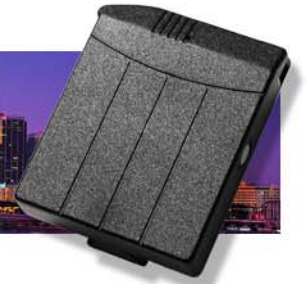


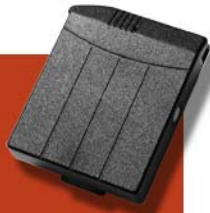
PPM in Miami-Ft. Lauderdale-Hollywood



Miami PPM

April 2009 Pre-Currency PPM Data

Kevin Wolfson - Account Manager, Radio Station Services
Tasia Martin – PPM Implementation Market Manager
May 21, 2009



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HOLLYWOOD

How do I ask a question during the WebEx session?

Email us directly and we will reply to your questions once the session has ended.

- You may send multiple questions.

Our emails are:

kevin.wolfson@arbitron.com

tasia.martin@arbitron.com

Use the chat option within WebEx.

- You will not be able to chat with others, only the host. The host may choose to answer questions as they come in or respond to them at the end of the session or after the session has ended.
- ***Chat can be found in the lower right hand side of your screen.***





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Findings

- **Compliance is similar to all other PPM markets.**
 - On average 75% of panelists are carrying their meters for roughly 15 hours per day.
- **Cume audiences on the weekly and daily levels are higher than what has been seen in the diary.**
- **Radio's qualitative audience has changed.**
 - Income is no longer a major factor in listening levels
 - Employment and out-of-home listening continues to drive ratings
- **PPM listening levels compared to diary are similar to 15 other PPM commercialized markets.**
 - Many different formats are found in top rank positions
- **Ratings are more compressed among the top stations than in the diary service.**
- **Granular data continues to provide insight into how consumers use radio.**

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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Miami-Fort Lauderdale-Hollywood PPM Scheduled Commercialization Plan

April 09	Winter 2009 Diary Book Releases
	4/2: April PPM Pre-Currency Survey Begins
May 09	Winter 2009 Diary Book Still Currency
	5/21: April PPM Pre-Currency Data Release
	5/27: First Release of PPM Weeklies Data
June 09	Winter 2009 Diary Book Still Currency
	6/18 : May PPM Pre-Currency Data Release
July 09	Winter 2009 Diary Book <i>NO</i> Longer Currency
	7/16: June PPM Currency Release

- Only one currency in use at a time
- Full three month value of Winter 09 Diary book
- Two months of PPM pre-currency data prior to Currency





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Miami Converts to Currency

PPM Data Are Scheduled to Become Currency in Miami-Ft. Lauderdale-Hollywood on July 16, 2009

Arbitron PPM™ data will not be the official ratings currency in Miami-Ft. Lauderdale-Hollywood before July 16, 2009. All Arbitron clients who conduct business in Miami-Ft. Lauderdale-Hollywood are contractually required to use Diary data for their transactions until the PPM data are commercialized. Arbitron clients may not use PPM data for transactional business until that date.

Miami-Ft. Lauderdale-Hollywood PPM Pre-Currency Data
The Miami-Ft. Lauderdale-Hollywood radio Metro is currently being measured with the Arbitron Portable People Meter™, this measurement period is called "Pre-Currency." The June 2009 survey represents the official release of PPM "Currency" data.

PPM "Pre-Currency" data may not be used for media planning, buying and/or selling purposes until PPM results become the official currency, which is scheduled to occur on July 16, 2009.

Arbitron clients are not permitted to create multimonth averages by mixing Diary and PPM data. However, they are welcome to create multimonth averages using April and May 2009 PPM data, after the PPM data are commercialized.

For more details about the Miami-Ft. Lauderdale-Hollywood PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.

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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www.arbitron.com/ppm • www.ArbitronRating.com • 24/7 PPM Support (866) 776-8300

PPM data will be the ONLY form of currency scheduled to begin July 16th

Arbitron's license agreements prohibit the use of DIARY data for any transactional purpose after a market's official conversion to PPM currency

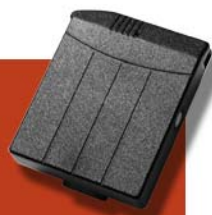


PPM in Miami-Ft. Lauderdale-Hollywood



Sample

Miami PPM April 2009



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Miami Metro Sample

April 2009

Total Persons in Monthly Sample

Monthly Installed Persons	2,215
Monthly In-tab Persons	2,109
Monthly In-tab Rate	95.2%

Total Persons in Daily Sample

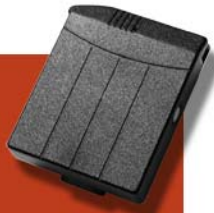
Panel Target Size	2050
Avg Daily In-tab Persons	1534
Avg Daily In-tab Rate	74.8%
Compliance-Capable*	1880
Compliance Rate**	81.6%
Installed Cell-Phone-Only Persons	162
Avg. Cell-Phone-Only In-Tab Persons	112

*Compliance-Capable Persons excludes panelists who are known to be away from home and panelists who experienced technical issues that prevented them from achieving in-tab.

**Compliance rate is calculated as follows: Daily In-Tab Persons/Compliance-Capable Persons

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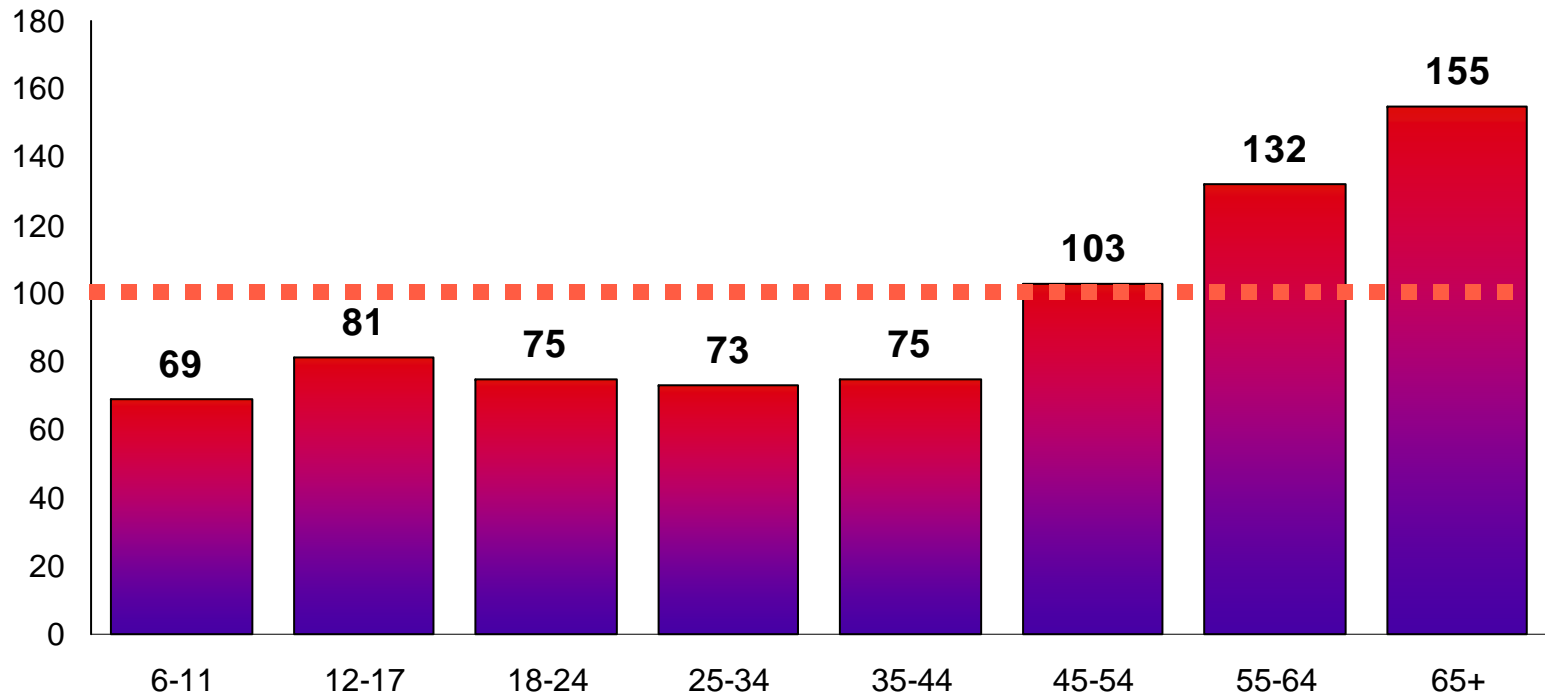




