

Frequently Asked Questions About the Arbitron PPM™

For Radio Stations
Updated April 2009

1. When is the first PPM data available for St. Louis?

- July pre-currency PPM data release August 13, 2009.
- August pre-currency PPM data release September 10, 2009.
- September currency PPM data release October 8, 2009.

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/ppm.

4. Which PPM data will agencies receive?

Agencies that subscribe to PPM services will receive the same monthly data as radio stations do, starting with the first PPM pre-currency release.

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

No, not until the September currency data release. 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 that 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 its 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.

6. Can I use the pre-currency PPM data when currency data are released?

Once the September PPM data release, July and August data can be regarded as currency data.

7. 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.

8. Will there be a Summer 2009 Diary-based Arbitron survey?

No, the Spring 2009 Arbitron Diary survey will be the last Diary survey.

9. Will I be able to average months together?

Subscribers can average as many or as few PPM months as desired. Subscribers **may not** average PPM data with any Diary data.

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

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

11. Which software systems run the PPM data?

The majority of media software (TAPSCAN™, Arbitron Integrated Radio Systems (IRS)™, SmartPlus®, etc.) run PPM Summary-Level Data. The only software applications that process Respondent-Level Data (RLD) at this time are the PPM Analysis Tool™ and TAPSCAN™ Web. 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 most media software systems including TAPSCAN Web, 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. 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.

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

The PPM data are being collected 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, effective Summer 2009. This will be available in TAPSCAN Web but not in the PPM Analysis Tool.

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

Yes, Arbitron does report eligible HD Radio and Internet streams in the PPM Analysis Tool, PPM WeekliesSM, TAPSCAN Web and Arbitron eBook. We will be including HD Radio Multicast and Internet streaming stations in the PPM Summary data that are available to 3PPs, so stations should check with their provider for more details on availability. Just like in the Diary service, any 100% simulcast (including commercials) will be reflected in the AM/FM audience estimates. Non-100%-simulcast HD Radio and Internet signals will be reported in the data if radio stations encode those signals and meet the applicable Minimum Reporting Standard (0.495 Average Weekly Cume Rating).

16. Can my radio consultant get the PPM data?

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

17. Will I receive Summer 2009 Diary-based ArbitrendsSM?

No, after the Spring 2009 data release, there will no longer be any Diary-based Arbitrends.

18. Will I be able to trend PPM data with Diary data?

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

19. Will I be able to compare July PPM data with July Diary data?

Once PPM measurement begins, there will no longer be any Diary data for July to compare with July PPM data. Furthermore, Diary and PPM data come from two different methodologies and are not comparable.

20. 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. Any trending of data must be appropriately sourced.

21. 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. Arbitron does not provide weekly data to agencies either.

22. What stations are encoding?

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

23. 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. "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, nor is there a charge to encode.

24. Which agencies and radio stations are subscribing to PPM data?

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

25. Will non-encoders affect the ratings?

Average Quarter-Hour Ratings (AQH) 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.

**PPM Customer Service & Support 24/7:
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