



Welcome to the Denver PPM Breakfast

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Vice President / Market Manager
Entercom Denver

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Western Regional Manager
Arbitron, Inc.

PPM in Denver-Boulder

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.

Denver Sample Metrics and Performance

Dr. Ed Cohen
VP Research Policy and Communication
Arbitron, Inc – Columbia, MD

PPM in Denver-Boulder



Sample

Denver PPM June 2009



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Denver Metro Sample

June 2009

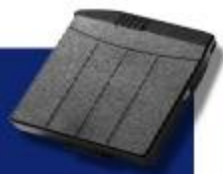
Total Persons in Monthly Sample

Monthly Installed Persons	1,382
Monthly In-tab Persons	1,290
Monthly In-tab Rate	93.3%

Total Persons in Daily Sample

Avg Daily Installed Persons	1,252
Avg Daily In-tab Persons	877
Avg Daily In-tab Rate	70.0%

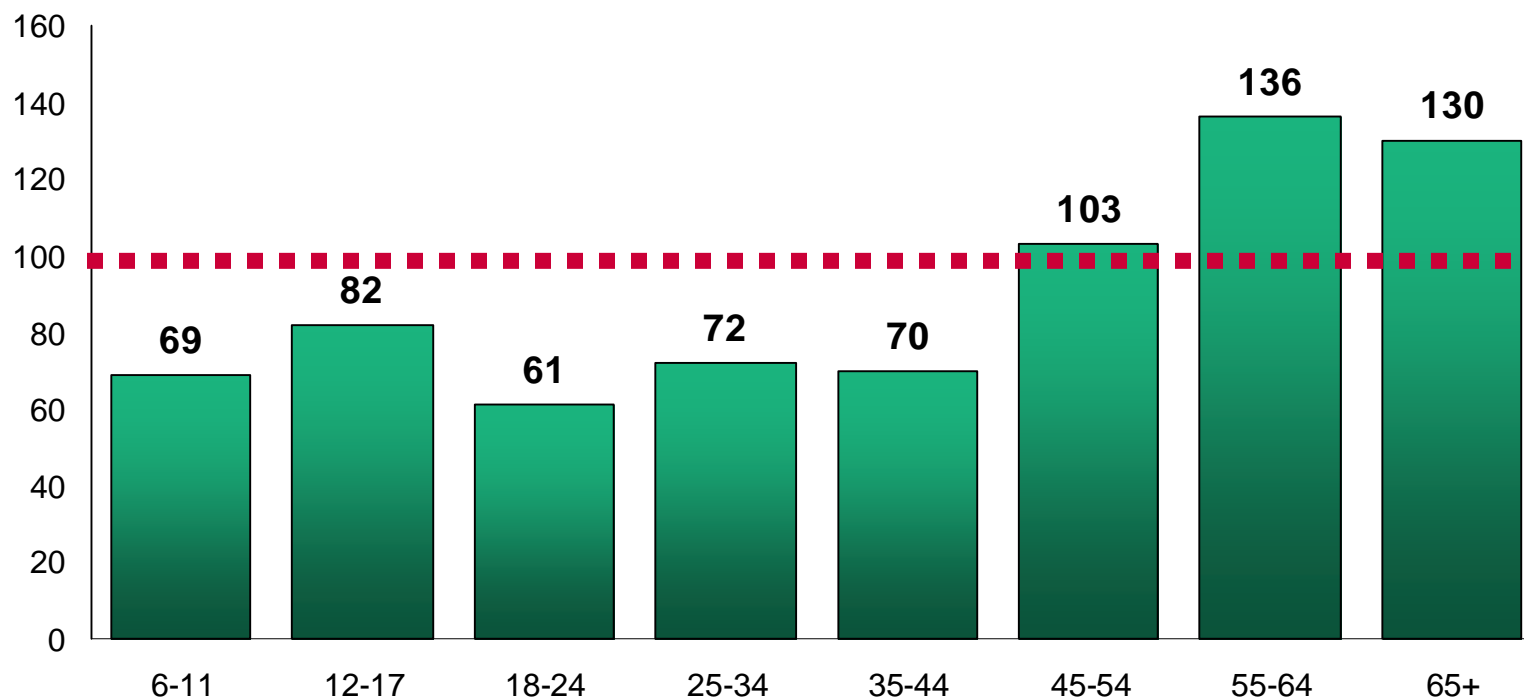
Installed Cell-Phone-Only Persons	146
Avg. Cell-Phone-Only In-Tab Persons	88



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Sample Performance by Age Cell

June 2009



*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

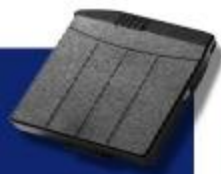


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In-Tab Size Demo and Race/Ethnicity

	Denver			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
P6+	968	877	91	1290
P18+	796	748	94	1063
P18-54	570	447	78	680
P25-54	477	390	82	573
Hispanic 6+	206	187	91	291
Other 6+	709	644	91	926

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$ Updated slide

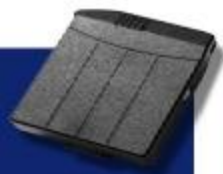


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In-Tab Size 18-34 DDI Performance

	Denver			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 18-34	248	169	68	285
Men 18-34	129	86	66	145
Women 18-34	118	83	70	140
Hispanic 18-34	72	49	69	83
Other 18-34	163	105	65	181

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$



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In-Tab Size 25-54 Race/Ethnicity

	Denver			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 25-54	477	390	82	573
Men 25-54	243	188	77	278
Women 25-54	234	202	86	295
Hispanic 25-54	98	100	102	148
Other 25-54	353	275	78	401

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$



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Denver In-Tab Rates

June 2009

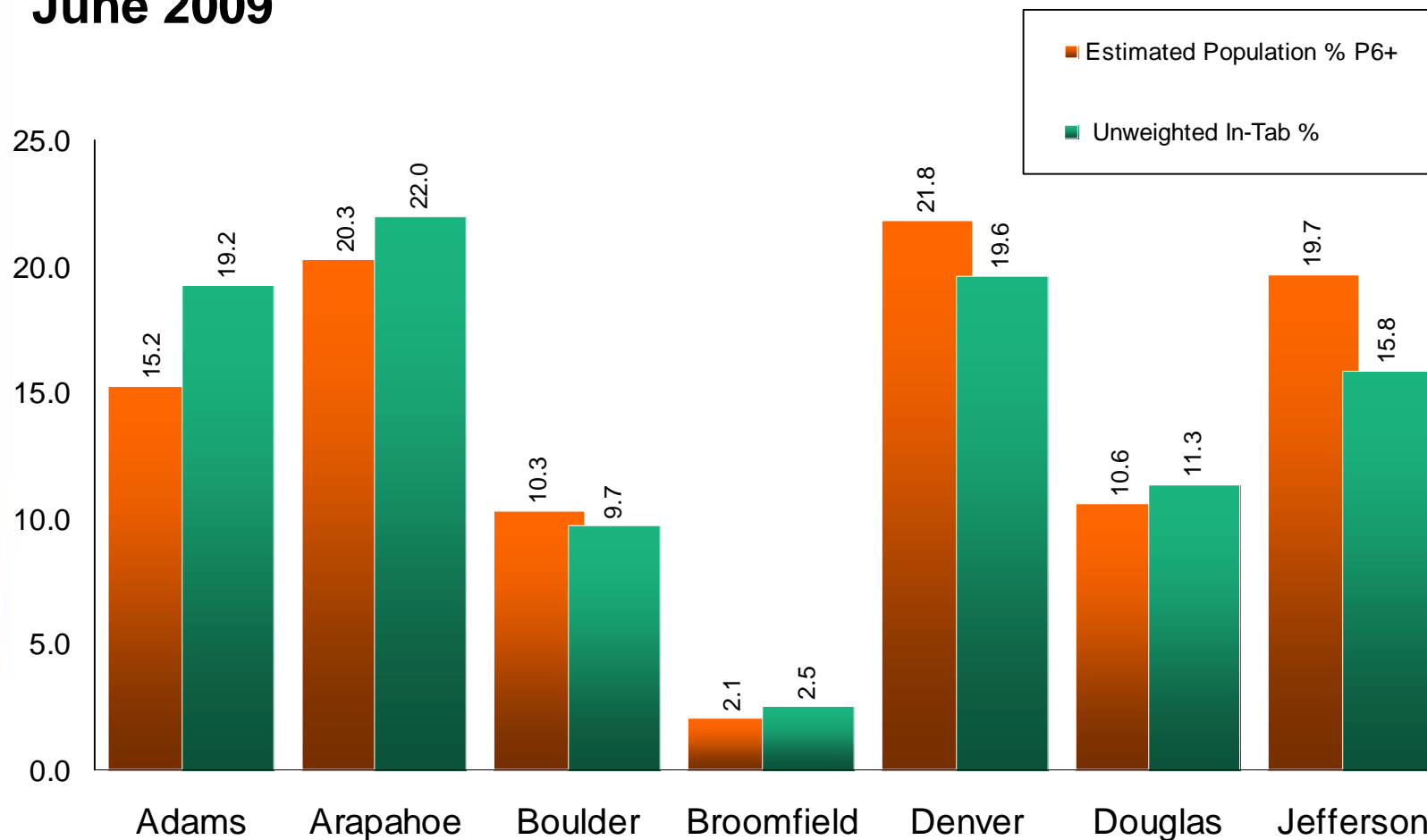
	Persons 6+	Persons 18-34	Men 18-34	Women 18-34	Hispanic 18-34	Other 18-34
BENCHMARK	75%	70%	60%	60%	60%	60%
Denver June 2009	70.0%	60.9%	61.0%	60.9%	61.9%	59.7%



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PPM County Sample

June 2009



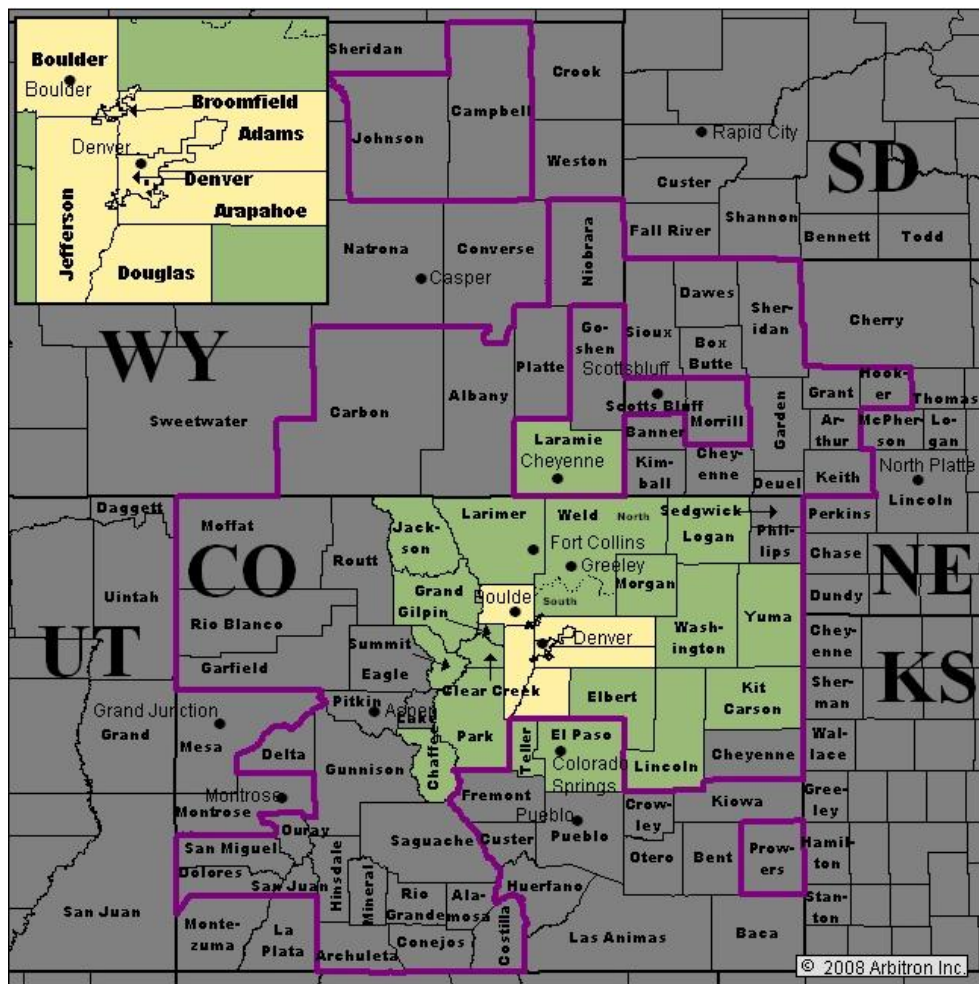
Denver, PPM June 2009 Estimated Pop % 6+; Unweighted In-tab % 6+





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Denver DMA: Which counties are PPM and which are not?



Market Map

■ Metro

■ TSA

■ DMA[®]

Metro Rank: 10

Survey Periods:

Winter, Spring, Summer, Fall

TSA and DMA are sampled in Spring and Fall only.

For definitions of the geographic terms found on this map, see "Selected Arbitron Terms" in the ["Description of Methodology."](#)

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Compliance and Carry Times

Denver PPM June 2009



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Median Undock/Dock Times

June 2009 Weekdays

Female 6+

Male 6+

Undock Time



7:42 AM

7:33 AM

10:54 PM

11:03 PM



Dock Time





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Median Undock/Dock Times

June 2009 Weekdays

Hispanic 6+

Other 6+

Undock Time



7:54 AM



7:33 AM



11:09 PM



10:53 PM



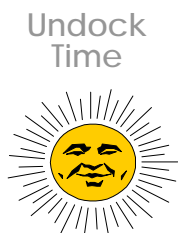
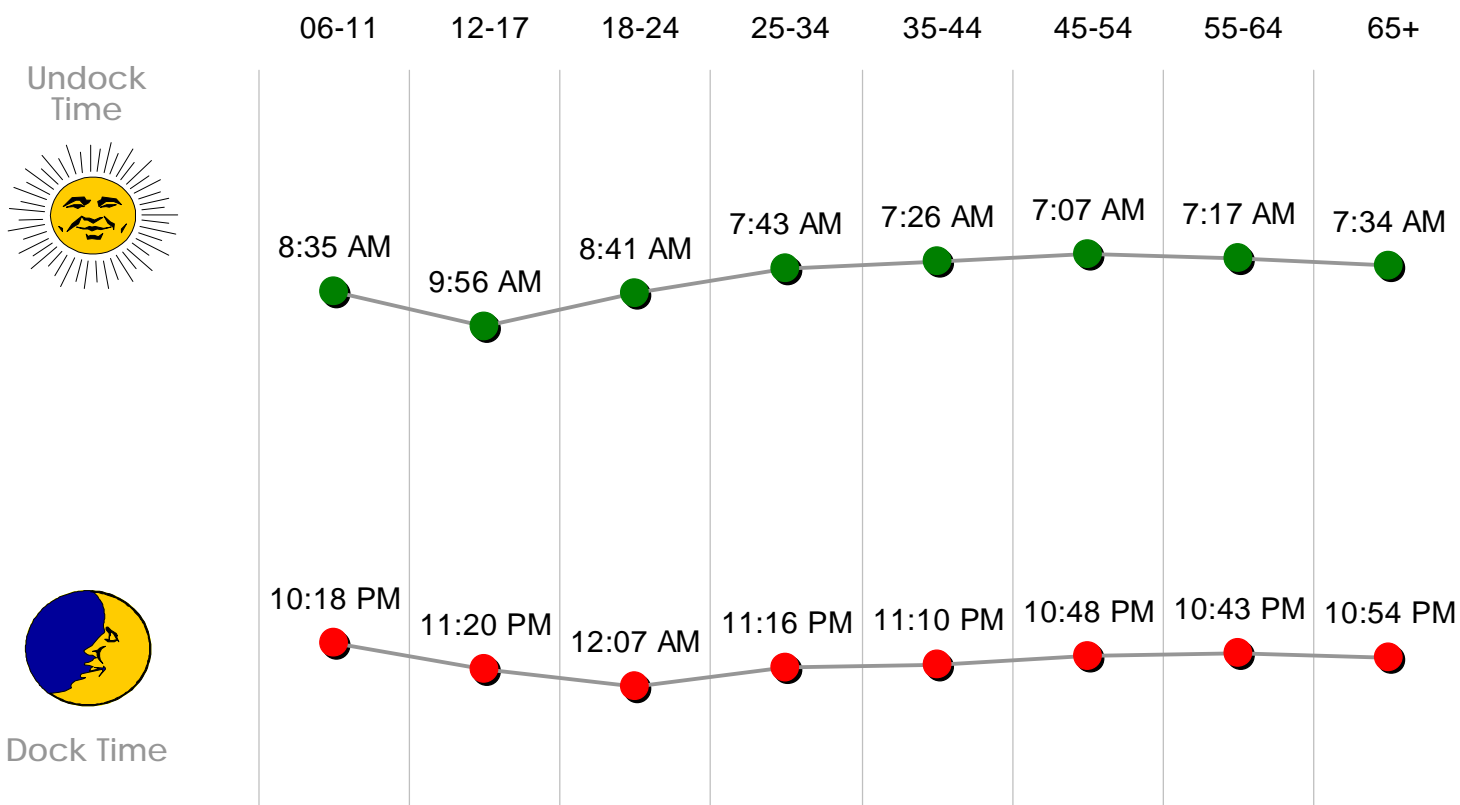
Dock Time