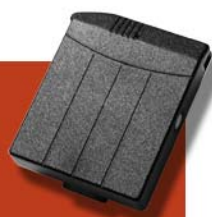
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HOLLYWOOD

Sample Performance by Age Cell

April 2009



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



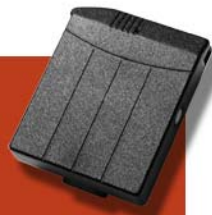
MIAMI-
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HOLLYWOOD

In-Tab Size Demo and Race/Ethnicity

	Miami			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
P6+	1553	1534	99	2109
P18+	1286	1335	104	1806
P18-54	853	707	83	1027
P25-54	701	594	85	847
Black 6+	324	282	87	419
Hispanic 6+	728	722	99	998
Other 6+	500	530	106	692

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





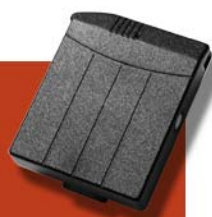
MIAMI-
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HOLLYWOOD

In-Tab Size 18-34 DDI Performance

	Miami			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 18-34	353	261	74	414
Men 18-34	178	130	73	197
Women 18-34	175	131	75	217
Black 18-34	85	62	73	105
Hispanic 18-34	181	133	74	210
Other 18-34	87	65	75	99

*Designated Delivery Index: $DDI = (actual/target)*100$





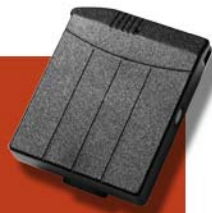
MIAMI-
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HOLLYWOOD

In-Tab Size 25-54 Race/Ethnicity

	Miami			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 25-54	701	594	85	847
Men 25-54	347	275	79	384
Women 25-54	354	319	90	463
Black 25-54	146	110	75	175
Hispanic 25-54	339	296	87	422
Other 25-54	215	188	87	250

*Designated Delivery Index: $DDI = (actual/target)*100$





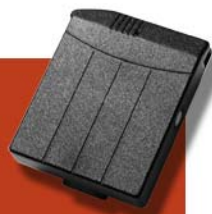
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Miami In-Tab Rates

April 2009

	Persons 6+	Persons 18-34	Men 18-34	Women 18-34	Black 18-34	Hispanic 18-34	Other 18-34
BENCHMARK	75%	70%	60%	60%	60%	60%	60%
Miami April 2009	74.6%	63.5%	66.3%	61.0%	58.6%	65.6%	64.6%

