

Houston-Galveston

Frequently Asked Questions About the Arbitron PPM™ System

*For Advertising Agencies
Updated January 2009*

1. What is the difference between evaluation data, pre-currency data and currency PPM data in Houston-Galveston?

In July 2005, Arbitron began a live, full-scale and ongoing demonstration/evaluation of the PPM system in Houston-Galveston. This demonstration/evaluation concluded on April 5, 2007, after which Houston-Galveston became measured only by the PPM system. There were two months of "pre-currency" measurement, followed by the start of "currency" measurement on May 31.

2. When did PPM become currency in Houston-Galveston?

July 18, 2007.

3. Can I use the pre-currency PPM data when the currency PPM data kick in?

Once the June currency PPM data are released on July 18, subscribers can use April and May pre-currency data for averaging. Evaluation data prior to the April 2007 report cannot be used for transactional business between broadcasters and advertising agencies.

4. Is an agency or station allowed to negotiate a buy based on Philadelphia PPM data?

Arbitron discourages our subscribers from using PPM data in one market to project the outcome of another market. Market-specific data exist because of each market's unique characteristics.

5. Can agencies or radio stations use any of the PPM evaluation data (from July 2005 to March 2007) for transactional business?

These data are to be used solely for internal business and analysis purposes. The data are not to be used to buy, plan or sell media, even after PPM data become currency in the market.

6. Will all radio's AQH ratings decline in PPM?

No. Certain stations will see increases in AQH ratings, some will see no changes and others will decline. The changes vary by format, daypart, demo and market.

7. What is the last rating period based on diaries?

The Winter 2007 survey is the final diary survey in Houston-Galveston. The Winter 2007 results were the "currency" until July 18, 2007.

8. Will there be diaries in the market any longer?

There will be diaries in the market; however, the data collected from these diaries will be used for our national syndicated studies. Therefore, there will not be any local diary data available for the market.

9. Will I be able to average PPM months together?

Subscribers can average as many or as few months as desired, beginning with the April 2007 pre-currency PPM data.

10. Will you report specific out-of-home listening locations (such as in-car or at-work)?

At this time, the PPM system is only capable of identifying whether listening is occurring in-home or out-of-home. Arbitron is actively researching a means to measure beyond out-of-home listening—specifically, if listening is "in-car listening." Please note that the PPM system always captures listening regardless of location.

11. What software will run the PPM data?

The majority of media software (such as TAPSCAN®, Arbitron Integrated Radio Systems (IRS)SM or SmartPlus®) will run PPM Summary-Level Data. At this time, the only software program providing Respondent-Level Data (RLD) is the Arbitron PPM Analysis ToolSM. Please consult your software provider for the status of accessing PPM data.

12. How can I run schedules with PPM data?

Because the PPM data will run through TAPSCAN, IRS and SmartPlus, subscribers will be able to run schedules just as they do now in those applications. Please consult your software provider for building schedules with PPM data.

13. Which demos will be available in the new data?

Subscribers will have access to the same demos that exist in the diary service, with the addition of Children 6-11.

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14. How many meters will be in the market and where will those meters be placed?

Houston-Galveston's target is 2,000 meters in the DMA[®] area, with a panel that consists of persons six years of age and older from landline-telephone households and cell-phone-only households. Panelists are recruited using an address-based sample frame.

15. Can I run the entire DMA when the data are released?

The PPM data in Houston-Galveston are being deployed in both the Metro and the DMA, which is different from all other markets. The DMA estimates are reported in the Houston-Galveston Arbitron eBookSM and different software. For all other markets, DMA estimates will be a combination of the Metro PPM estimates and the non-Metro DMA diary estimates.

16. Will there be county-level data for Houston-Galveston?

Yes, beginning with the March data release of the February 2007 survey. Please consult your software provider for the status of accessing county-level data.

17. Will HD Radio[®] and Internet streams show up in the data?

HD Radio and Internet signals will be reported in the data if radio stations encode their signals and meet Minimum Reporting Standards (0.495 Average Weekly Cume Rating and 0.05 Average Quarter-Hour (AQH) Rating). Just like the diary service, any 100 percent simulcast will be reflected in the AM/FM audience estimates. Arbitron expects to be able to report HD Radio and Internet streams using Arbitron PPM Analysis Tool software and Arbitron PPM WeekliesTM software beginning in Q1 2008.

18. Which ethnic demos will be available in the new Houston-Galveston data?

PPM data will include Persons 6+. Hispanic and Black Persons 6+ estimates will also be available.

19. Once the PPM data become currency, will I be able to trend with diary data?

The data come from two different methodologies and are not comparable.

20. Can I compare April PPM data with April diary data?

Once pre-currency PPM measurement begins, there no longer will be any diary data solely for April to compare with April PPM data.

21. Can I trend diary data with the pre-currency PPM data?

Subscribers can only trend diary data with diary data—and PPM data with PPM data. The two sets of data come from different methodologies and are not comparable.

22. Can my software trend diary data with PPM data?

This would depend on your software provider. However, most will treat the PPM data as if they were from a different market. The two sets of data come from different methodologies and are not comparable.

23. Which radio stations/groups are encoding in Houston-Galveston?

- CBS Radio
- Clear Channel Radio
- Cox Radio
- Cumulus Broadcasting
- Liberman Broadcasting
- Radio One, Inc.
- Salem Communications
- Univision Radio
- KACC-FM
- KCHN-FM
- KCOH-AM
- KGOL-AM
- KHCB-AM/FM
- KHVL-AM
- KMIC-AM
- KRTU-FM
- KSAM-FM
- KSBJ-FM
- KSEV-AM
- KSHN-FM
- KTSU-FM
- KTTX-FM
- KUHF-FM
- KWWJ-AM
- KXYZ-AM
- KZRC-FM

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24. Do “encoding” and “subscribing” mean the same thing?

No. A station “encodes” its signal in order to make itself eligible for reporting in the PPM data. “Subscribers” are those stations that have paid for access to the PPM data. Arbitron does not require a station to become a subscriber in order to encode its signal, and there is no cost to encode.

25. Will nonencoders affect the ratings?

Average Quarter-Hour (AQH) Ratings are based on the percentage of the market listening to a station in a given daypart. AQH Ratings are in no way affected by the number of stations that encode or do not encode. On the other hand, nonencoders can affect AQH Shares because AQH Shares only represent the share of audience among stations that encode their signals.

26. Who is subscribing to PPM data in Houston-Galveston (radio)?

- CBS Radio
- Clear Channel Radio
- Cox Radio
- Univision Radio

Current as of July 16, 2007

27. Which agencies are subscribing to PPM?

For our current list of agencies, go to http://www.arbitron.com/portable_people_meters/subscribers_houston.htm.

28. Whom can I call for help?

Contact your Arbitron Account Manager for help.

**PPM Customer Service & Support 24/7:
(866) 776-8300**

**Customer Service & Support 24/7:
(800) 543-7300**

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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.