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Median Undock/Dock Times

June 2009 Weekdays

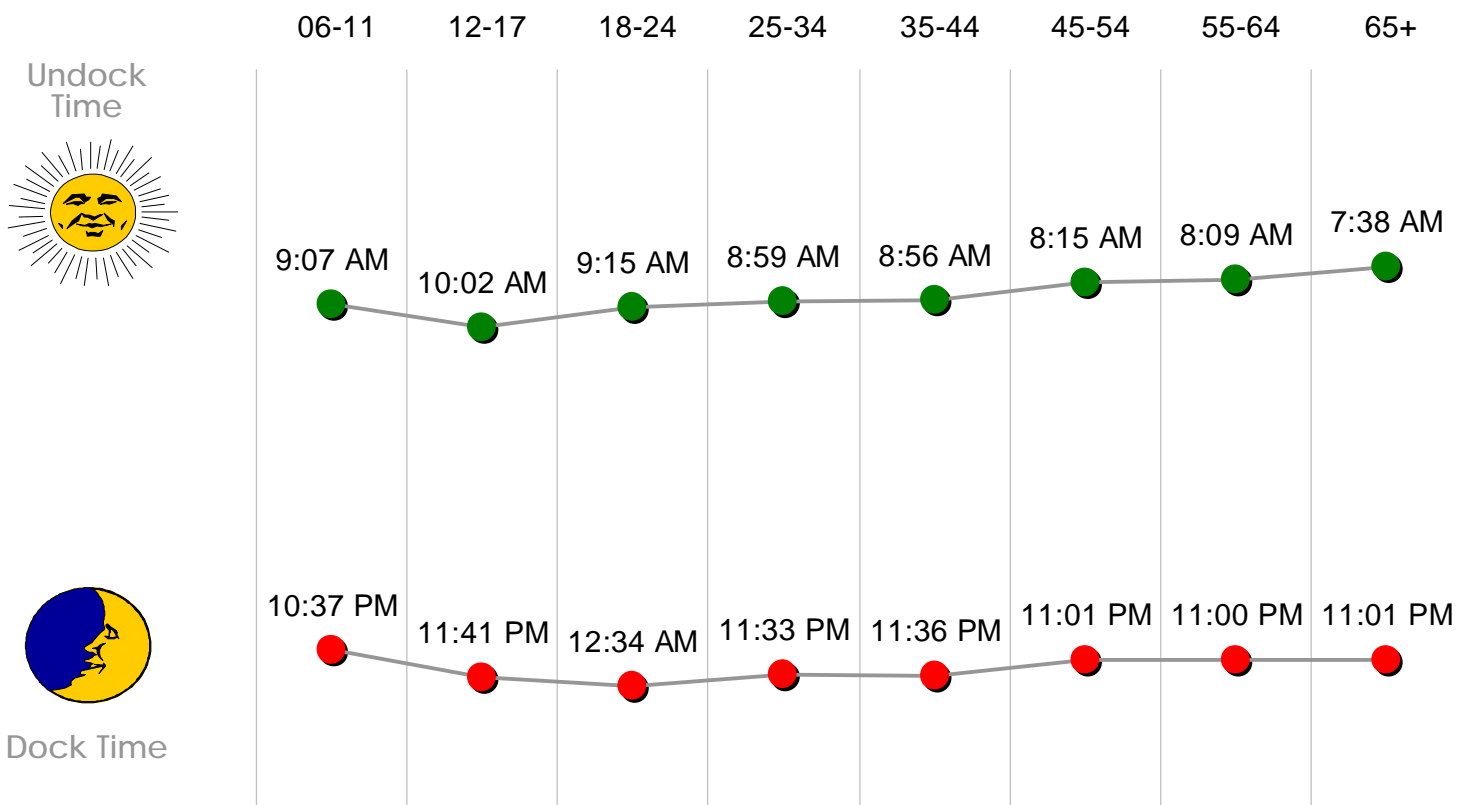




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Median Undock/Dock Times

June 2009 Weekends

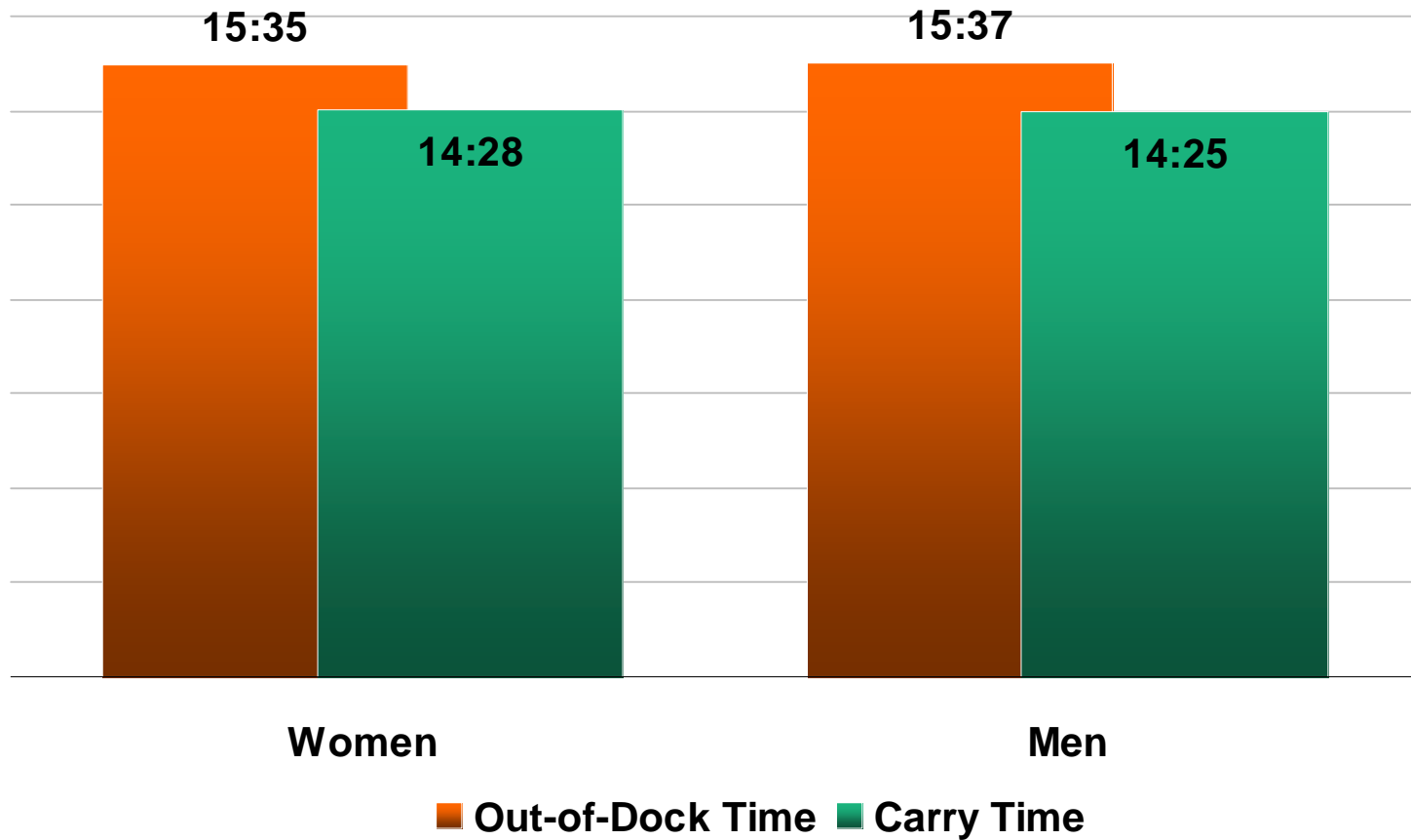




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Median Times by Gender

Out-of-Dock and Carry Times



Women

Men

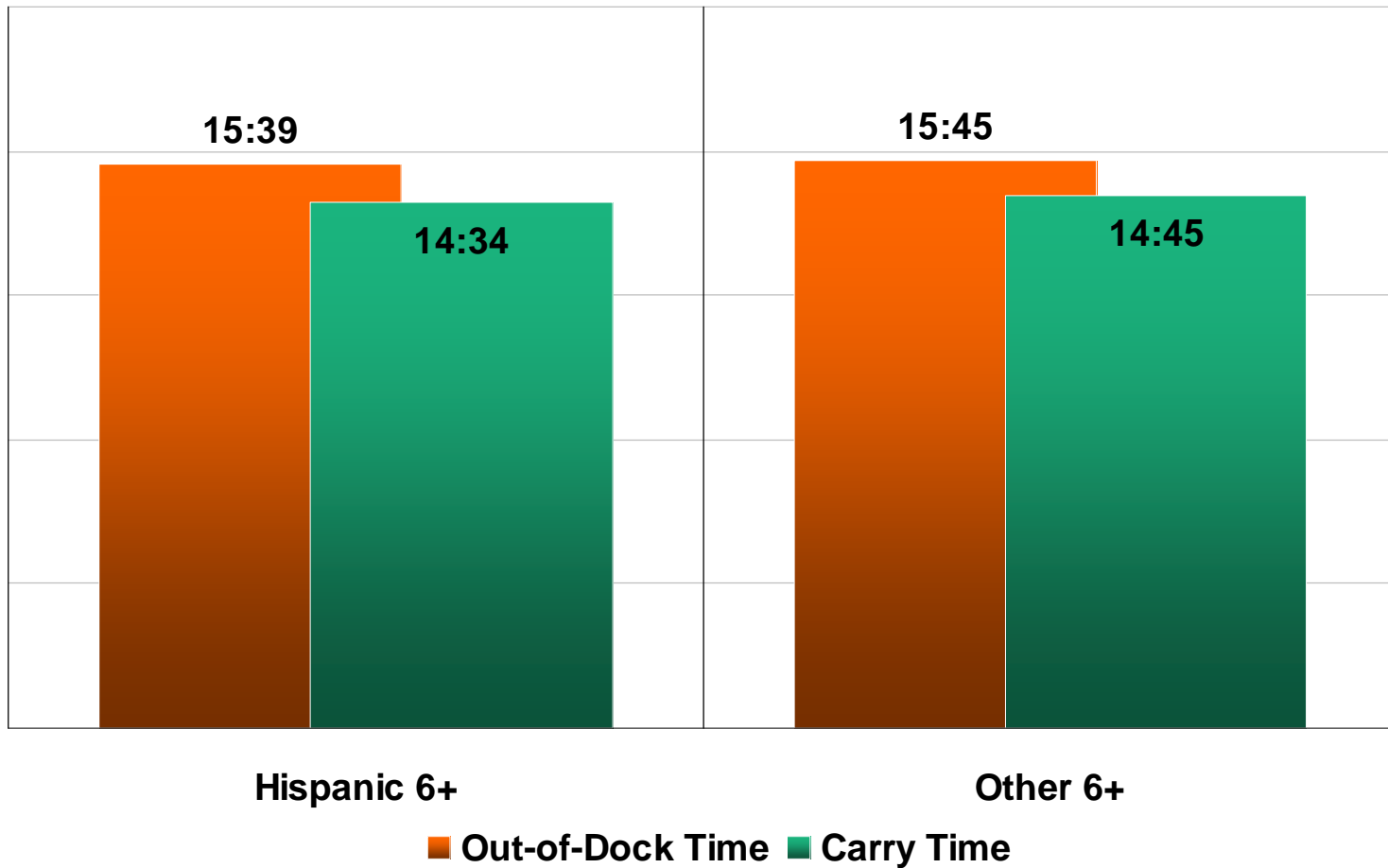
■ Out-of-Dock Time ■ Carry Time



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Median Times by Race/Ethnicity

Out-of-Dock and Carry Times

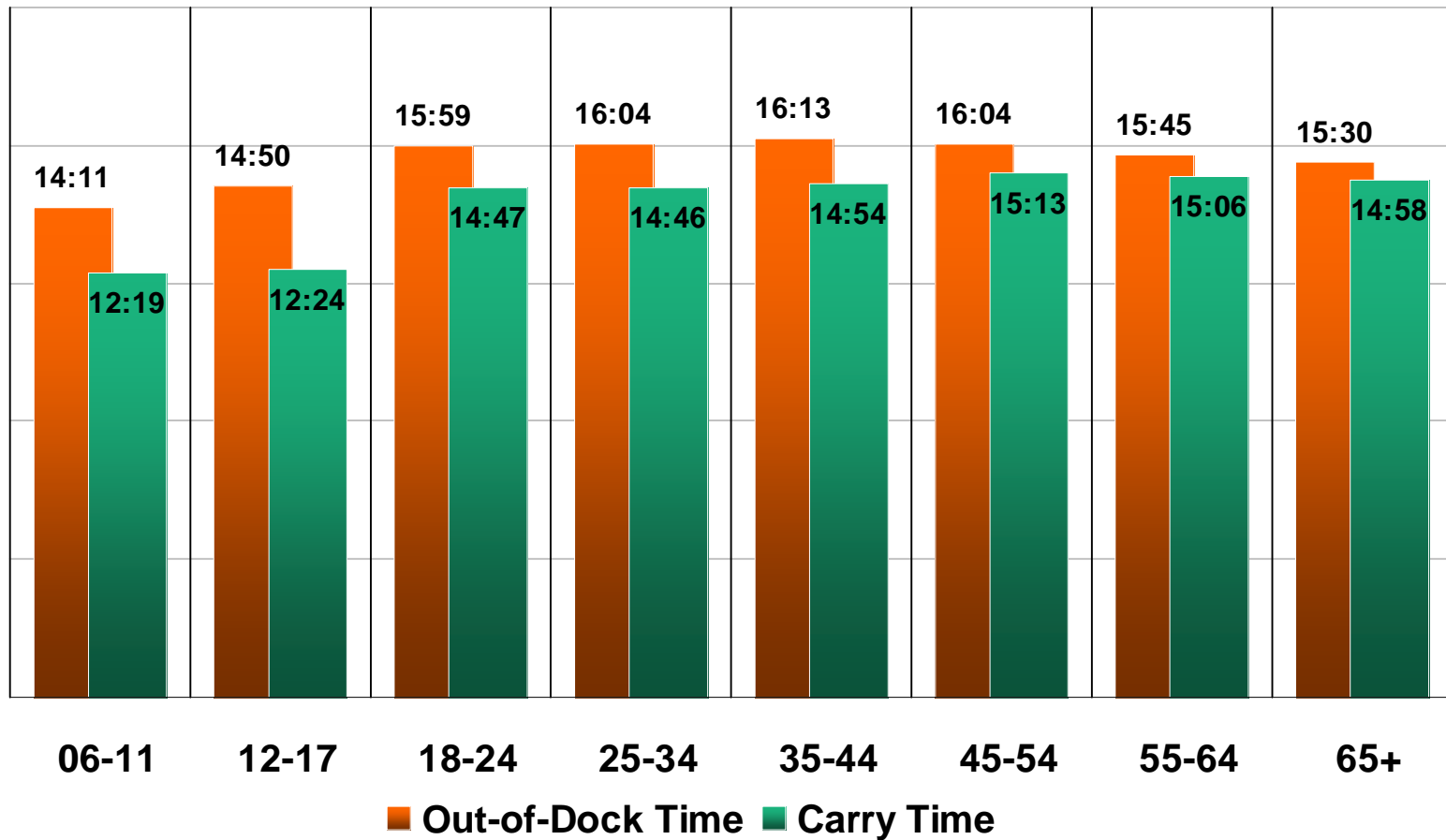




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Median Times by Age

Out-of-Dock and Carry Times



PPM in Denver-Boulder

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Denver PPM Ratings Analysis and Insights

Tony Hereau
National PPM Account Manager
Arbitron, Inc – Chicago, IL



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Findings

The Denver PPM sample for June is very close to where it should be one month before pre-currency measurement.