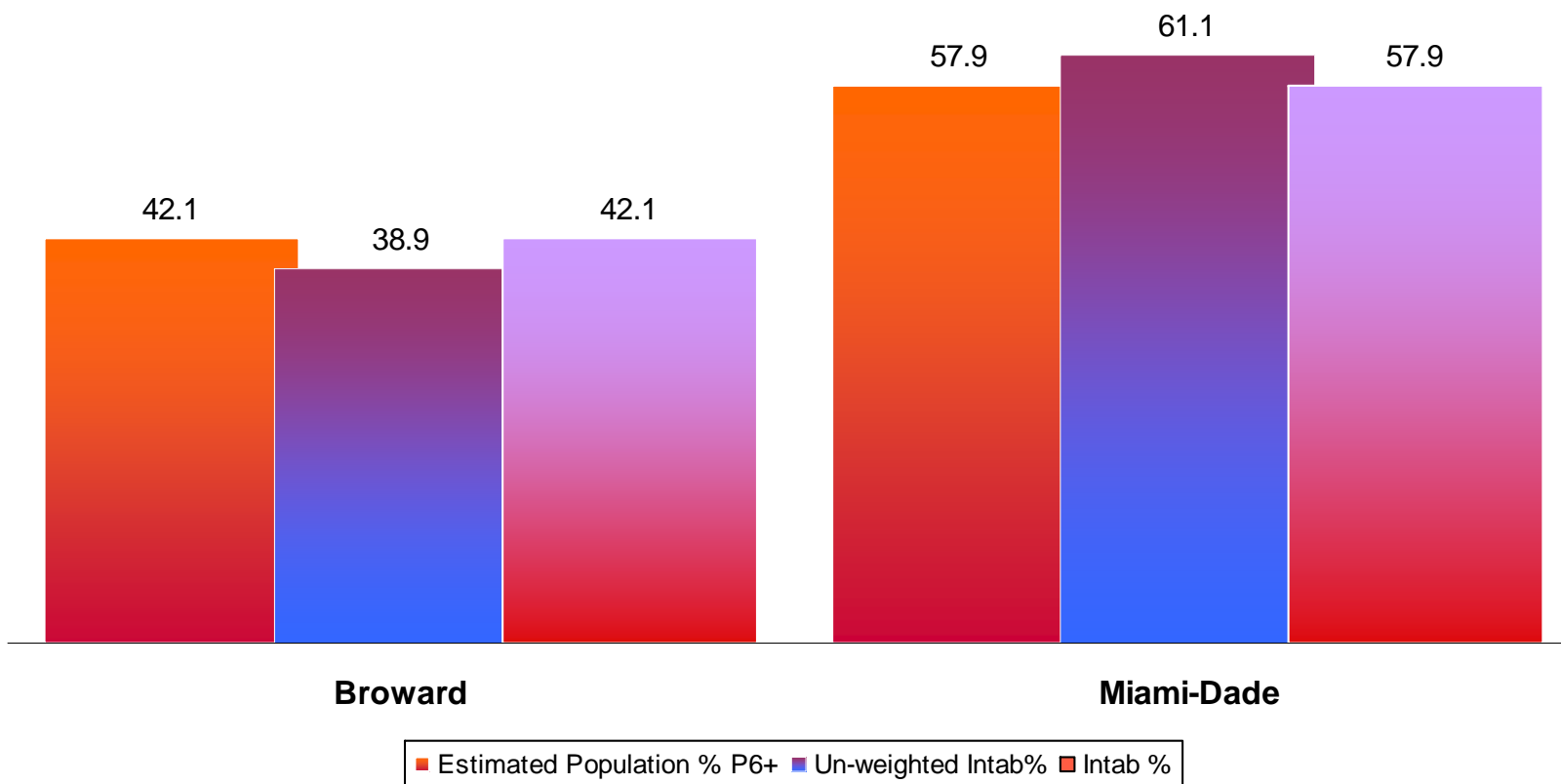




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PPM County Sample

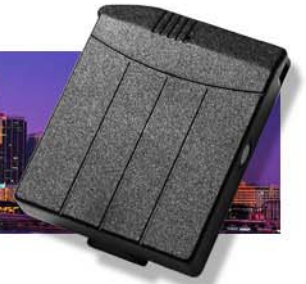
April 2009



Miami, PPM April 2009 Estimated Pop % 6+; Weighted In-tab % 6+

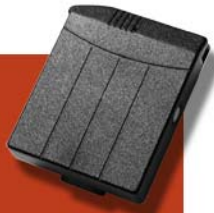


PPM in Miami-Ft. Lauderdale-Hollywood



Compliance and Carry Times

Miami PPM April 2009



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Median Undock/Dock Times

April 2009 Weekdays

Female 6+

Male 6+

Undock
Time



7:42 AM

7:33 AM

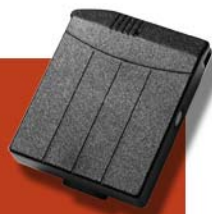
11:20 PM

11:24 PM



Dock Time





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Median Undock/Dock Times

April 2009 Weekdays

Black 6+

Hispanic 6+

Other 6+

Undock
Time



7:38 AM

7:39 AM

7:35 AM

11:27 PM

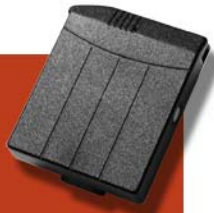
11:23 PM

11:15 PM



Dock
Time

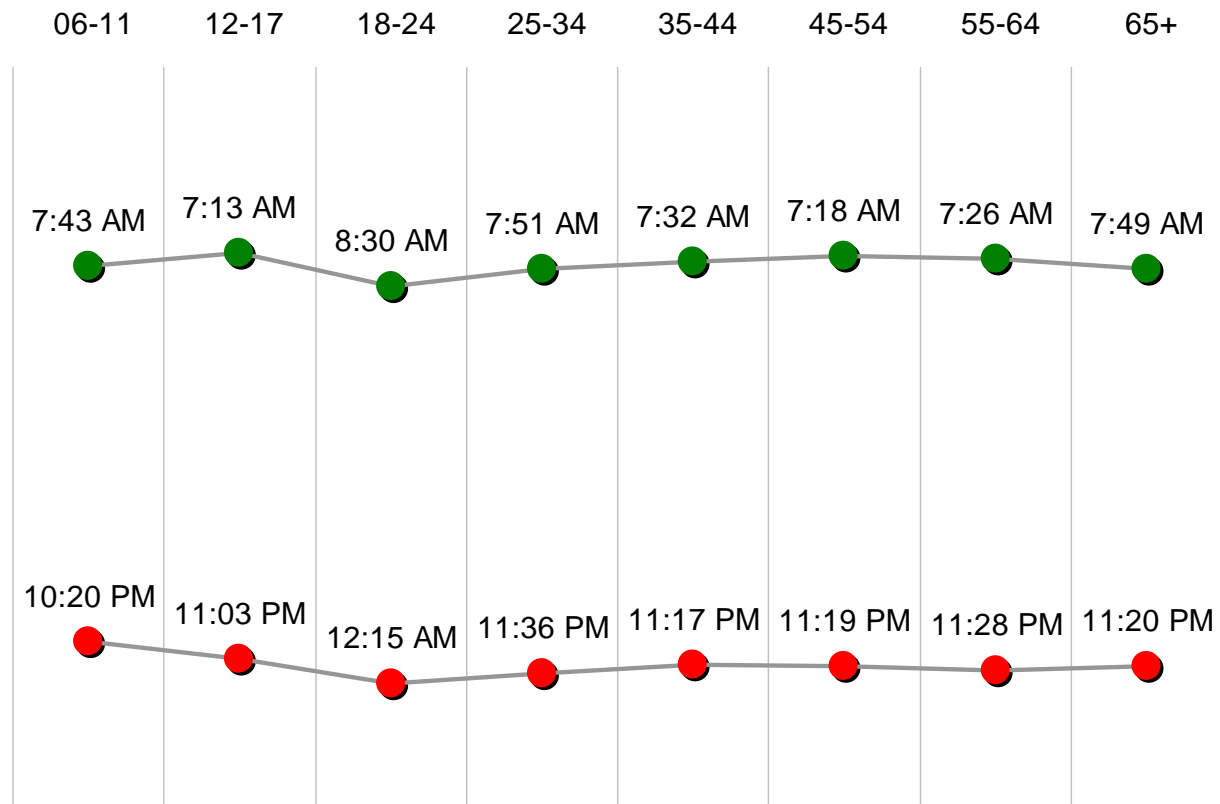
Miami Metro, In-Tab Persons 6+, April 2009

