron.com/ppmbaltimore

ARBITRON

investors | newsroom | about Arbitron | careers | events
 training & support | who to call | site index | home

search for: in

Tuesday, May 5th, 2009

PPM HOME
 PPM MARKETS & SURVEY INFORMATION
 PPM RADIO RATINGS SERVICE
 PPM SOFTWARE
 TRAINING & SUPPORT
 OPPORTUNITIES FOR TV
 WHO TO CONTACT

The Portable People Meter
 NEXT GENERATION ELECTRONIC RATINGS™

PPM in Baltimore

Monthly Updates
 Latest Monthly PPM Client Update

New to the PPM?

- New Age for Radio – Electronic Audience Measurement with the PPM System (*Start here for an overview of the Arbitron PPM® service*)
- PPM Pre-Currency Data Usage and Posting Guidelines 9.19.08
- Get a Technical Briefing of the PPM
- PPM Agencies/Advertisers Subscriber List

Frequently Asked Questions

- General PPM FAQs (PDF) 2.3.09
- FAQs About Scarborough and the PPM (PDF) 2.3.09

PPM Studies & Reports

- Spanish-Language Radio in a PPM™ World 8.5.08

157 days until PPM currency data!

Baltimore PPM Status:
 Average Daily In-Tab Target: 1,080

Market-Specific Links
 FAQs for Ad Agencies (PDF) 2.4.08
 FAQs for Radio Stations (PDF) 2.4.08
 Release Schedule for Radio (PDF)
 Release Schedule for Ad Agencies (PDF)

Important Dates
 April 2–June 24
 Last Diary Survey Period (Spring)

Click Here for Your Arbitron R.O.I. Toolkit







BAI TIMORE

Explaining the Change in Currency

You Can't Spend Without **RADIO.ROI™**

Updated for 2008-2009

Planning & Buying Radio Advertising in a PPM™ World


How 70 Meter Target Rating Points Can Equal 100 Diary Rating Points

PLANNING & BUYING RADIO ADVERTISING IN A PPM WORLD

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

Different measurement methodologies can and do produce different results. We upgraded our measurement methodology, and the scale has changed accordingly. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles



In the case of radio, the same-sized audience may be described with a 1.0 rating using the diary scale and a 0.7 rating using the PPM scale. Therefore, you may see that 100 diary TRPs = 70 PPM TRPs.

The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

“PPM is an important step in bringing more accurate, accountable and robust audience measurement to the medium of radio. While this new methodology may produce different results from what the industry is accustomed to seeing, PPM provides us with a sharper lens with which we can better view how individuals really use radio. This step forward is critical in an ever changing and highly fragmented media marketplace.”

— Kyle Allen
SVP Media Planner, FKM Advertising, Houston, TX

2008-2009 PPM Commercialization Schedule

Market	Currency Month
New York	9/08
Los Angeles	9/08
Chicago	9/08
San Francisco	9/08
Nassau-Suffolk (Long Island)	9/08
Riverside-San Bernardino	9/08
San Jose	9/08
Middlesex-Somerset-Luton	9/08
Dallas-Ft. Worth	12/08
Washington, DC	12/08
Detroit	12/08
Atlanta	12/08
Boston	3/09
Miami-Ft. Lauderdale-Hollywood	6/09
Seattle-Tacoma	6/09
Phoenix	6/09
Minneapolis-St. Paul	6/09
San Diego	6/09
Tampa-St. Petersburg-Clearwater	9/09
St. Louis	9/09
Baltimore	9/09
Denver-Boulder	9/09
Pittsburgh, PA	9/09
Portland, OR	12/09
Cleveland	12/09
Sacramento	12/09
Cincinnati	12/09

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PPM Passport Training Program for Agencies

www.arbitron.com/ppmpassport



- This complimentary training program consists of two prerequisite PPM sessions and several advanced sessions

§ Prerequisites:

- ◆ *PPM 101 Overview for Agencies*
- ◆ *Planning & Buying in a PPM World*

§ Advanced Sessions: Must complete three

- ◆ *PPM Myth Busters*
- ◆ *Going Beyond Ratings*
- ◆ *PPM Radio & Ethnic Audiences*
- ◆ *Planning with PPM*
- ◆ *Sports, Events & Promotions*
- ◆ *PPM Software & Data*
- ◆ *Scheduling with PPM RLD Data*
- ◆ *How Reach & Frequency Works*

Get Started Today at
www.arbitrontraining.com





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2009 Is the Year for Baltimore Media Measurement To Go Electronic

Arbitron PPM™	
Market	Currency Date
Philadelphia	Mar 2007
Houston-Galveston ¹	Jun 2007
New York ²	Sep 2008
Nassau-Suffolk (Long Island) ³	Sep 2008
Middlesex-Somerset-Union ⁵	Sep 2008
Los Angeles	Sep 2008
Riverside-San Bernardino	Sep 2008
Chicago	Sep 2008
San Francisco ⁴	Sep 2008
San Jose ³	Sep 2008
Dallas-Ft. Worth	Dec 2008
Washington, DC	Dec 2008
Detroit	Dec 2008
Atlanta	Dec 2008
Boston	Mar 2009
Miami-Ft. Lauderdale-Hollywood	Jun 2009
Seattle-Tacoma	Jun 2009
Phoenix	Jun 2009
Minneapolis-St. Paul	Jun 2009
San Diego	Jun 2009
Tampa-St. Petersburg-Clearwater	Sep 2009
St. Louis	Sep 2009
Baltimore	Sep 2009
Denver-Boulder	Sep 2009
Pittsburgh, PA	Sep 2009
Portland, OR	Dec 2009
Cleveland	Dec 2009
Sacramento	Dec 2009
Cincinnati	Dec 2009

Nielsen LPM	
DMA®	Live Date
Boston	4/25/02
New York	6/3/04
Los Angeles	7/8/04
Chicago	8/5/04
San Francisco	9/30/04
Philadelphia	6/30/05
Washington, DC	6/30/05
Dallas	1/5/06
Detroit	1/5/06
Atlanta	6/29/06
Houston	10/4/07
Tampa	10/4/07
Seattle	10/4/07
Phoenix	Apr 2008
Minneapolis	Sep 2008
Cleveland	Sep 2008
Miami	Oct 2008
Denver	Oct 2008
Orlando	Jan 2009
Sacramento	Jan 2009
St. Louis	Jan 2009
Pittsburgh	Jul 2009
Portland, OR	Jul 2009
Baltimore	Jul 2009
Charlotte	Jan 2010





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When does PPM come to Baltimore?

- **Spring 2009 is the scheduled final Diary survey in Baltimore**
- **PPM is scheduled to begin measuring June 25**
- **First month's data scheduled to be available August 14**





Q&A Session

Presented by:

Jon Miller, National PPM Account Manager

Tony Hereau, National PPM Account Manager

Arbitron Inc.