Cell Phone Only households will now be in the ratings

Cume audiences on the weekly and daily levels are higher than what has been seen in the diary.

Radio's qualitative audience has changed.

§ **Employment and out-of-home listening continues to drive ratings**

PPM listening levels compared to diary are similar to 15 other PPM commercialized markets.

§ **Some dayparts and demos will see higher ratings in PPM than in Diary**

Ratings are more compressed in the younger demos than in the diary service.

Online streaming will be reported in the data (0.495 Cume Rating or higher)



Station Encoding

87.3 share/ 82 stations



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Who's Encoding* for PPM?

Armada Media Corporation
Boulder Community Broadcast
Burns, Dale
Bustos Media Corp.
Broadcast Media LLC
Clear Channel
Colorado Public Radio
Community Radio For Northern
Colorado
Crawford
Denver Educational Broadcasting
Educational Media Foundation
Entercom

Entravision
Latino Communications
Lincoln Financial
Longmont Community Radio
Max Media LLC
Mile High Sports Radio
NRC Broadcasting
Pilgrim Communications LLC
Pillar of Fire
Salem
University of Colorado
WAY-FM Media Group Inc
Wilks Broadcast Group

GREEN = PPM Subscriber

PPM in Denver-Boulder



Cume Estimates

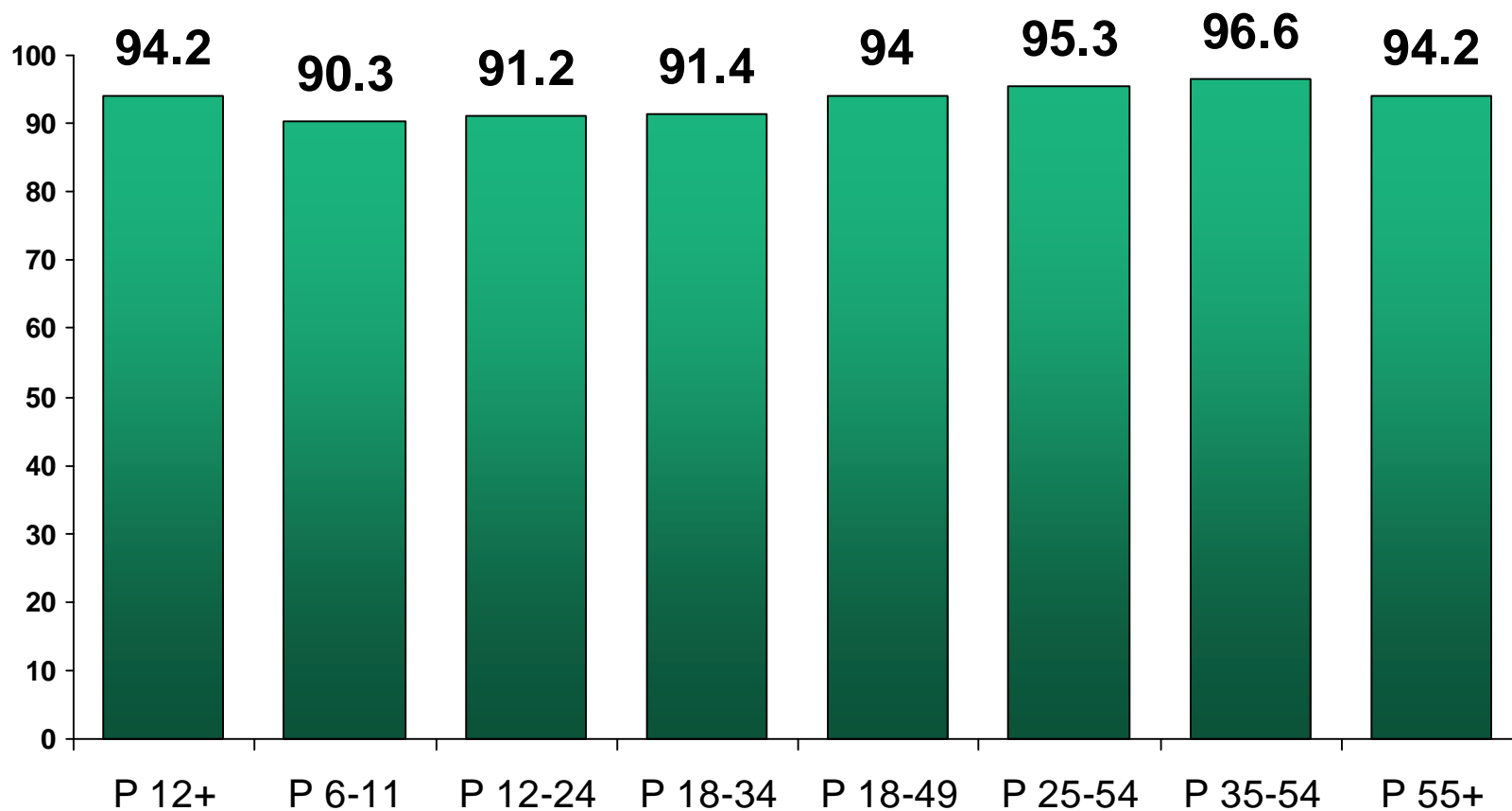
Denver PPM June 2009

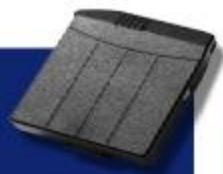


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PPM Weekly Cume Rating

Mon-Fri 6a-12m

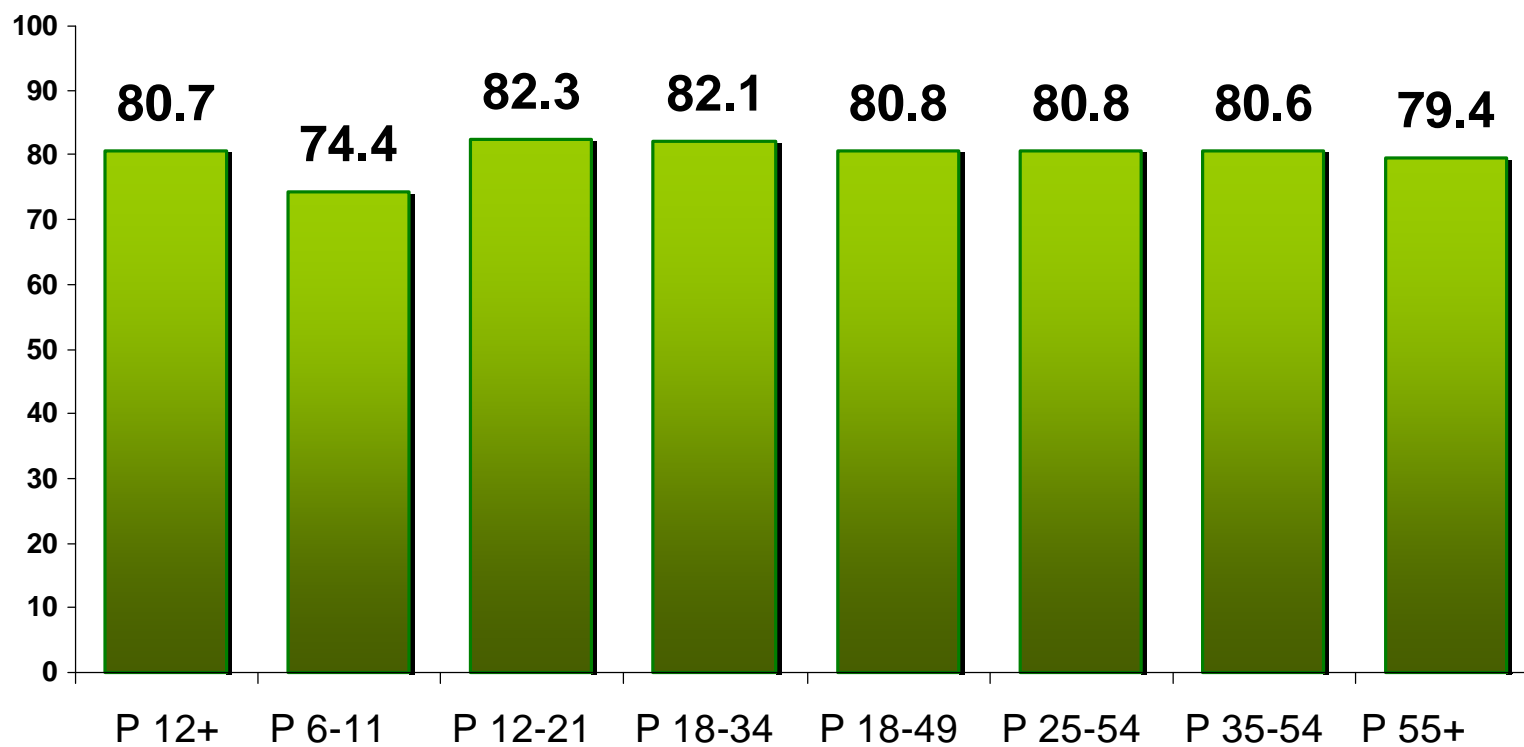




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PPM Weekend Cume Rating

Sat-Sun 6a-12m

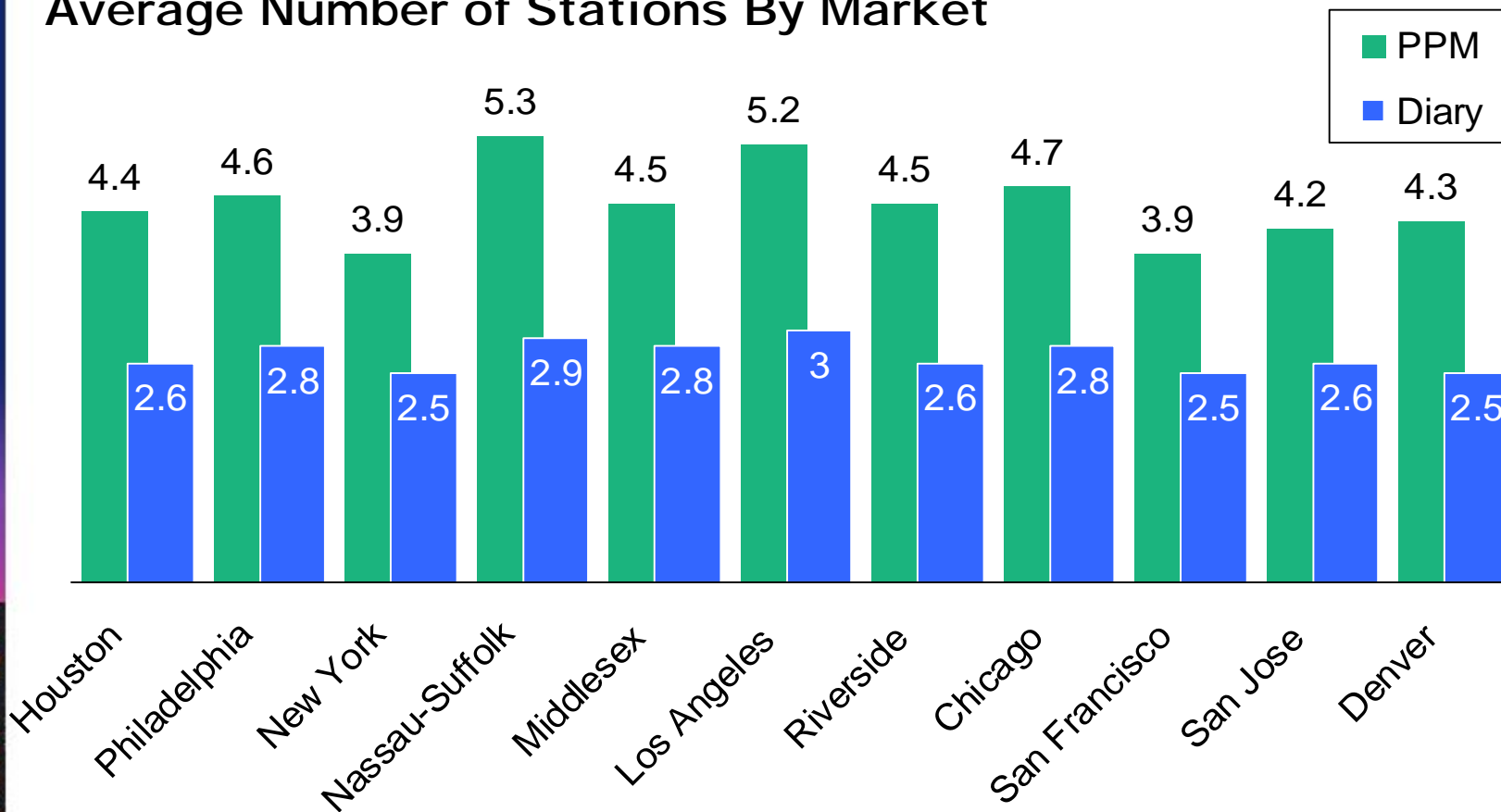




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More Stations Per Listener Means Higher Cumes