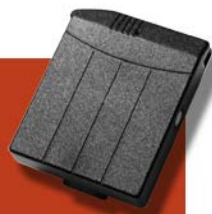


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Median Undock/Dock Times

April 2009 Weekdays

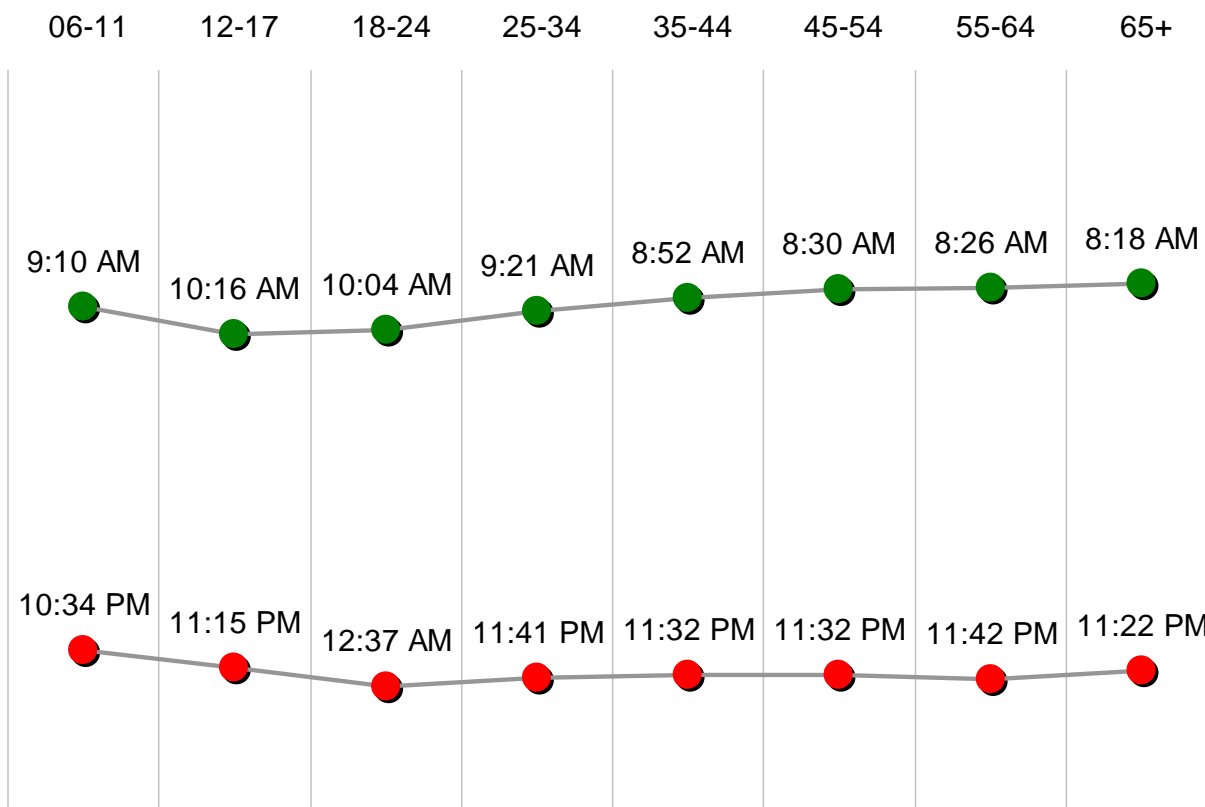




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Median Undock/Dock Times

April 2009 Weekends

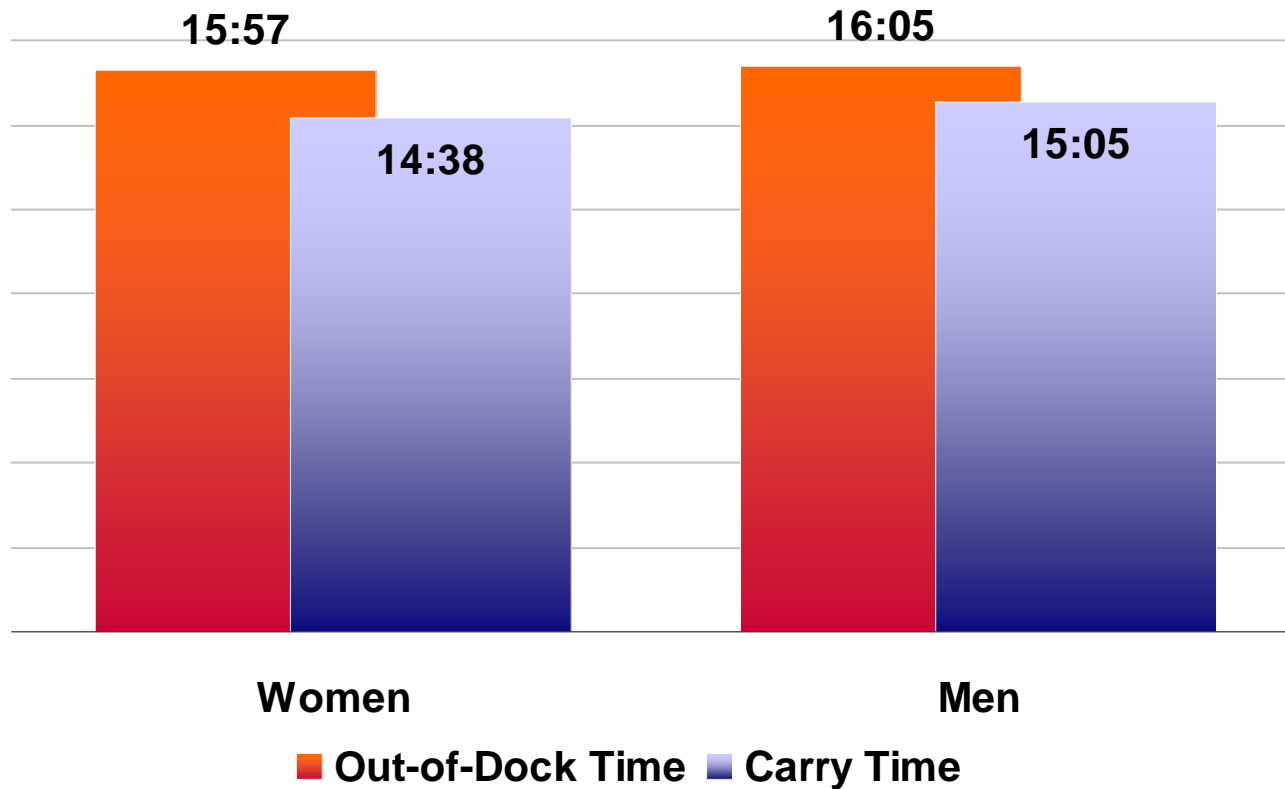




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Median Times by Gender

Out-of-Dock and Carry Times

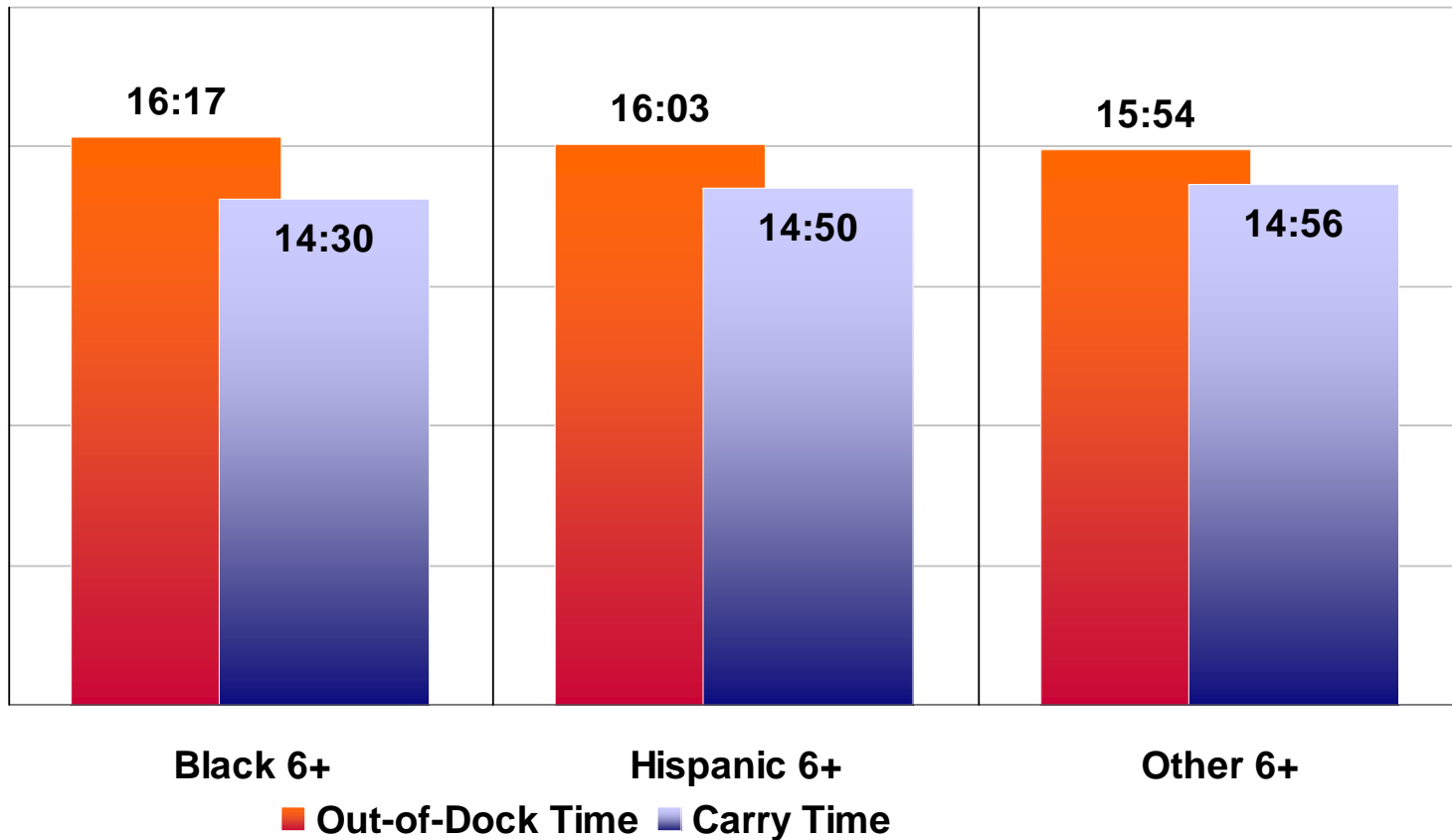


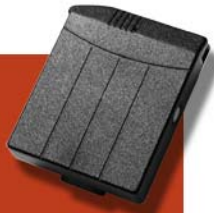


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Median Times by Race/Ethnicity

