

Frequently Asked Questions About the Arbitron PPM™

For Advertising Agencies
Updated January 2009

1. What are the PPM™ data release dates for the San Francisco area?

- July pre-currency PPM data release August 13.
- August pre-currency PPM data release September 10.
- September currency PPM data release October 8.

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

The July and August 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. Agencies that subscribe to PPM data may review and plan with the pre-currency data.

3. Who gets the pre-currency data?

All subscribing radio stations and agencies will receive the pre-currency data. For the latest list of PPM subscribers, please visit www.arbitron.com/ppmsf.

4. Are stations and agencies permitted to negotiate a San Francisco buy based on PPM pre-currency data?

No, not until the September data releases in October. However, Arbitron encourages discussions of PPM pre-currency data among buyers and sellers. Such discussions may include details about the market, general daypart shifts and format performances. Please recognize there is a difference between negotiating rates (not permitted) and informing advertisers about upcoming changes in your market (permitted) using pre-currency PPM data. Additionally, Arbitron discourages subscribers from using the 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 I use the pre-currency PPM data when currency data are released?

Once the September PPM data release on October 8, 2008, subscribers can use the July and August data.

6. Will everyone's Average Quarter-Hour (AQH) Ratings decline in PPM?

No. Some stations have seen increases in AQH Ratings, some have seen little change and others have experienced decreases. The changes vary by format, daypart, demo and market.

7. Will there be a Spring 2008 Diary-based Arbitron eBookSM?

Yes. There will be two additional Diary surveys prior to the launch of the PPM in the San Francisco Metro. The Spring Arbitron Diary survey will remain currency until October 8, 2008.

8. Will I be able to average months together?

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

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

At this time, the PPM only identifies whether listening is occurring in-home or out-of-home. Arbitron is researching the means to report beyond out-of-home listening—specifically, to learn if exposure is in-car. Please note that the PPM captures any encoded audio exposure regardless of location.

10. Which software systems run PPM data?

The majority of media software systems (TAPSCAN®, Arbitron Integrated Radio Systems (IRS)SM, SmartPlus®, etc.) runs PPM Summary-Level Data. The only software that uses Respondent-Level Data (RLD) at this time is the PPM Analysis ToolSM. Please consult your software provider for the status of accessing PPM data.

11. How can I run schedules with PPM data?

Because the PPM data will run through most media software systems (including TAPSCAN, IRS and SmartPlus), subscribers can run schedules just as they do now in those applications. Please consult your software provider for building schedules with PPM data.

12. 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.

13. How many meters will be placed in the Metros and where?

The daily In-Tab target is 2,141 panelists in the San Francisco Metro and 866 panelists in the San Jose Metro with panels that consist of Persons six years of age and older. Arbitron's focus with PPM is on daily In-Tab, and those in-tab goals range about 75% of the target. Panelists are recruited using a random digit dial (RDD) telephone frame, as is used for the Diary. However, the PPM methodology also includes cell-phone-only households. All panelists will be weighted to their proper population percentage.

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

The PPM data are being collected only in the Metros, 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, effective with the Fall 2008 Diary survey.

Note that San Francisco and San Jose are in the same DMA but are separate radio Metros; therefore, they comprise separate panels.

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

Any 100% simulcast (including commercials) will be reflected in the AM/FM audience estimates. Arbitron expects to begin reporting eligible HD Radio and Internet streams in the PPM Analysis Tool in the third quarter of 2008. Arbitron expects to begin reporting non-100%-simulcast HD Radio and Internet signals in the third quarter of 2008 if the radio stations encode and meet the applicable Minimum Reporting Standard (0.495 Average Weekly Cume Reporting).

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

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

17. 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.

18. Can my software trend Diary data with PPM data?

Diary and PPM data may not be trended. Most software providers will permit trending of PPM data only. Additionally, any trending of data must be appropriately sourced.

19. Will weekly data be released to the trade and consumer press?

Weekly data are not considered currency data and will be released to subscribing radio stations only.

20. Who is encoding in San Francisco?

For the latest encoding status updates, please visit www.arbitron.com/ppmsf.

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

No. A station will “encode” its signal to make itself eligible for reporting in the PPM data. There is no charge to encode. “Subscribers” are those stations that have subscribed to the PPM data. Arbitron does not require a station to become a subscriber to encode its signal. Agencies are not allowed to share or discuss PPM data with nonsubscribing radio stations.

22. Which agencies and radio stations are subscribing to PPM data in San Francisco?

For the latest list of PPM subscribers, please visit www.arbitron.com/ppmsf.

23. Will nonencoders affect the ratings?

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, can be affected by stations that elect not to encode.

24. Who can I contact for help?

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