Average Number of Stations By Market



Mon-Sun 6AM-MID, Persons 12+ PPM & Diary Metro 2007-2008 surveys

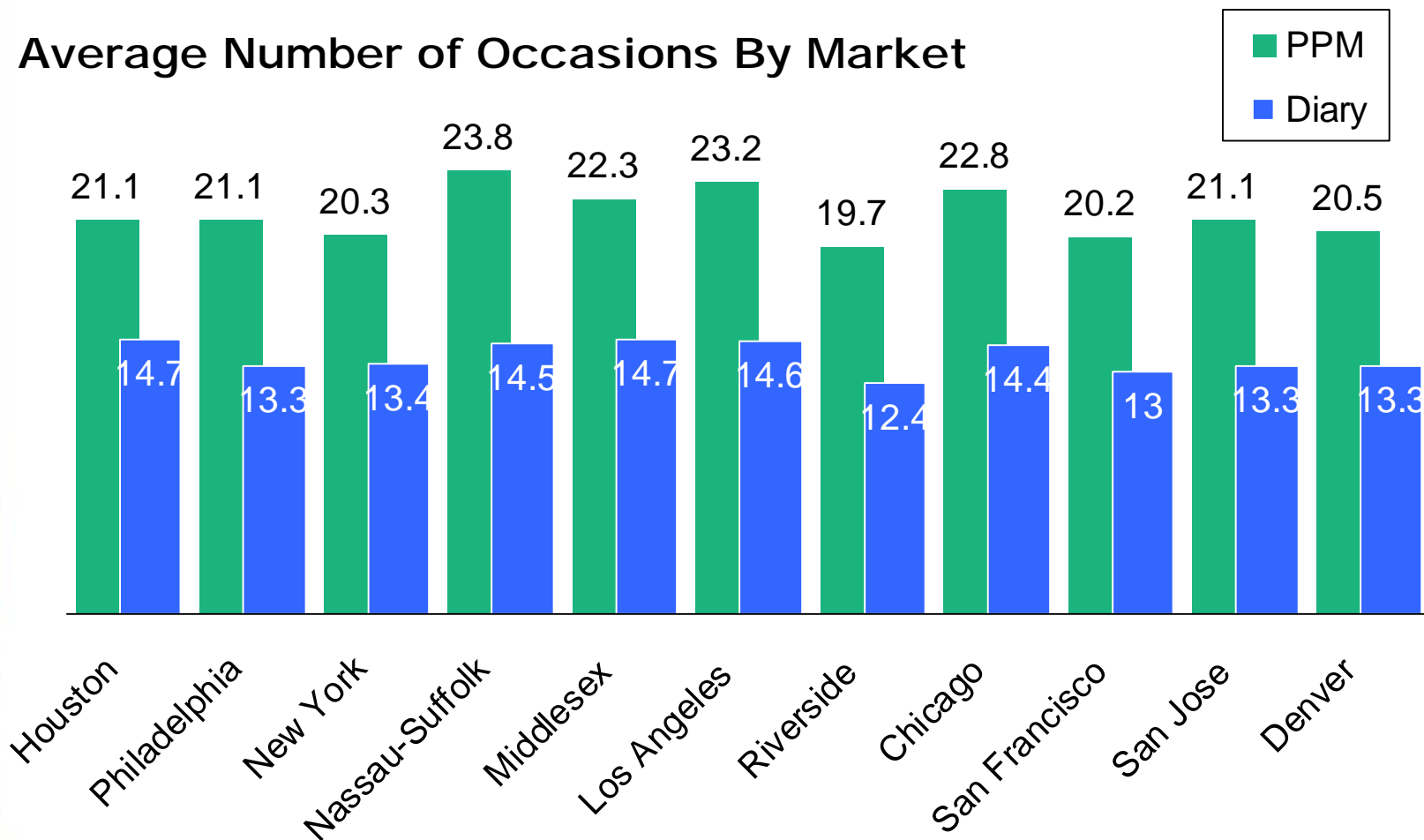




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More Listening Occasions

Average Number of Occasions By Market



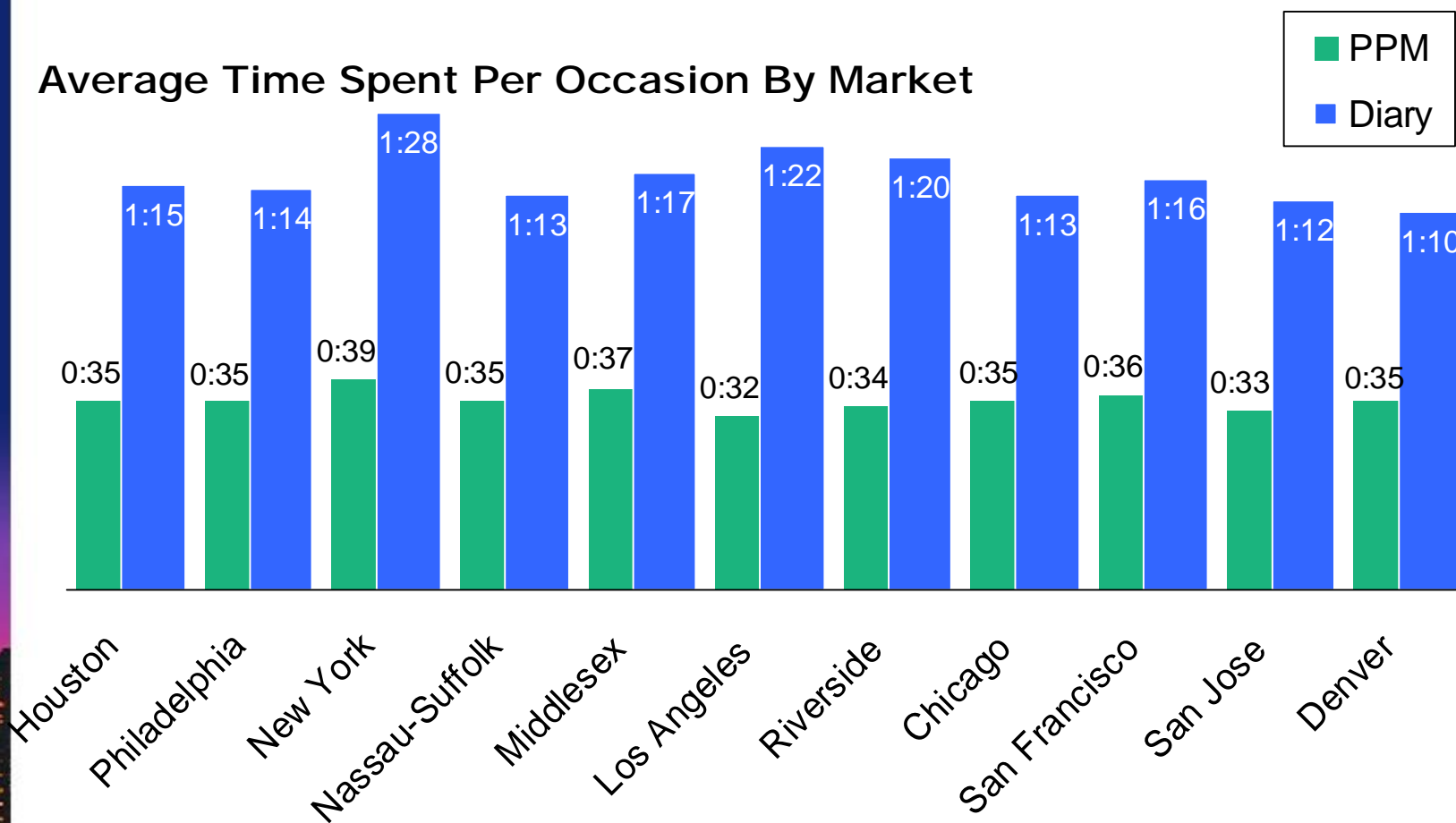
Mon-Sun 6AM-MID, Persons 12+, First PPM Month vs. Last Diary Survey



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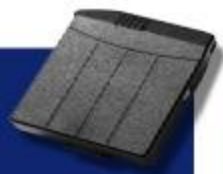
Less Time Per Occasion

Average Time Spent Per Occasion By Market



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

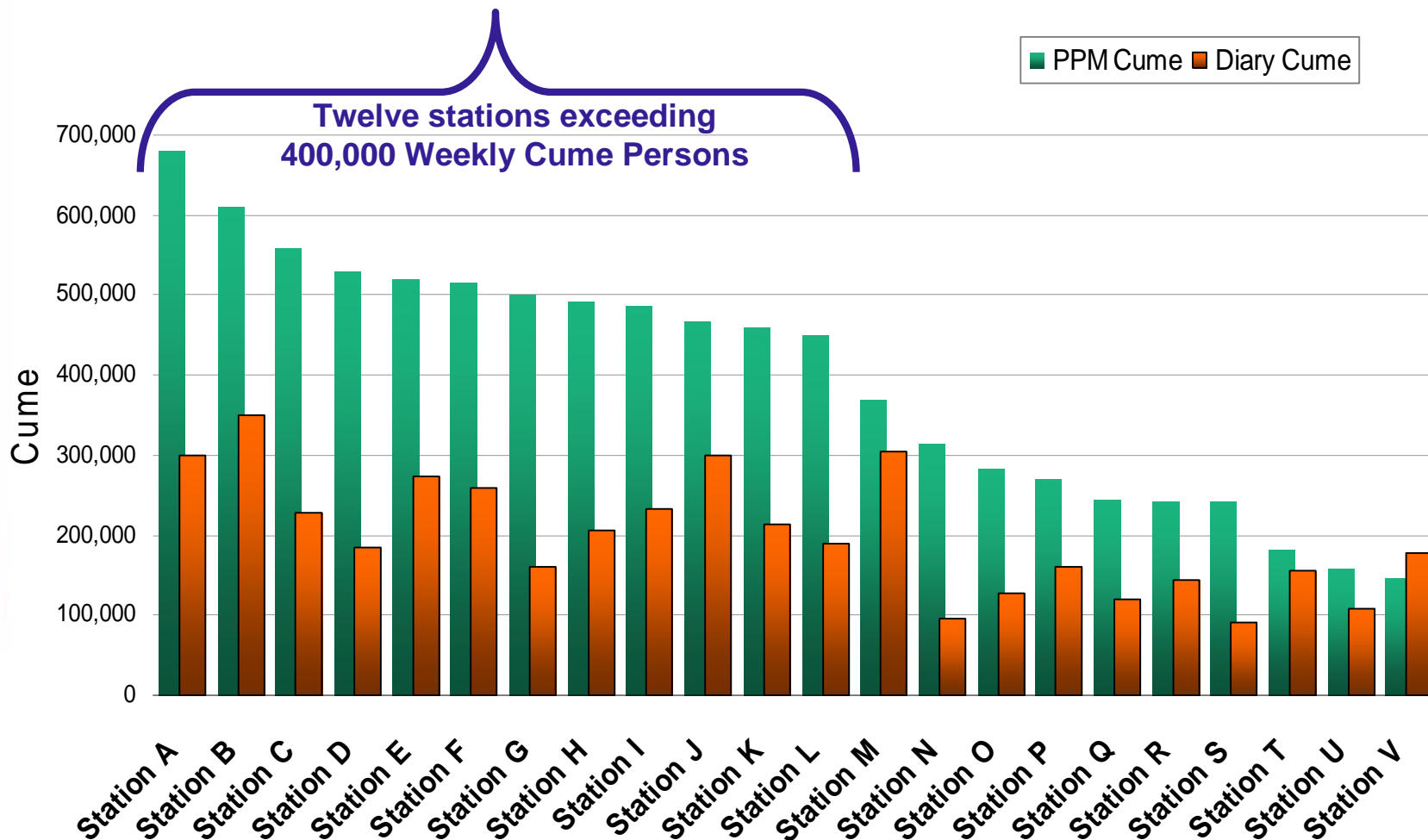




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Avg Weekly Cume Comparison

Denver June 2009 PPM



PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 12+ vs.

Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+

Note: Same stations are being used for comparison from Diary to PPM

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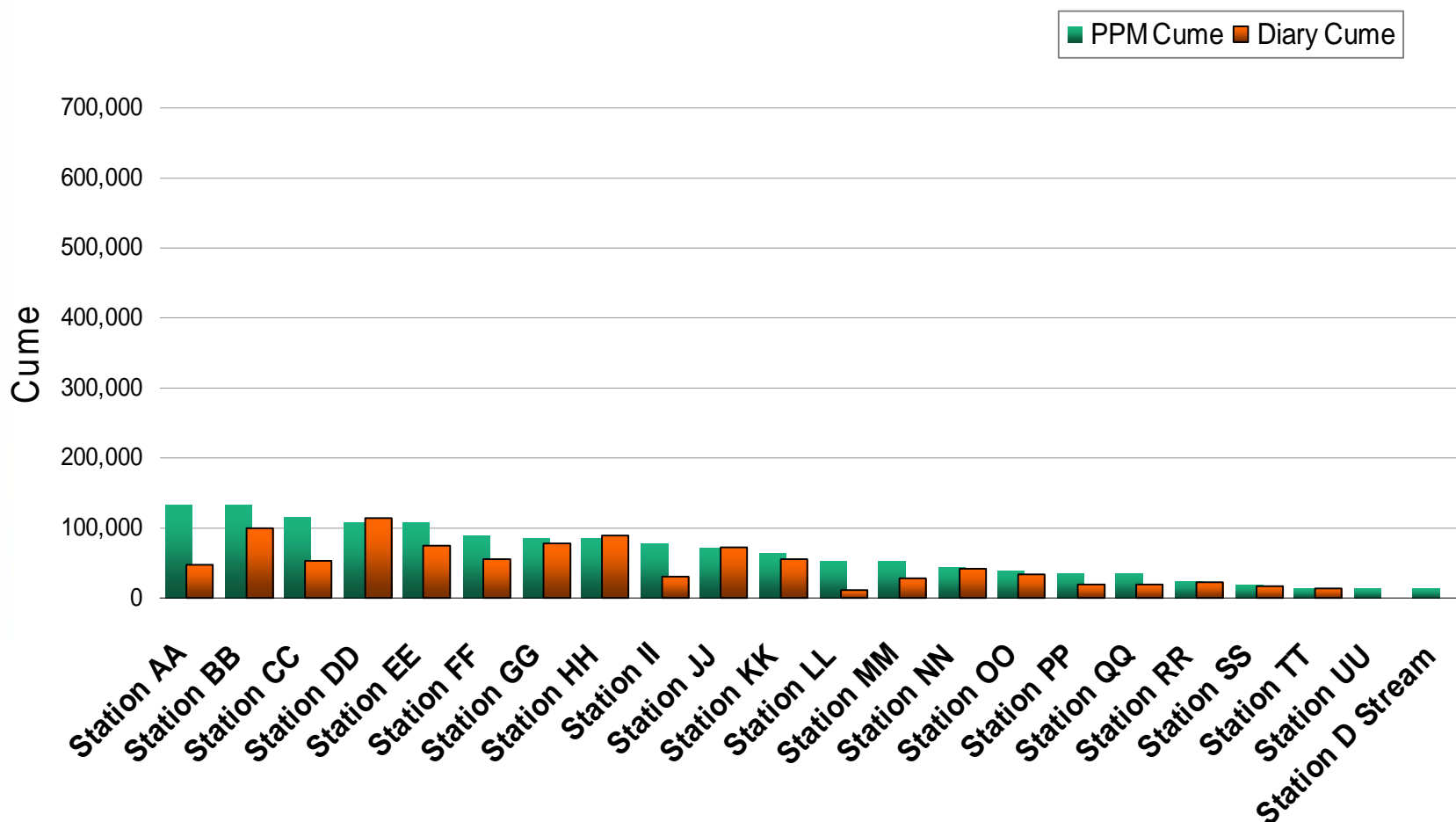