Out-of-Dock and Carry Times

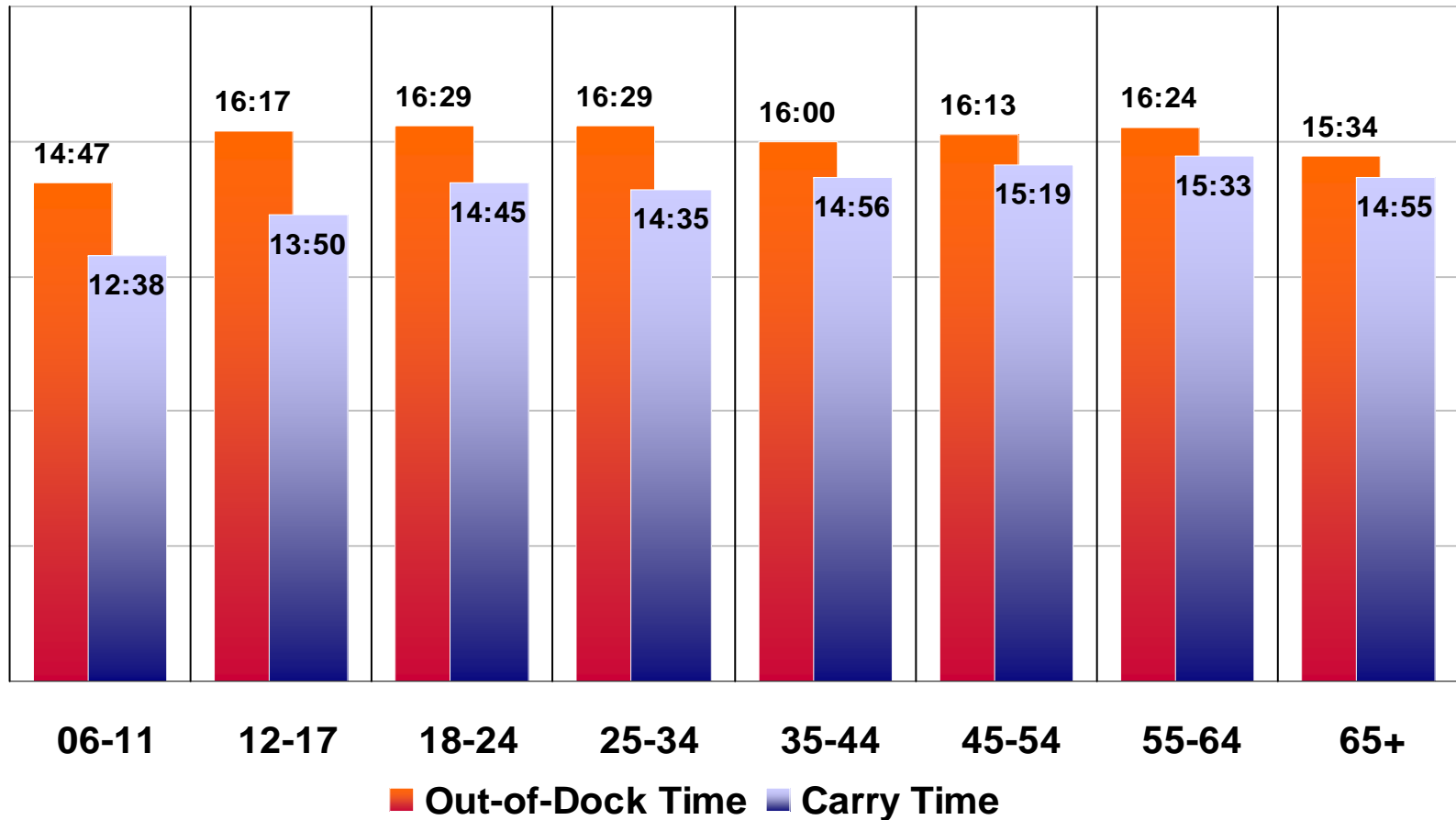




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Median Times by Age

Out-of-Dock and Carry Times

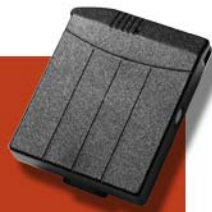


PPM in Miami-Ft. Lauderdale-Hollywood



Station Encoding

Miami PPM April 2009



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Who's Encoding* for PPM?

American Public Media Group

Bascomb Memorial Broadcasting Foundation

****Beasley Broadcast Group**

BGI Broadcasting LP

CBS Radio

****Clear Channel**

****Cox Radio Inc.**

Grupo Latina de Radio - Caracol

Independence Media Holdings

Indian River Community College

James Crystal Licenses

****Lincoln Financial Media**

Miami/Dade, FL County School Board

PBB Licenses LLC

Port St. Lucie Broadcasters

Q Broadcasting

Radio Peace Catholic Broadcasting

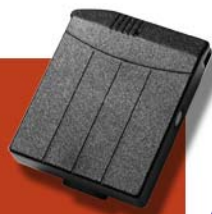
Rodriguez, Jorger & Vidal

****Spanish Broadcasting System ~ SBS**

The Betty Ginsburg Revocable Trust

WXEL Public Broadcasting Corporation

Arbitron does not offer guidance on buying or selling of radio – which includes non-encoded stations



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HOLLYWOOD

Who's Encoding* for PPM?

**As of May 14th, 2009*

American Public Media Group

WKCP-FM

Bascomb Memorial Broadcasting

WDNA-FM

**Beasley Broadcast Group

WHSR-AM
WKIS-FM
WPOW-FM
WQAM-FM
WWNN-AM

Beasley Broadcast Group- WPB

WSBR-AM

BGI Broadcasting- WPB

WBGF-FM
WSWN-AM

CBS Radio - WPB

WEAT-FM
WIRK-FM
WMBX-FM
WPBZ-FM
WNEW-FM

**Clear Channel

WBGG-FM
WHYI-FM
WINZ-AM
WIOD-AM
WMGE-FM
WMIA-FM
WMIB-FM
WLVE-FM

Clear Channel- WPB

WBZT-AM
WJNO-AM
WKGR-FM
WLDI-FM
WRLX-FM
WZZR-FM
WOLL-FM

**Cox Radio Inc.

WEDR-FM
WFLC-FM
WHDR-FM
WHQT-FM

Grupo Latino de Radio - Caracol

WSUA-AM

Independence Media Holdings

WOCN-AM

Indian River Community College

WQCS-FM

James Crystal Licenses - WPB

WFFL-AM
WFTL-AM
WLVJ-AM
WMEN-AM

**Lincoln Financial Media

WAXY-AM
WLYF-FM
WMXJ-FM

Miami/Dade, FL County School Board

WLRN-FM

PBB Licenses LLC

WRMF-FM

Port St. Lucie Broadcasters

WJNX-AM
WPSL-AM
WSTU-AM

Q Broadcasting

WPSP-AM

Radio Peace Catholic Broadcasting

WACC-AM

Rodriguez, Jorge & Ana Vidal

WRHC-AM
WWFE-AM

**Spanish Broadcasting Systems (SBS)

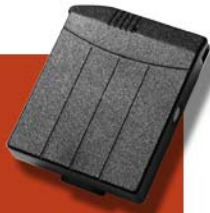
WCMQ-FM
WRMA-FM
WXDJ-FM

The Betty Ginsburg Revocable Trust

WDJA-AM

WXEL Public Broadcasting Corporation

WXEL-FM



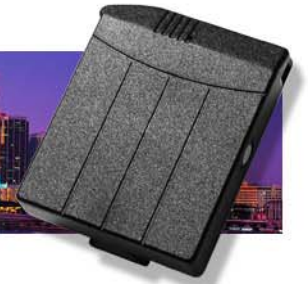
MIAMI-
FT. LAUDERDALE-
HOLLYWOOD

How will stations that don't encode impact the PPM data?

- **Station AQH Persons/Ratings (%) will not change**
- **AQH share (%) will be impacted**
- **Market listening levels will adjust when stations encode**
- **Rank position reflects encoded stations only**

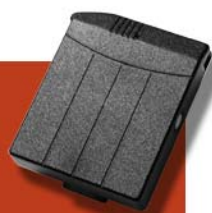
Note: Stations that do not encode will not appear in the data

