

Frequently Asked Questions About the PPM™

1. What are the data release dates for Philadelphia?

January pre-currency PPM data release February 28.
February pre-currency PPM data release March 28.
March CURRENCY PPM data release April 27.

2. What can pre-currency data be used (and not be used) for?

The January and February pre-currency data are to be used for analysis and comparison purposes only. Stations and agencies MAY NOT use these data to conduct transactional business. Our agencies that subscribe to PPM will also be reviewing the pre-currency data, and they'll be allowed to plan with these data for use AFTER April 27.

3. Who gets the pre-currency data?

All subscribing radio stations and agencies will receive the pre-currency data. See questions 29 and 31.

4. What will agencies receive?

Agencies that subscribe will receive the same monthly surveys as radio stations do starting on February 28, 2007.

5. An agency wants to negotiate a buy based on Houston PPM test data or pre-currency Philadelphia PPM data. Is this allowed?

No. However, Arbitron encourages discussions of PPM data between buyers and sellers. Discussions may include details about the market, general daypart shifts and format performances. Please recognize that there is difference between negotiating rates (not permitted) and informing advertisers about upcoming changes in your market (permitted) using pre-currency PPM data.

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

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

Once the March PPM data release on April 27 and become currency, subscribers will be able to use January and February data for averaging.

7. Are everyone's AQH Ratings going to decline in PPM?

No. Certain stations saw increases in AQH Ratings, some saw no changes and others saw decreases. The changes vary by format, daypart, demo and market.

8. We just downloaded our Fall 2006 Arbitron diary eBookSM. Will there be a Winter Arbitron diary eBook?

No. The Fall 2006 survey was the final diary survey in Philadelphia. The Fall Arbitron eBook remains currency until April 27.

9. Will there be diaries in the market for the Winter 2007 study?

Yes, there will be diaries in the market. The data will no longer be accessible via the software or Arbitron eBook and may be produced in document forms for comparisons only.

10. Can I compare January/February PPM data to January/February diary data?

Arbitron will provide comparative reports and spreadsheets that would be available in late April 2007. These reports will be based on an average of January/February/March diaries vs. January/February/March PPMs (these reports will not be available for the individual months).

These reports will allow you to compare, at a top-line level, the same relative time periods with the two surveys. The reports are for analysis only and will not be available in the traditional Winter report or in the software.

11. Will I be able to average months together?

Subscribers can average as many or as few months as desired.

12. Will you report specific out-of-home listening locations (in-car, at-work, etc.)?

At this time, the PPM is only capable of identifying whether listening is occurring in-home or out-of-home. Arbitron is researching means to go beyond out-of-home listening—specifically if listening is “in-car listening.” Please note that the PPM captures any listening regardless of location.

13. What software will run the PPM data?

The majority of media software (TAPSCAN®, Arbitron Integrated Radio Systems (IRS)SM, SmartPlus®, etc.) will run PPM Summary-Level Data. The only software that uses Respondent-Level Data (RLD) at this time is the PPM Analysis Tool.

Please consult your software provider for the status of accessing PPM data.

14. How can I run schedules with PPM data?

Since 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.

15. What 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.

16. How many meters will be placed and where?

Philadelphia’s target is 2,040 meters in the Metro 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 a random digit dial (RDD) telephone frame, as is used for the diary. County-level geography is one of the weighting criteria used for meter placement in the market.

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

The PPM data are being deployed only in the Metro, so PPM data will reflect Metro-based counties only. Arbitron is working on providing DMA data that will be a combination of PPM and diary measurement.

18. Will my HD Radio® and Internet stream show up in the data?

HD Radio and Internet signals will be reported in the data, if radio stations encode those 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/Internet in the PPM Analysis Tool and PPM Weeklies beginning in Q1 2008.

19. Can my radio consultant get the PPM data?

Yes, if your radio station subscribes to the data and authorizes the access to the data.

20. Will we get Winter 2007 diary-based ArbitrendsSM?

Once PPM measurement has commenced, there will be no additional diary data available, either as Arbitrends or in any of our software services.

21. What demos will be available in the new data?

PPM data will include data starting at a base of Persons 6+.

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

No, the data come from two different methodologies and are not comparable.

23. Can I compare January PPM with January diary data?

Once PPM measurement begins, there will no longer be any diary data solely for January to compare with PPM January data.

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

Subscribers can only trend diary data with other diary data—and PPM data with other PPM data. Diary and PPM data come from two different methodologies and are not comparable.

25. 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 a different market.

26. Will weekly data be available to the trade and consumer press?

As weekly data are not considered currency, weekly data will be released to subscribing radio stations only (Arbitron will not release weekly data to agencies either).

27. Who is encoding in Philadelphia?

- Beasley
- Burlington County College (WBZC-FM)
- Cabrini College (WYBF-FM)
- Camden County College (WDBK-FM)
- CBS Radio
- Chester County Radio (WCHE-AM)
- Clear Channel
- Equity Communications LP
- Greater Media
- Hope Christian Church of Marlton (WVBV-FM)
- Inner City Broadcasting
- Millennium Radio Group
- Nassau Broadcasting
- NextMedia Group Inc.
- Radio One
- Reading Eagle Company
- University of Pennsylvania (WXPN-FM)
- WBEB-FM
- WHYI-FM

Current as of April 5, 2007

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

No. A station will “encode” its signal in order to make itself eligible for reporting in the PPM data. There is no charge to encode. “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.

29. Who is subscribing to PPM data in Philadelphia (radio)?

- Beasley
- CBS Radio
- Clear Channel
- Greater Media
- WBEB-FM

Current as of April 5, 2007

30. Will nonencoders affect the ratings?

Average Quarter-Hour (AQH) Ratings are based on a percentage of the population that is listening to a station in a given daypart. AQH Ratings are in no way affected by the number of stations that do or do not encode. On the other hand, AQH Shares, which are based on a percentage of the radio listening audience, will be affected by non-PPM encoders.

31. What agencies are subscribing to PPM?

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

32. Whom can I call for help?

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

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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