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Avg Weekly Cume Comparison

Denver June 2009 PPM



PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM

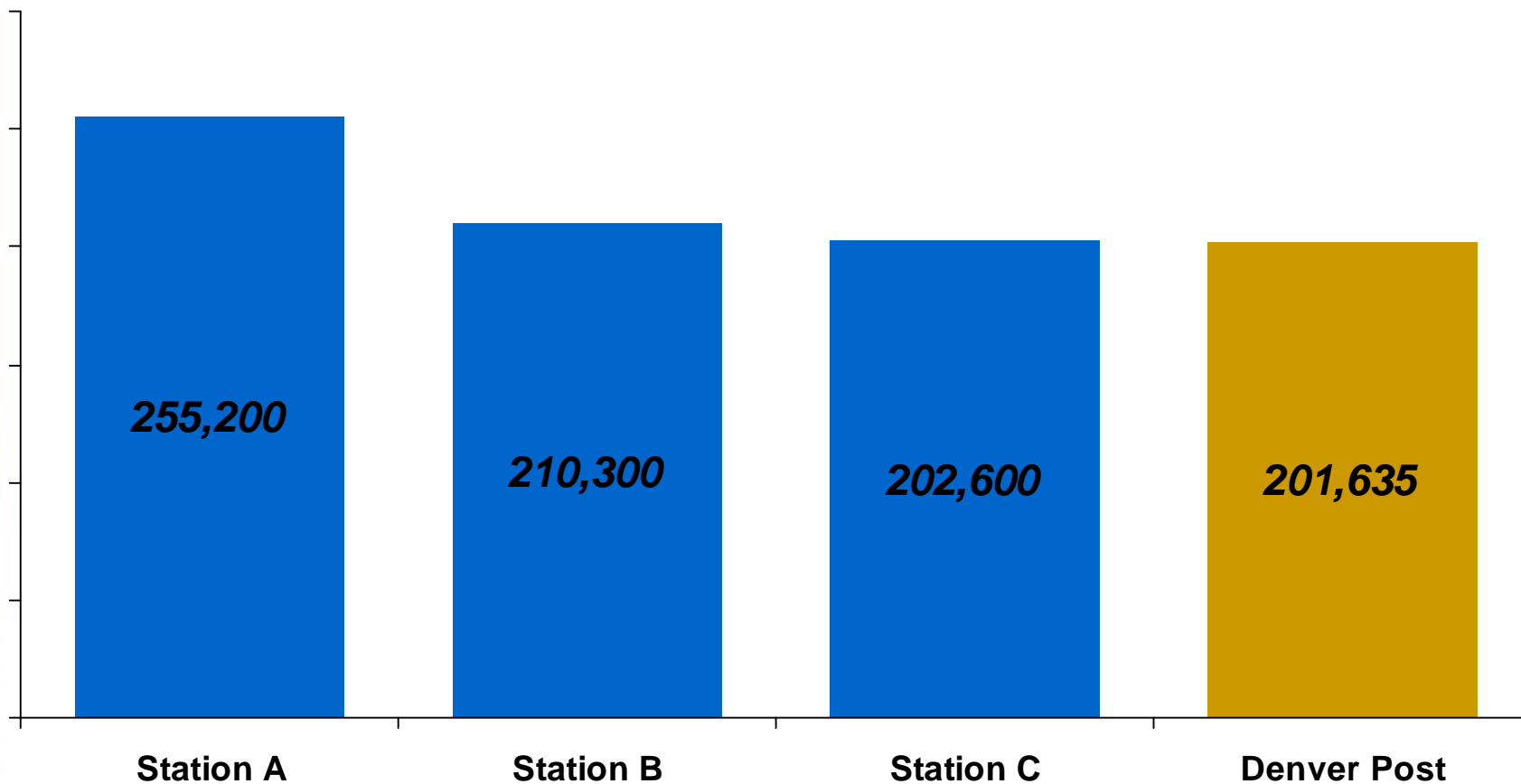




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How Big Are These Cumes?

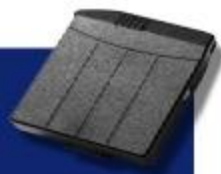
Daily Cume Vs. Circulation in Denver



PPM, Denver Metro Daily Cume June 2009 Preliminary Data, Mon-Fri 6AM-12Mid, P6+
Daily Newspaper Circulation from ABC

32 © 2009 Arbitron Inc.

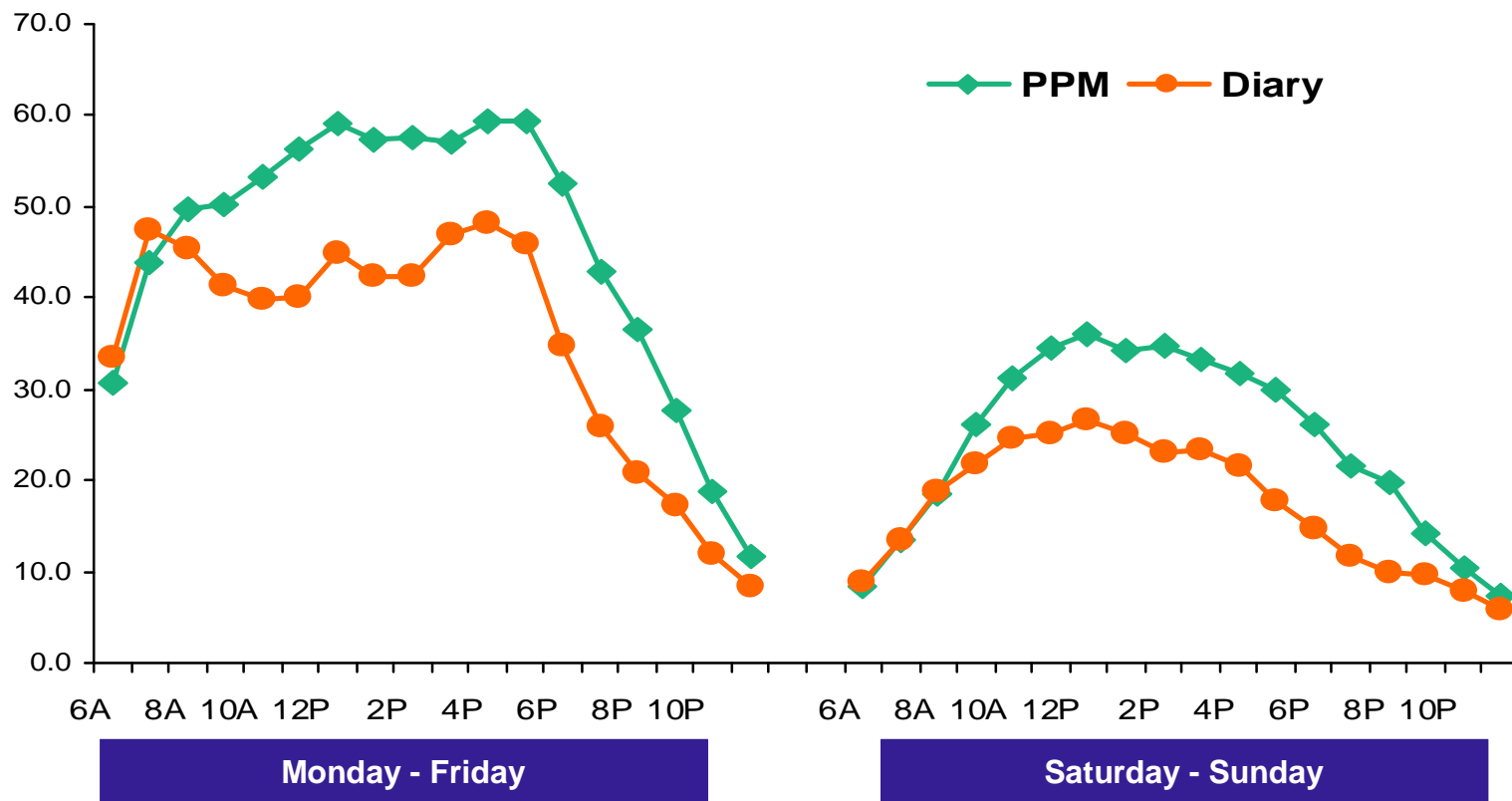




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PPM Vs. Diary Hour-by-Hour Cume Rating Comparison

June 2009



PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM

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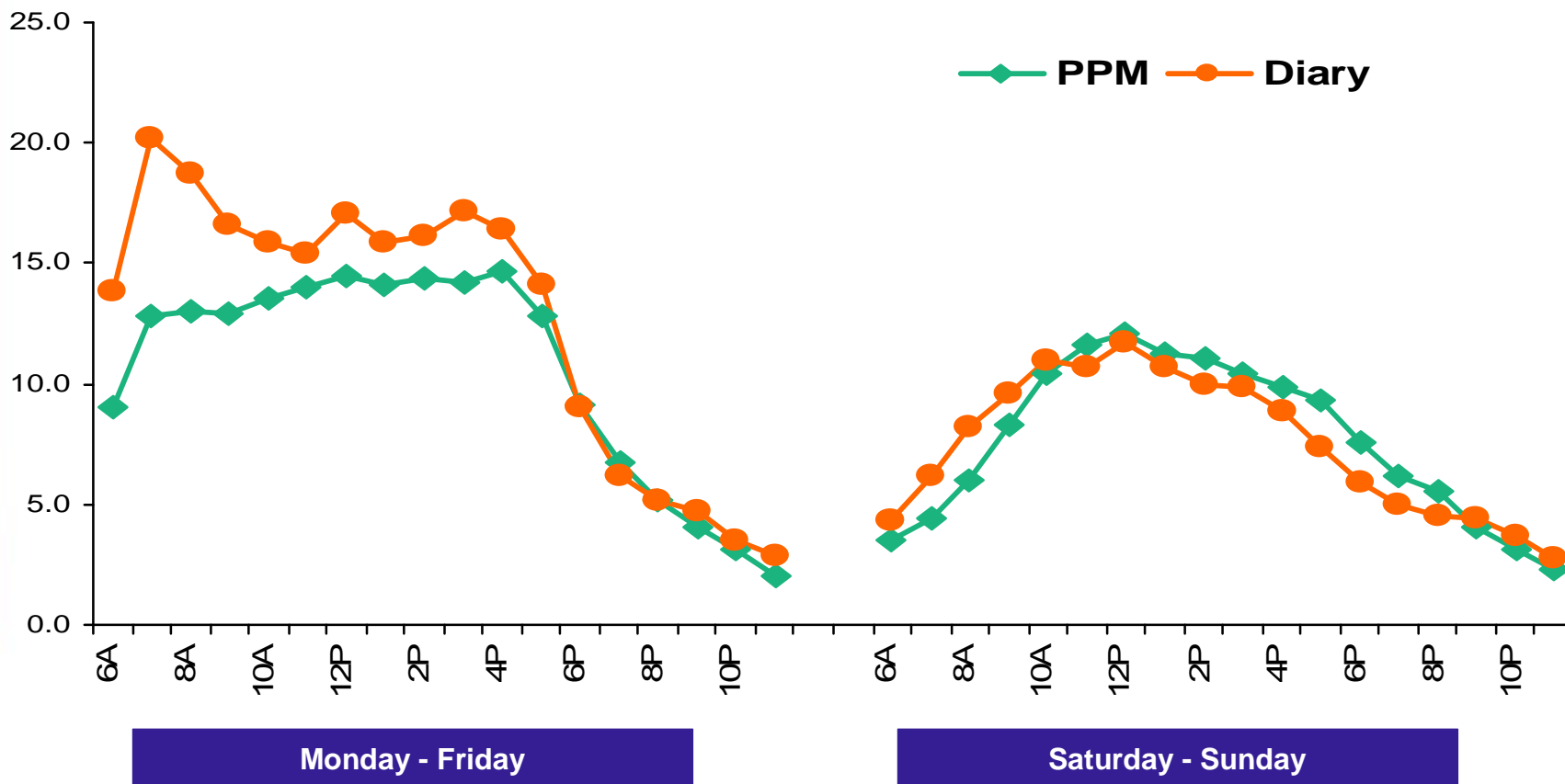
Rating Comparisons

Denver PPM June 2009



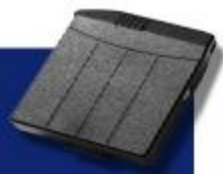
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PPM Vs. Diary Hour-by-Hour Persons 12+ AQH Rating Comparison



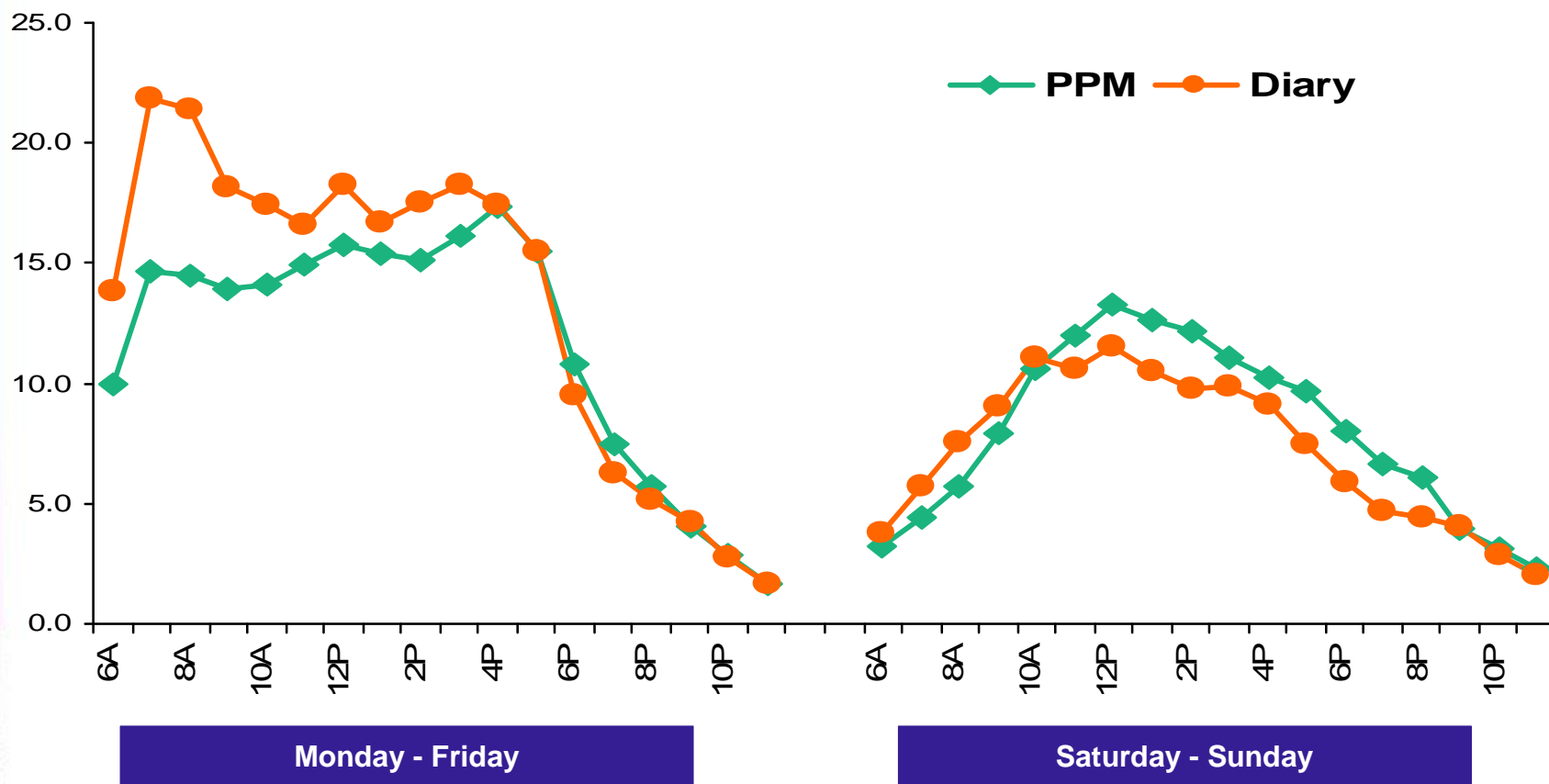
PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
 Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
 Note: Same stations are being used for comparison from Diary to PPM