PPM in Miami-Ft. Lauderdale-Hollywood



Cume Estimates

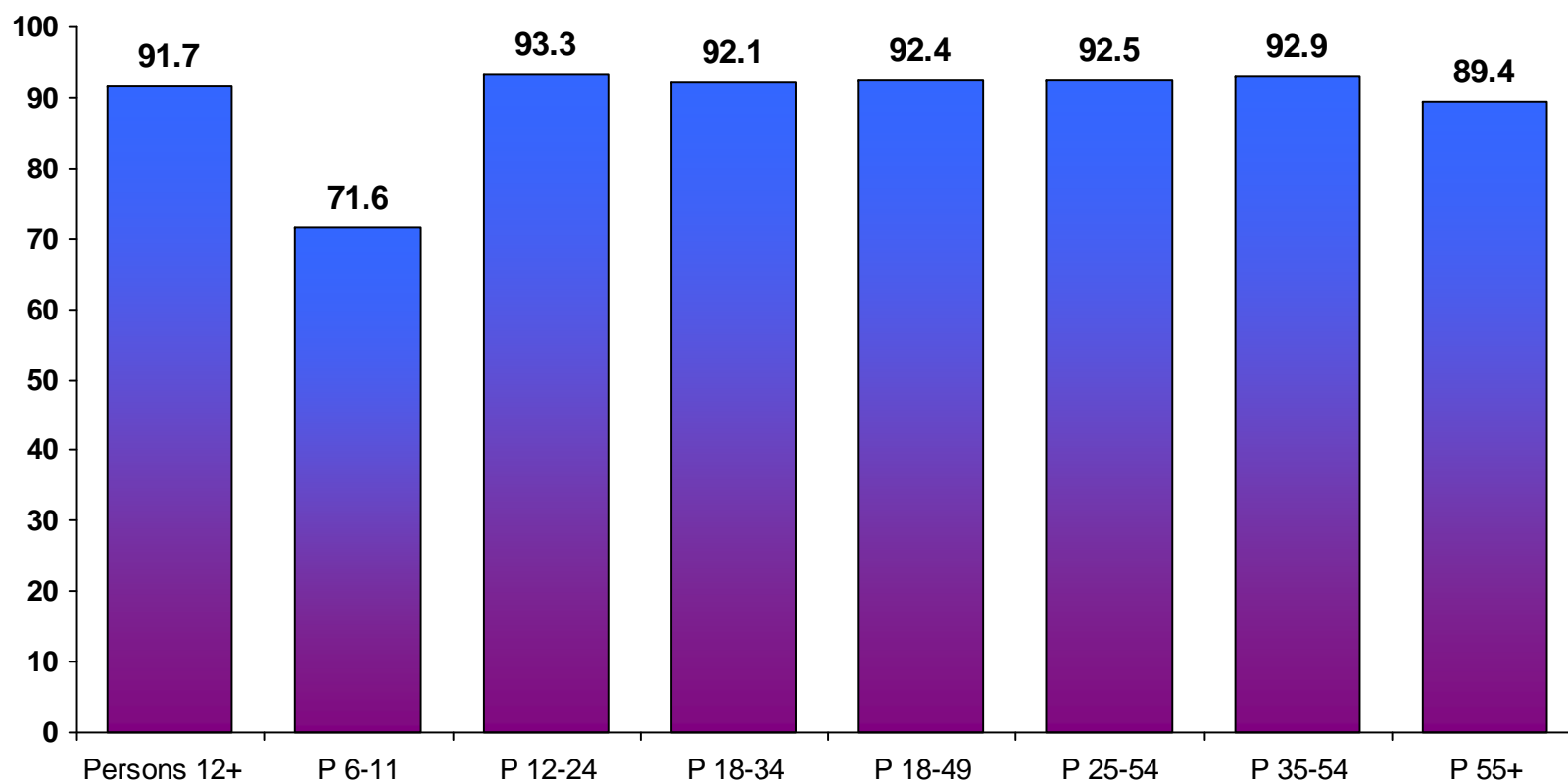
Miami PPM April 2009

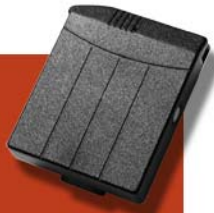


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PPM Weekly Cume Rating

Mon-Fri 6a-12m

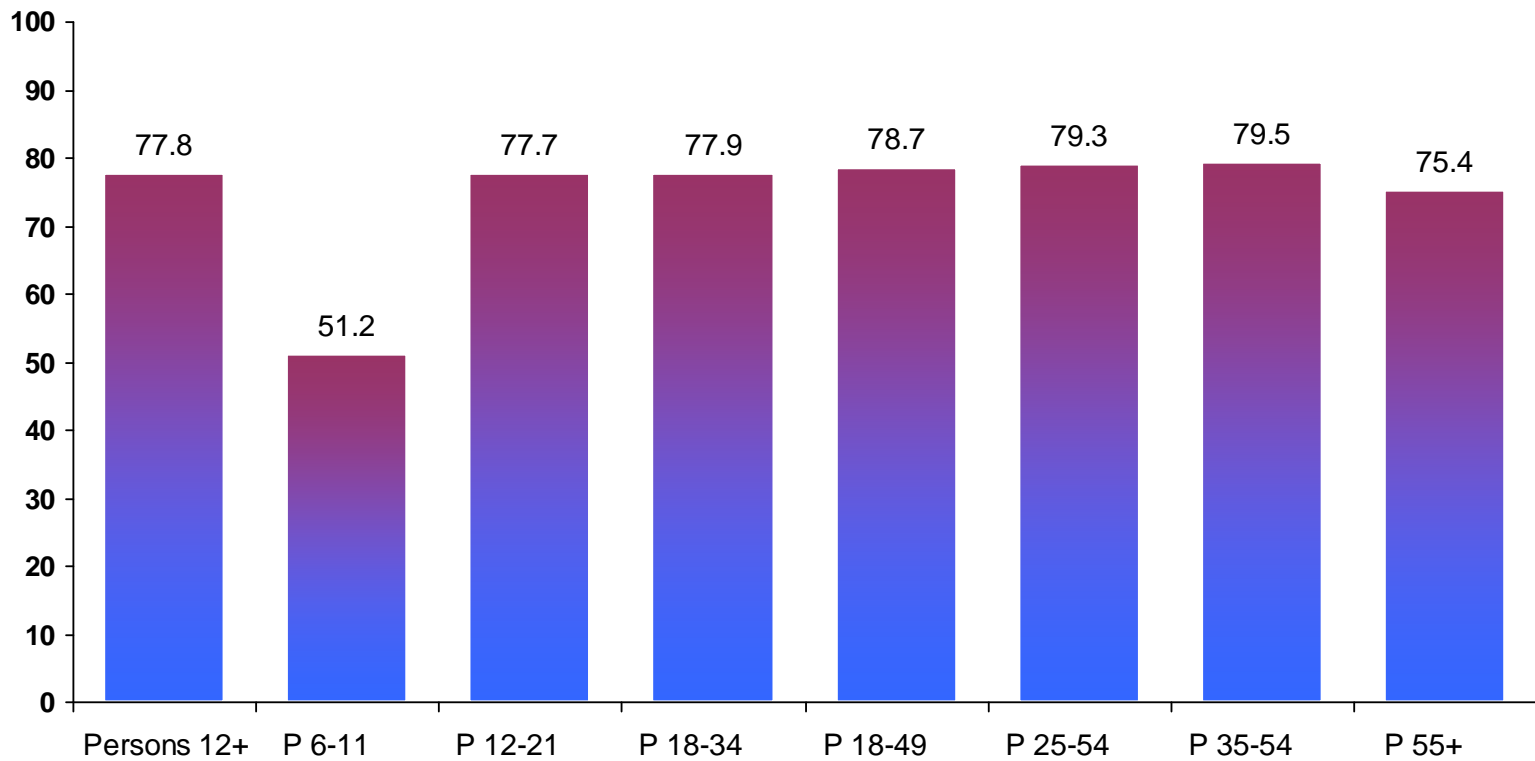


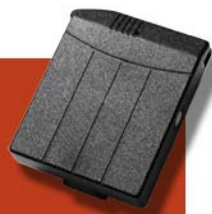


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PPM Weekend Cume Rating

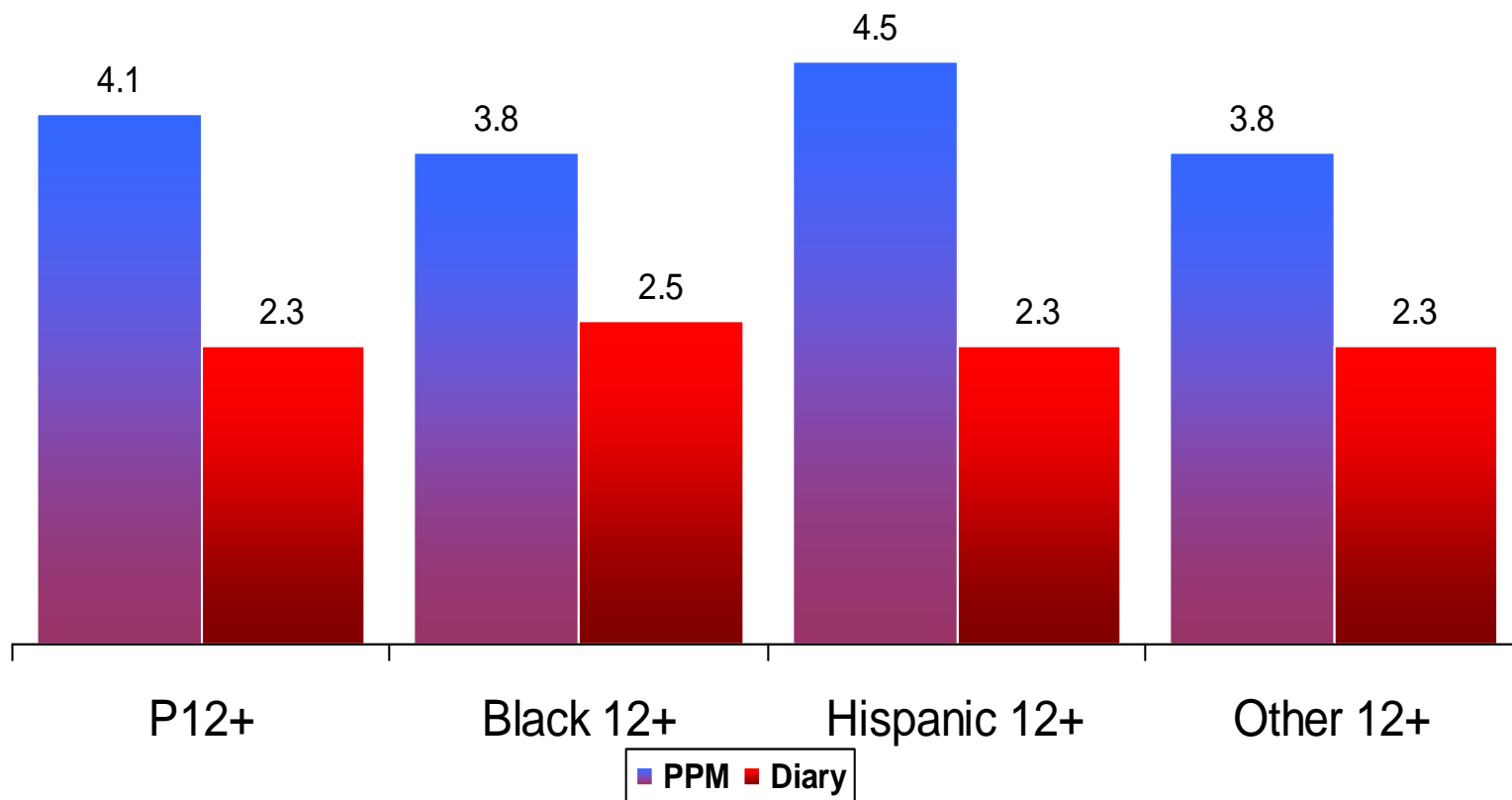
Sat-Sun 6a-12m



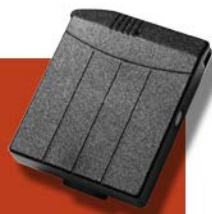


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HOLLYWOOD

Average Number Of Stations

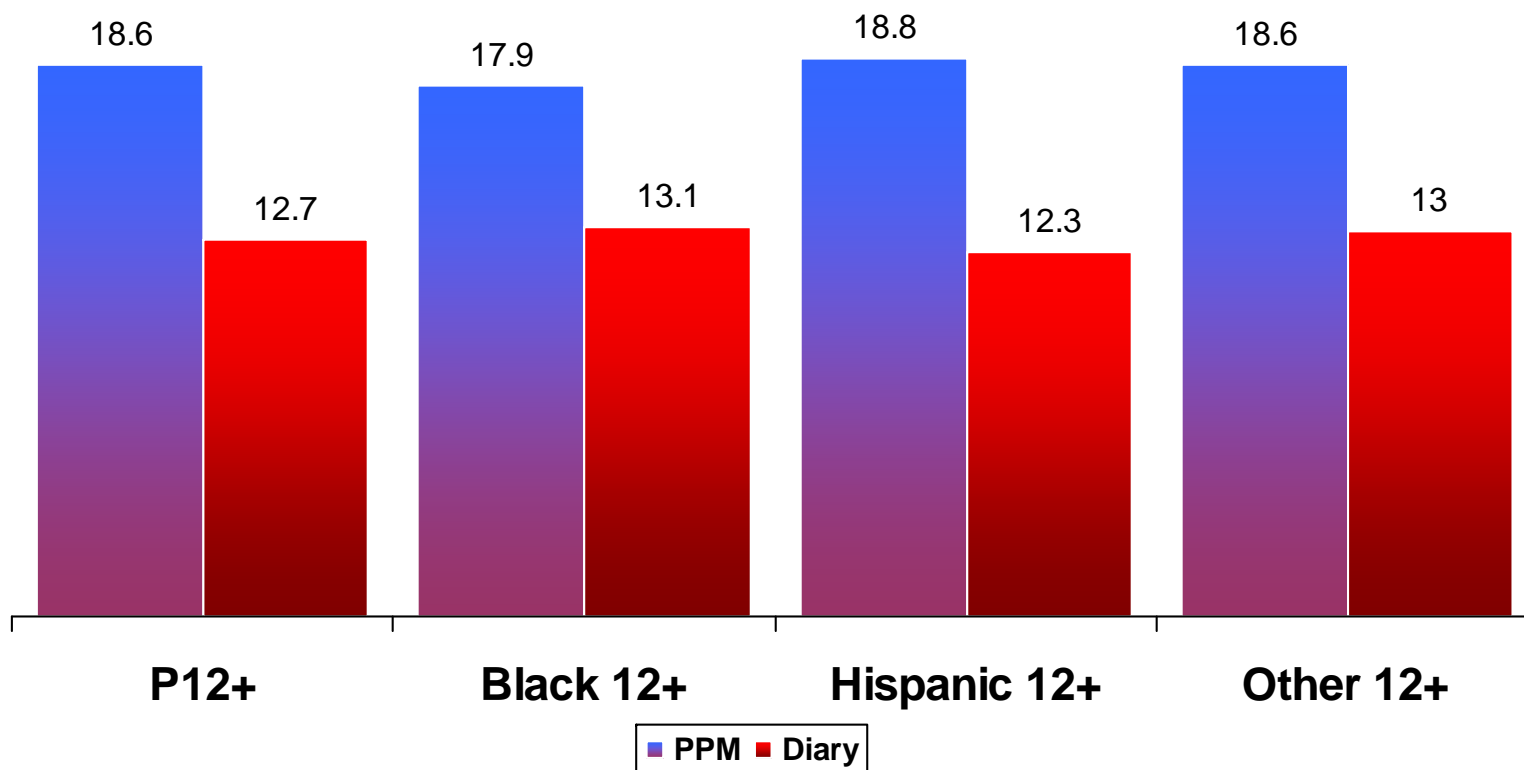


PPM, Miami Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Miami Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+ Note: Same stations are being used for comparison from Diary to PPM