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PPM Vs. Diary Hour-by-Hour Persons 25-54 AQH Rating Comparison



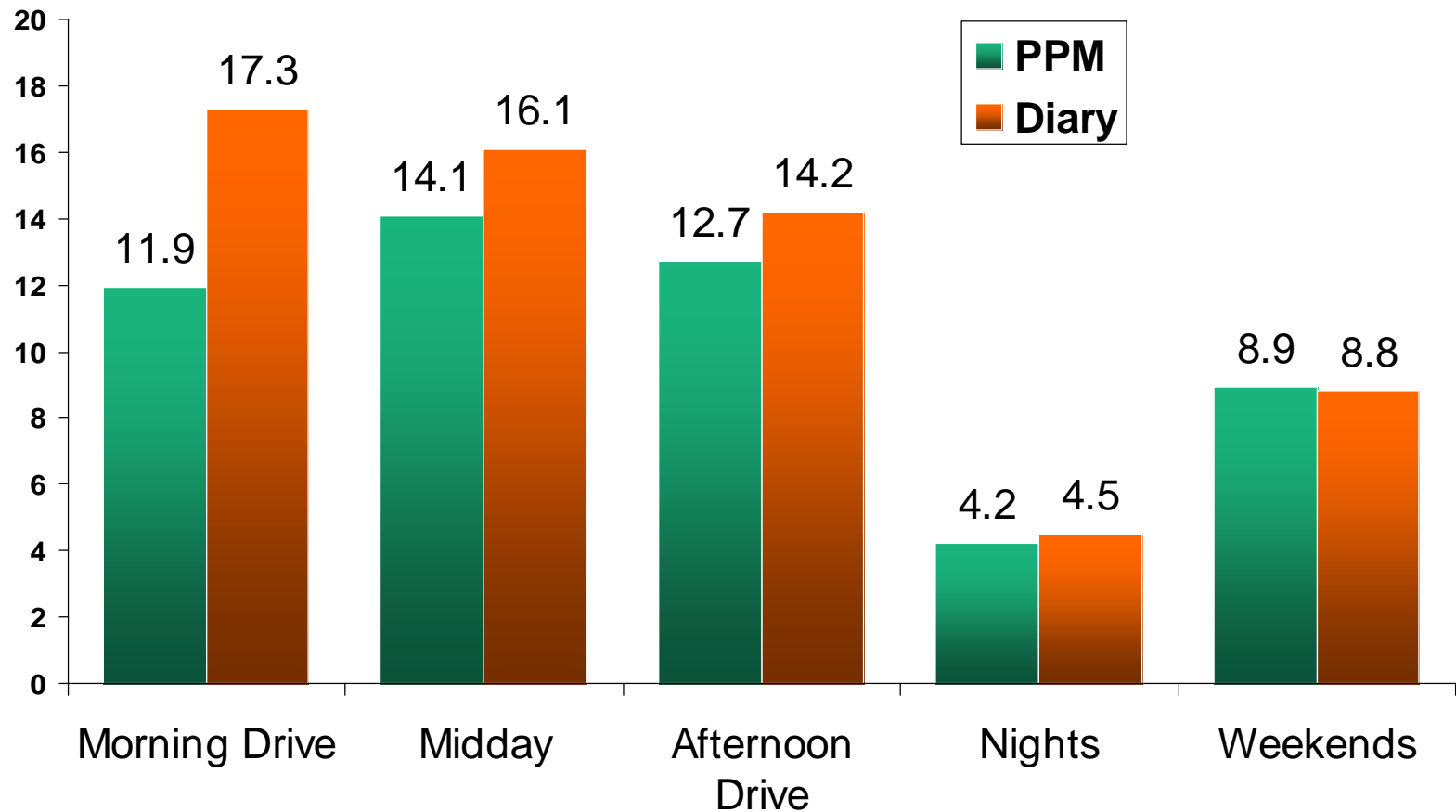
PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 25-54 vs.
Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 25-54
Note: Same stations are being used for comparison from Diary to PPM



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PPM Vs. Diary

AQH Ratings By Daypart



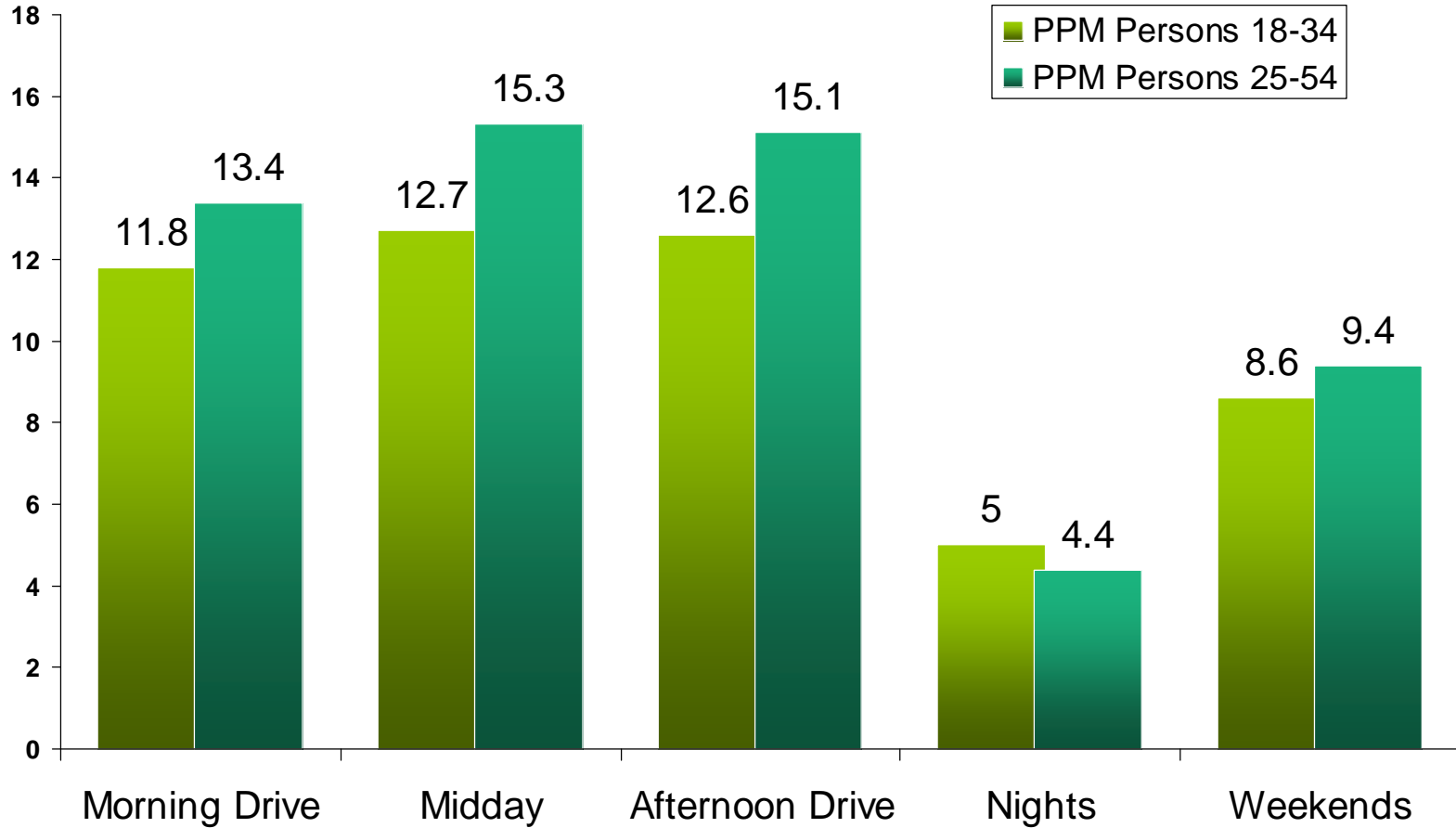
Denver AQH Ratings, June 2009 vs. Winter 2009, P12+ Market totals
Note: Same stations are being used for comparison from Diary to PPM



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PPM AQH Ratings By Demo and Daypart

June 2009



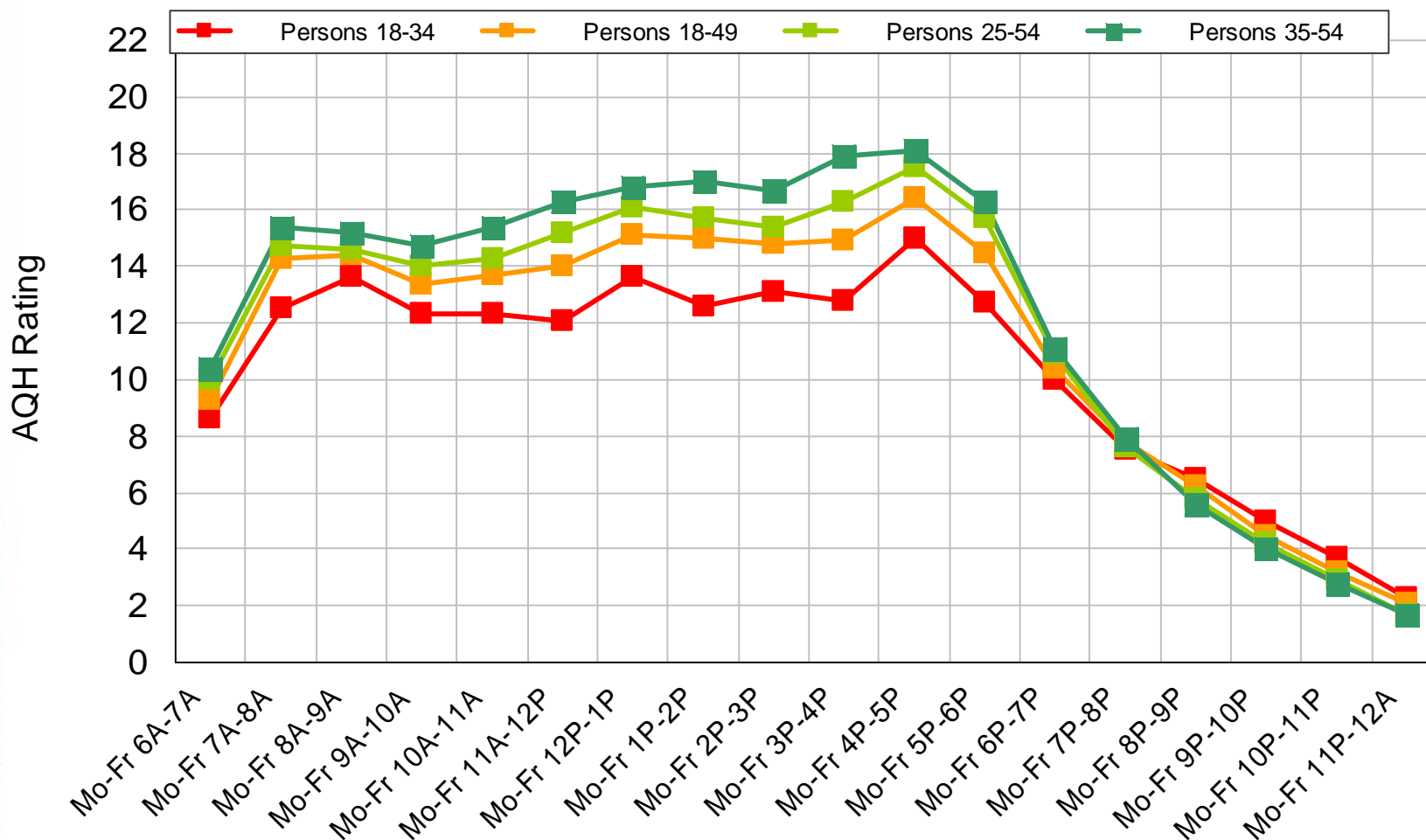
PPM Denver AQH Ratings, June 2009 Market totals.



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Listening By Demo

Monday-Friday 6AM-MID



Denver June 2009 PPM, Mon-Fri 6AM-MID

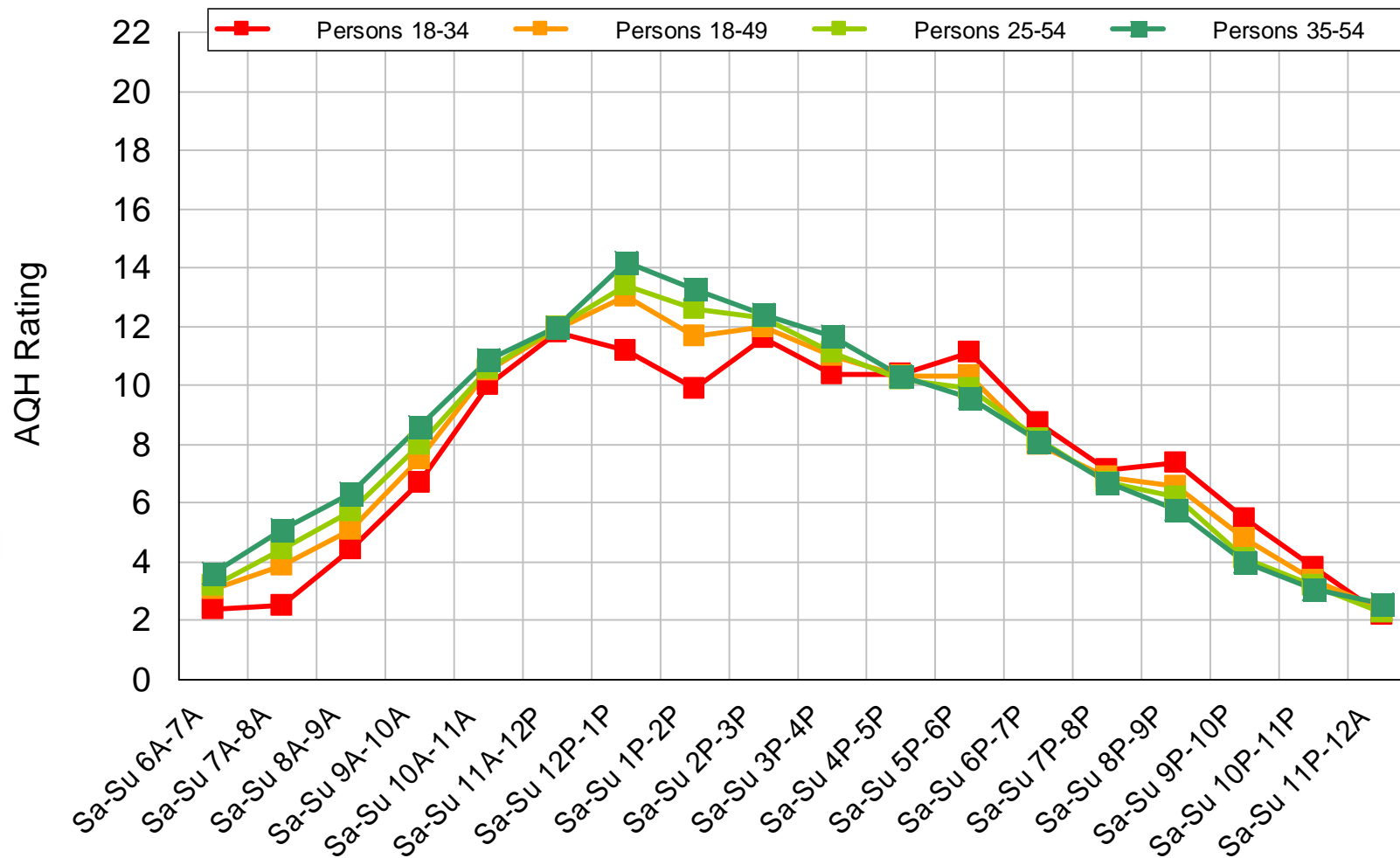




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Listening By Demo

Sat-Sun 6AM-MID



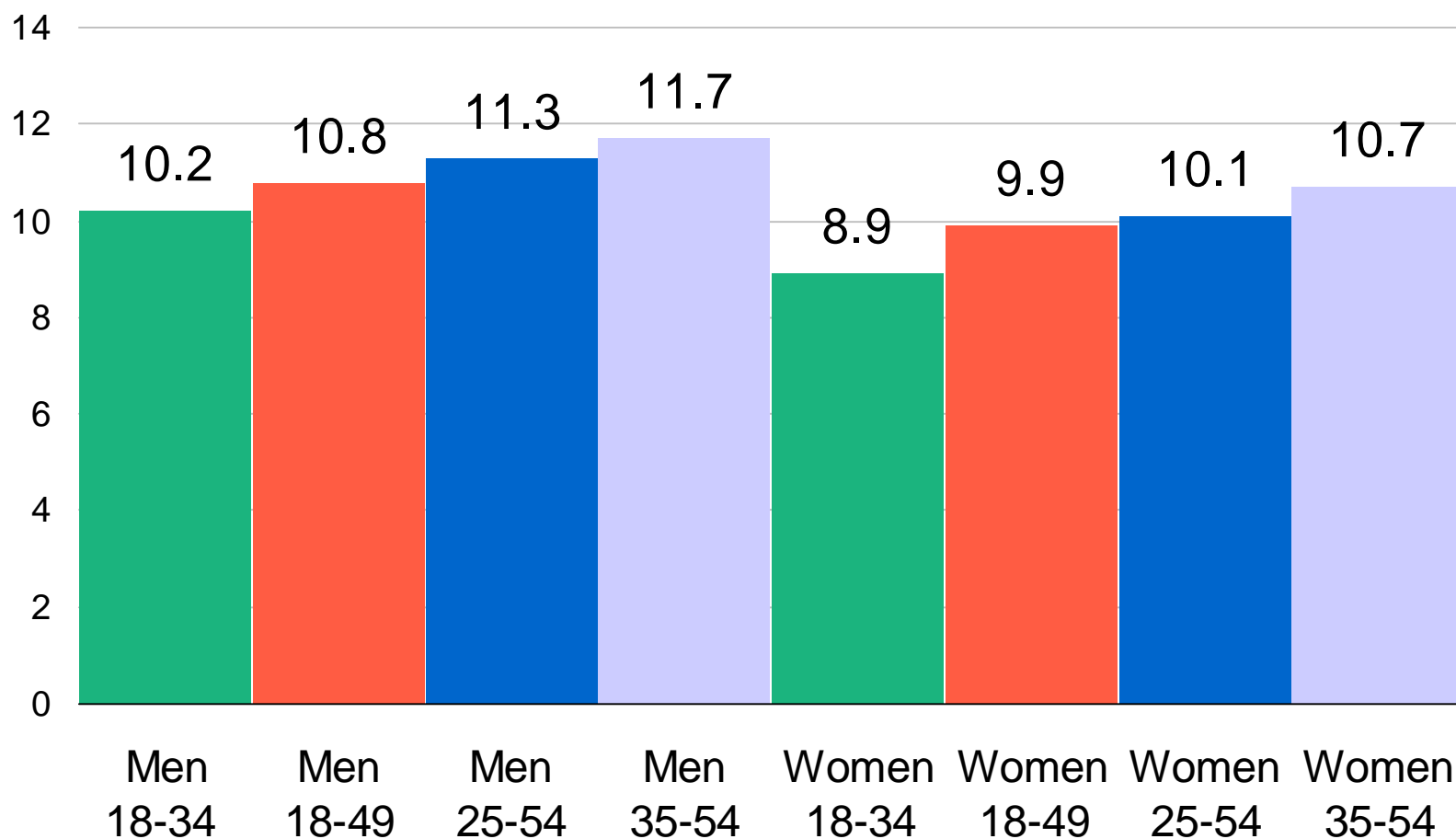
Denver June 2009 PPM, Sat-Sun 6AM-MID,





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PPM AQH Ratings by Age/Sex



Denver PPM, June 2009, Mon-Sun 6AM-MID, AQH Rating

PPM Makes Us Rethink the Traditional Daypart Mix

Persons 18-34

Total market ratings by daypart

	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

October 2008 PPM-AQH Rating

	BOS	MIA	MIN	PHX	SEA	SD	DEN
AM Drive	3	3	3	3	3	3	3
Mid-Day	2	1	2	1	2	1	1
PM Drive	1	2	1	2	1	2	2
Evenings	5	5	5	5	5	5	5
Weekend	4	4	4	4	4	4	4

BOS – Jan09, MIA/MIN/PHX/SEA/SND – Apr09, DEN – Jun 09

PPM Makes Us Rethink the Traditional Daypart Mix

Persons 25-54

Total market ratings by daypart

	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

	BOS	MIA	MIN	PHX	SEA	SD	DEN
AM Drive	1	3	3	3	3	3	3
Mid-Day	3	1	2	1	2	1	1
PM Drive	2	2	1	2	1	2	2
Evenings	4	5	5	5	5	5	5
Weekend	5	4	4	4	4	4	4

BOS – Jan09, MIA/MIN/PHX/SEA/SND – Apr09, DEN – Jun 09

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Ratings by Employment Status

Persons 25-54



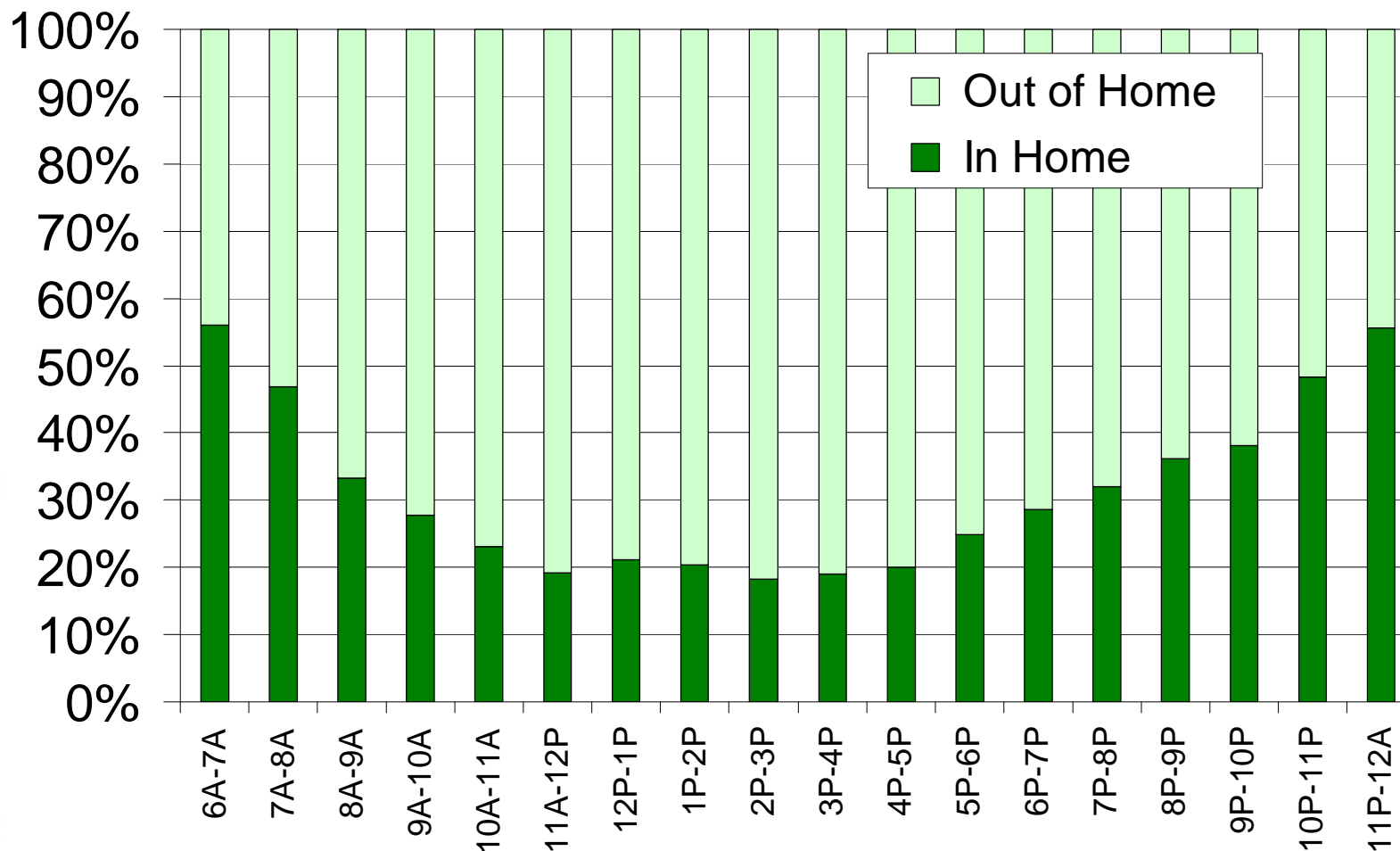
PPM, Denver, June 2009, Mon-Fri 6a-12m Persons 25-54 full-time vs. not employed, A-QH Rating



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Ratings by In/Out of Home Listening

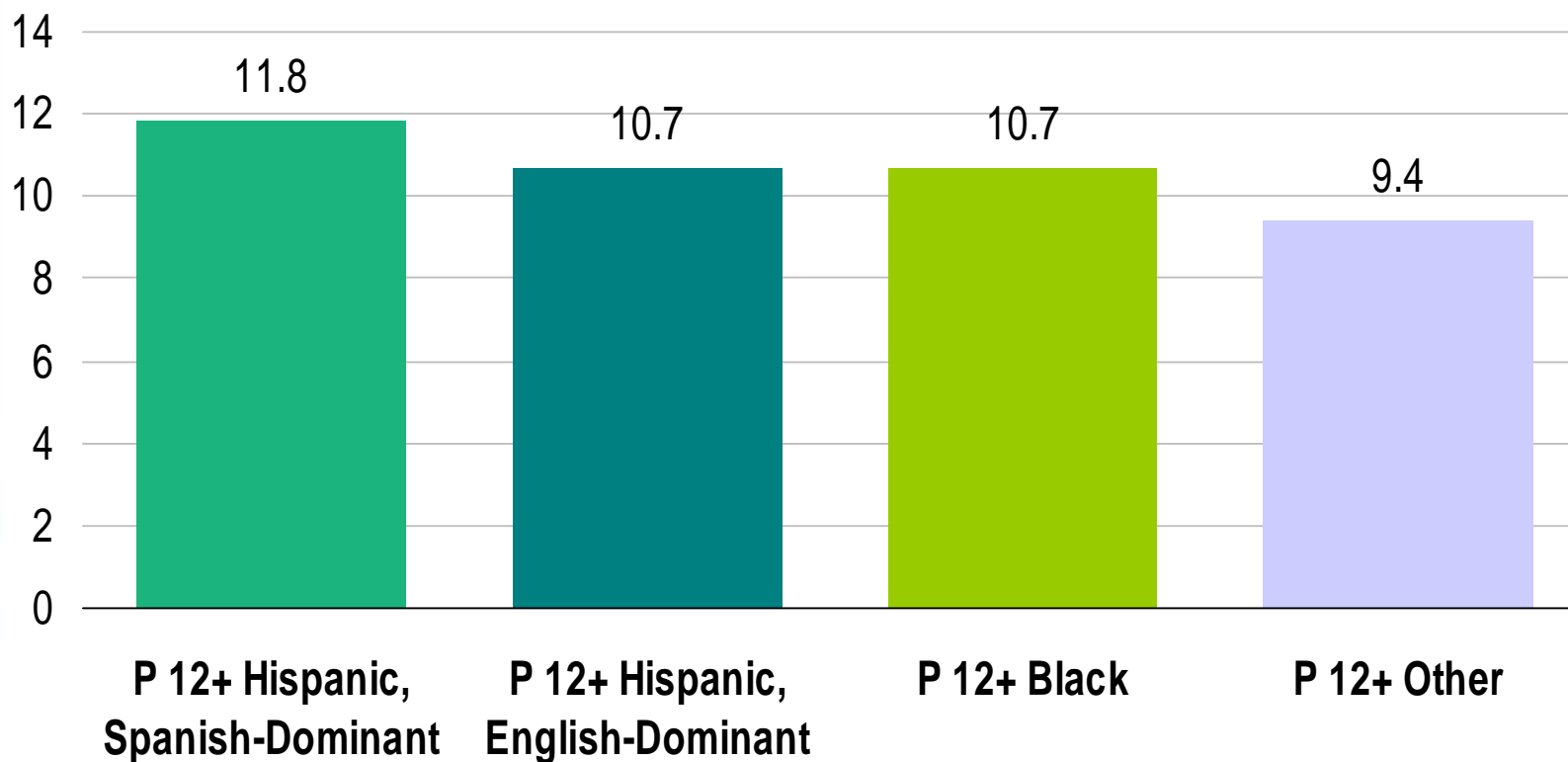
Persons 25-54





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Listening Levels by Race and Ethnicity

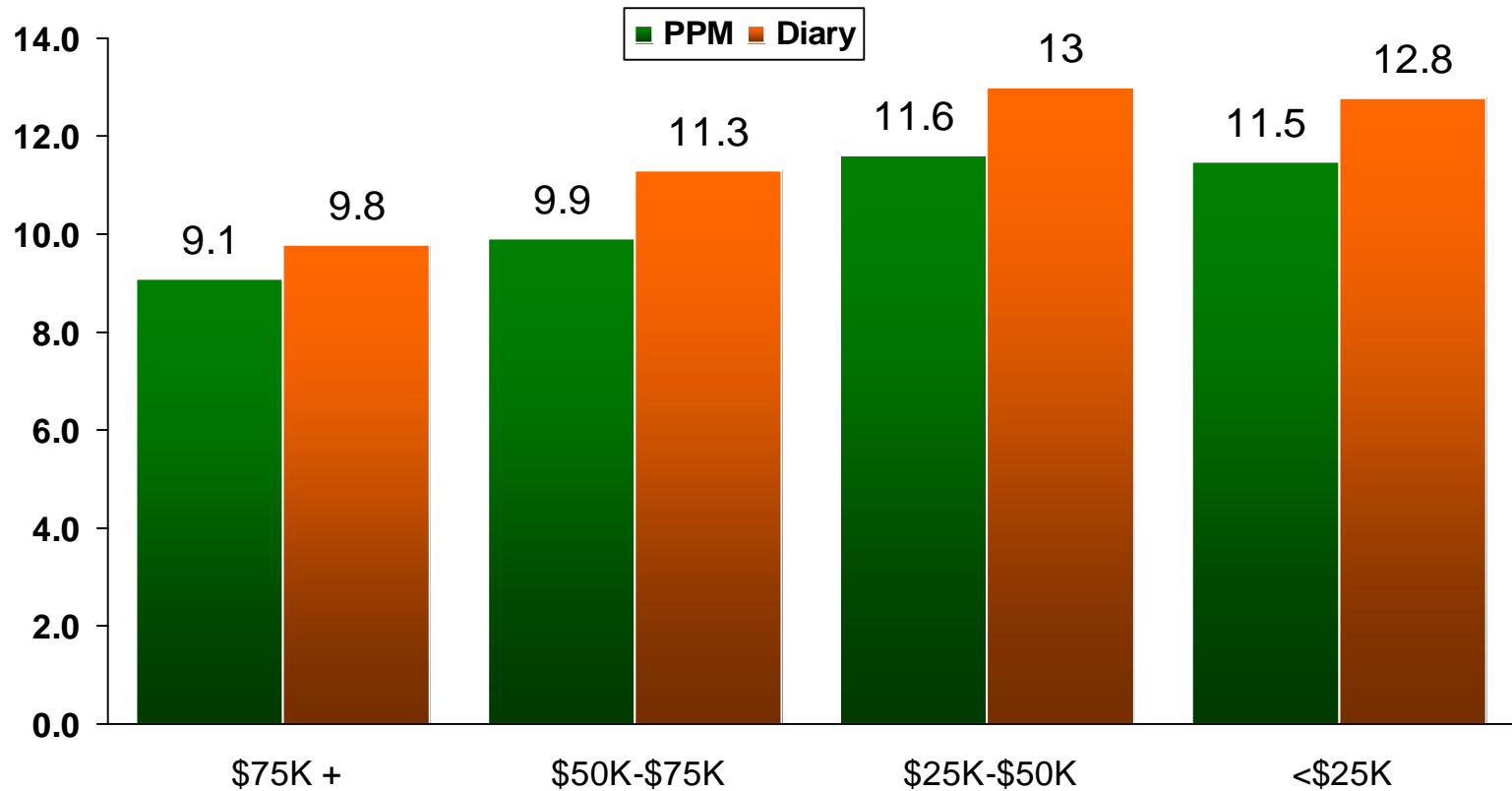


PPM, Denver, June 2009, Mon-Sun 6AM-MID, AQH Rating



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Listening Levels by Income Level



PPM, Denver PPM, June 2009, Mon-Sun 6AM-MID, Persons 18+ vs.
Diary, Denver Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 18+, AQH Rating
Note: Same stations are being used for comparison from Diary to PPM



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PPM Ratings Are More Compressed in Younger Demos

Difference in AQH rating points between the number 1 station and the number 10 station

	Denver 18-34		Denver 18-49		Denver 25-54		Denver 35-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	1.1	0.9	1.0	0.7	0.6	0.7	0.8	1.0
M-F 10a-3p	1.0	0.4	0.6	0.4	0.5	0.7	0.6	1.2
M-F 3p-7p	0.8	0.9	0.6	0.5	0.4	0.6	0.6	1.0
M-F 7p-12m	0.7	0.7	0.3	0.4	0.1	0.2	0.1	0.2
Sa-Su 6a-7p	1.0	0.7	0.8	0.5	0.5	0.5	0.5	0.8

Diary data based on Winter 2009
PPM data based on June 2009 data

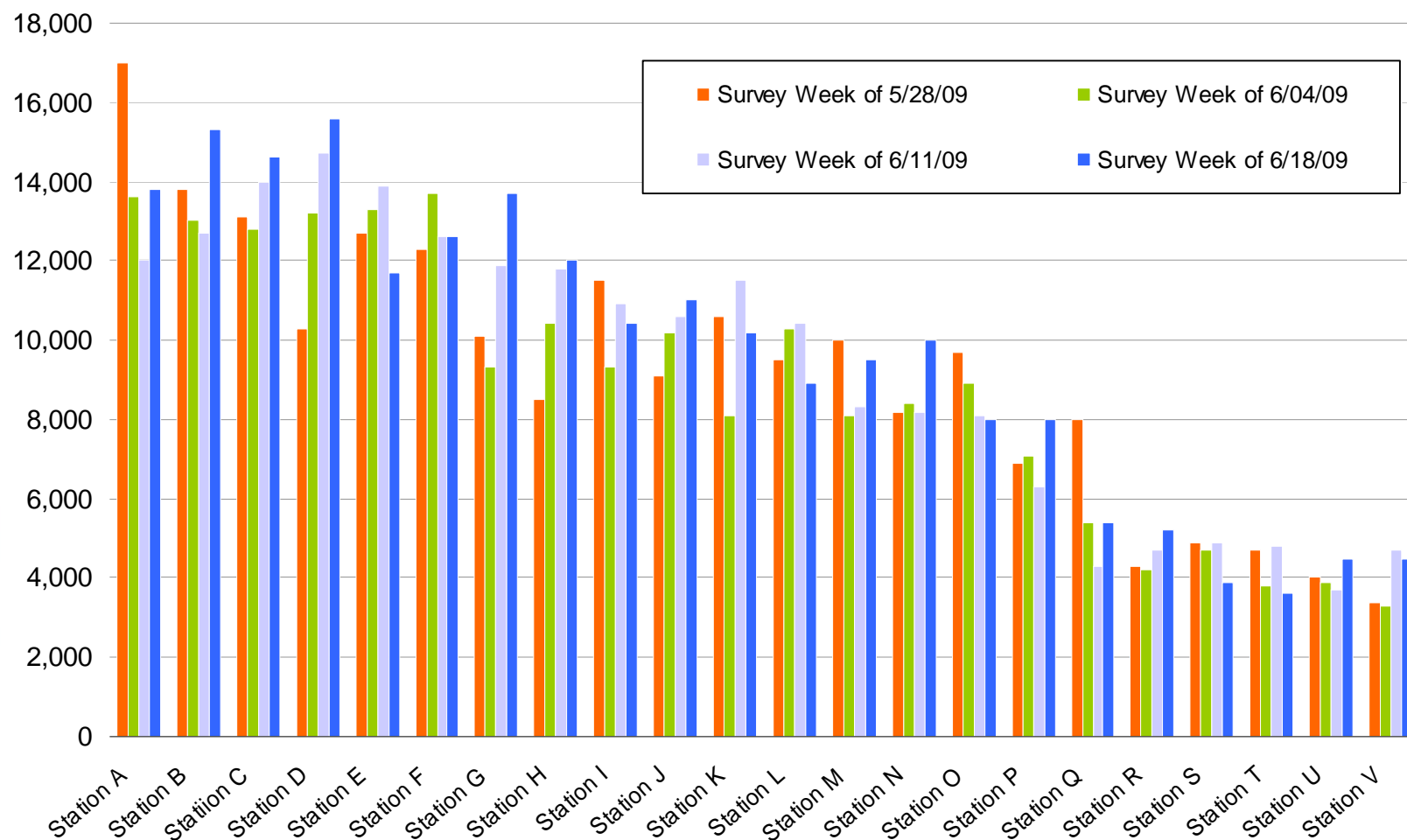




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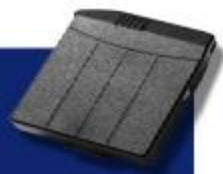
AQH Persons Estimates

Persons 6+, AQH Persons



Denver PPM, June 2009, Mon-Sun 6AM-MID

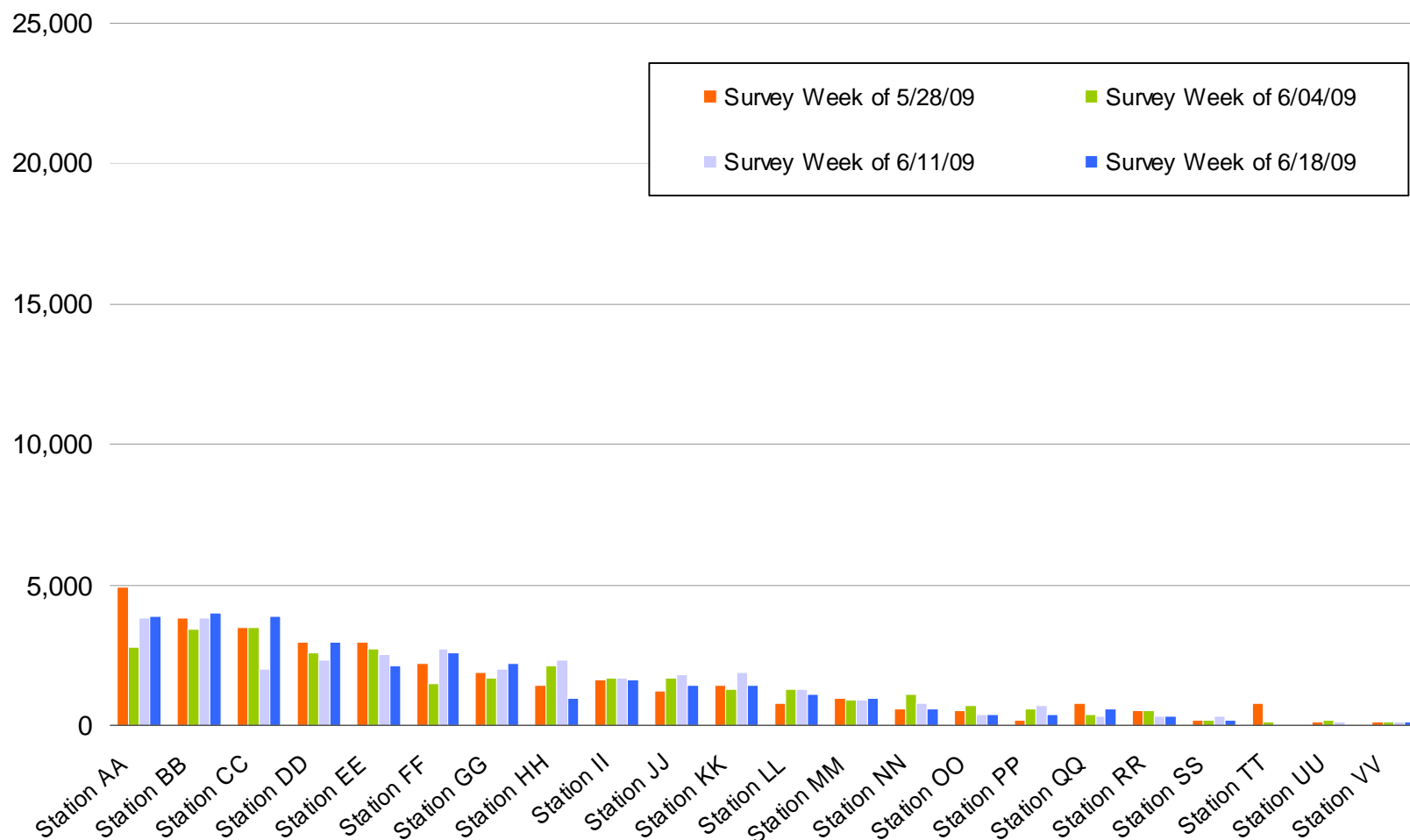




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AQH Persons Estimates

Persons 6+, AQH Persons



Denver PPM, June 2009, Mon-Sun 6AM-MID





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Digital Reporting in June 09

Nine Stations Reported - Weekly Cume Rtg

Atlanta

§ WWWQ-HD2 3.1

Chicago

§ WLIT-IF .8

Houston

§ KTBZ-IF .6

Los Angeles

§ KOST-IF .8

Miami

§ WLYF-IF .6

New York

§ WLTW-IF .7

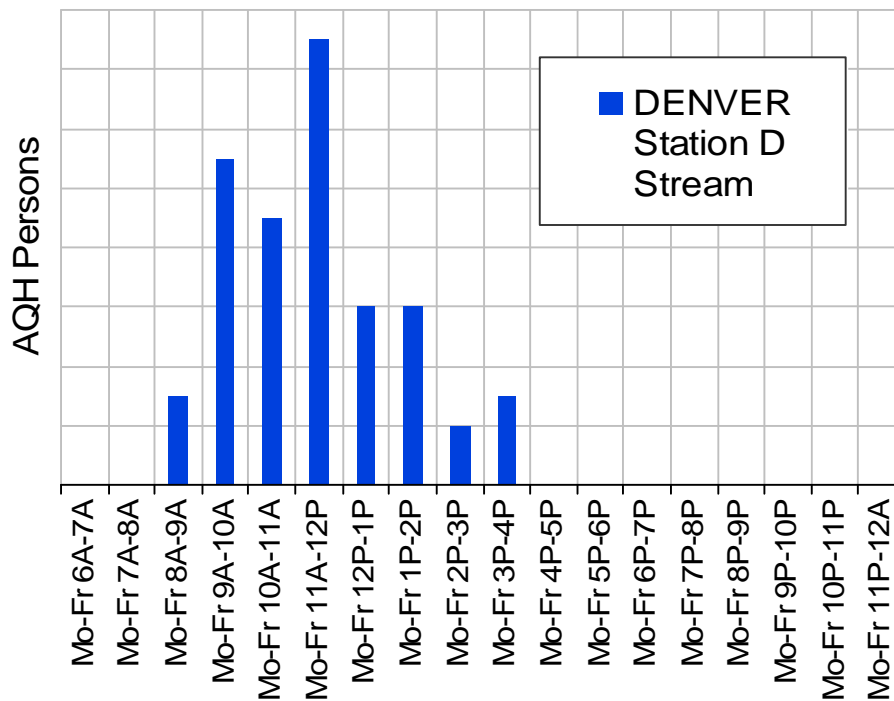
§ WWFS-IF .7

San Diego

§ KYXY-IF .5

Denver

§ Station D .6



PPM June 2009 PPM, Mon-Sun 6AM-MID, P6+, Weekly Cume Rating



PPM Toolkit



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Denver-Boulder PPM Scheduled Commercialization Plan

July 09	Spring 2009 Diary Book Releases on 7/31
	6/25: July PPM Pre-Currency Survey Begins
Aug 09	Spring 2009 Diary Book Still Currency
	8/13: July PPM Pre-Currency Data Release
	8/18: First Release of PPM Weekly Data
Sept 09	Spring 2009 Diary Book Still Currency
	9/10 : August PPM Pre-Currency Data Release
Oct 09	Spring 2009 Diary Book <i>NO</i> Longer Currency
	10/8: 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 demonstration data prior to Currency



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Cume audiences on the weekly and daily levels are higher than what has been seen in the diary.

Radio's qualitative audience has changed.

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PPM listening levels compared to diary are similar to 15 other PPM commercialized markets.

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DENVER-BOULDER

Denver PPM Web Site

http://www.arbitron.com/portable_people_meters/ppm_denver.asp

A copy of this presentation will be available here

The screenshot shows the Denver PPM website interface. At the top left is the Arbitron logo. To its right are navigation links: investors, newsroom, about Arbitron, careers, events, training & support, who to call, site index, and home. Below these is a search bar with the text "search for:" followed by an input field, "in" a dropdown menu set to "entire site", and a "go" button. The date "Monday, July 13th, 2009" is displayed below the search bar.

On the left side, there is a vertical navigation menu with the following items: PPM HOME, PPM MARKETS & SURVEY INFORMATION, PPM RADIO RATINGS SERVICE, PPM SOFTWARE, TRAINING & SUPPORT, OPPORTUNITIES FOR TV, and WHO TO CONTACT. Each item has a small square icon to its right.

The main content area features a large heading "The Portable People Meter" with the subtitle "NEXT GENERATION ELECTRONIC RATINGSSM". Below this is a banner for "PPM in Denver-Boulder" with a cityscape background and an image of the portable meter. To the right of the banner is a box indicating "87 days until PPM currency data!".

Below the banner, there are several sections:

- 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
- 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 6.5.08
 - Urban Radio in the PPM[™] World 10.07
 - P1s in the PPM[™] World: Insights Into the Listeners

On the right side, there are three additional boxes:

- Denver-Boulder PPM Status:** Average Daily In-Tab Target: 968
- 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 2009)

At the bottom left of the screenshot, there is a small orange box with the text "ARB-TV Demonstrate the Value of Your Extra Audience" and a link "CLICK HERE TO LEARN MORE".