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HOLLYWOOD

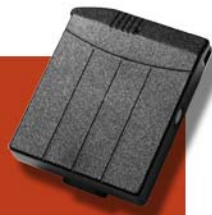
Number Of Listening Occasions



PPM, Miami Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
Diary, Miami 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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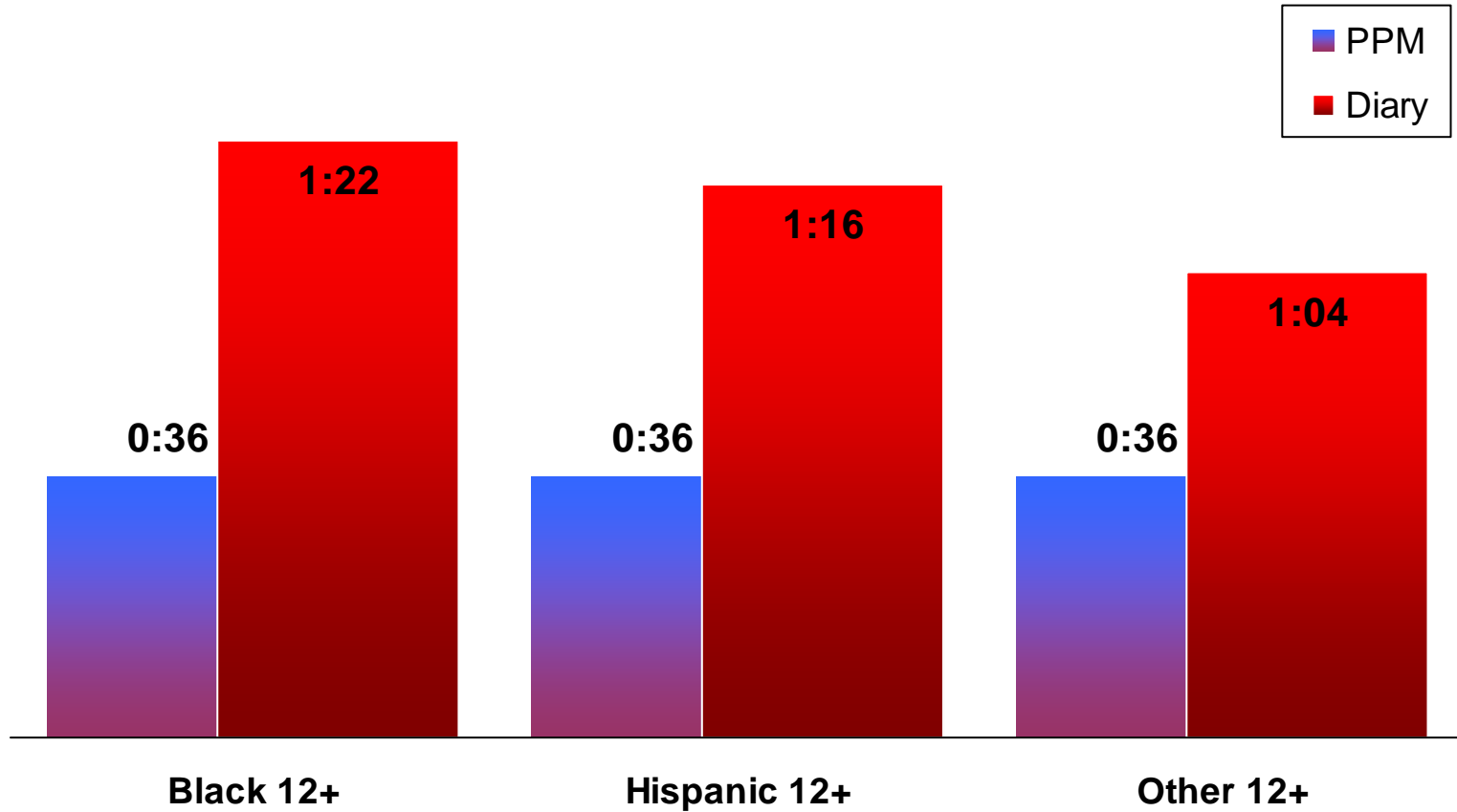




MIAMI-
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HOLLYWOOD



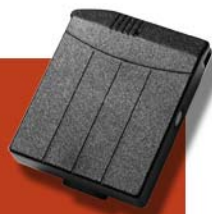
Average Time Spent Per Tune-in



PPM, Miami Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
Diary, Miami 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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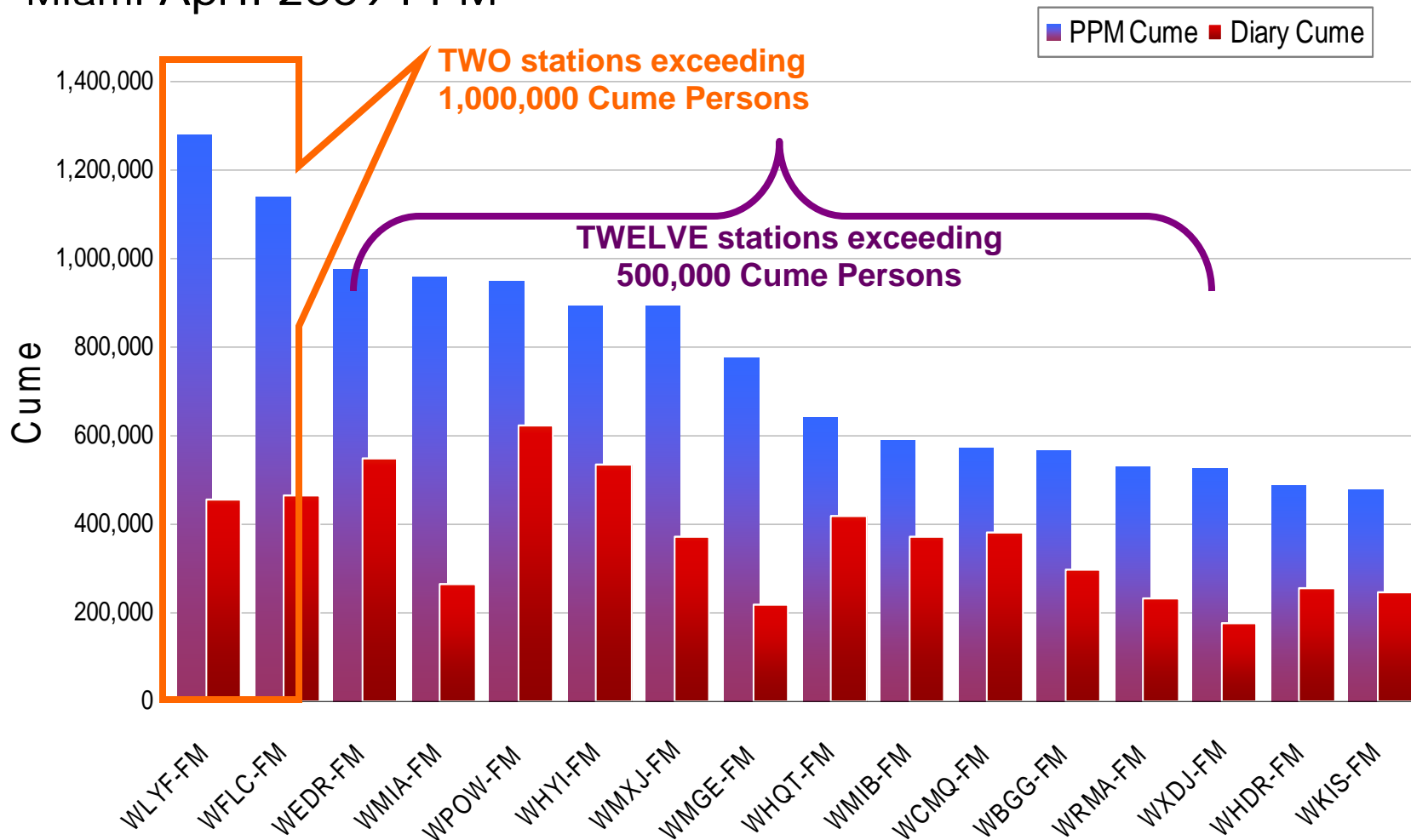




MIAMI-
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HOLLYWOOD

Avg Weekly Cume Comparison

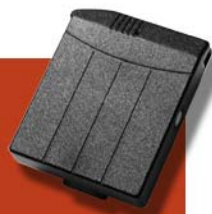
Miami April 2009 PPM



PPM, Miami PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
Diary, Miami 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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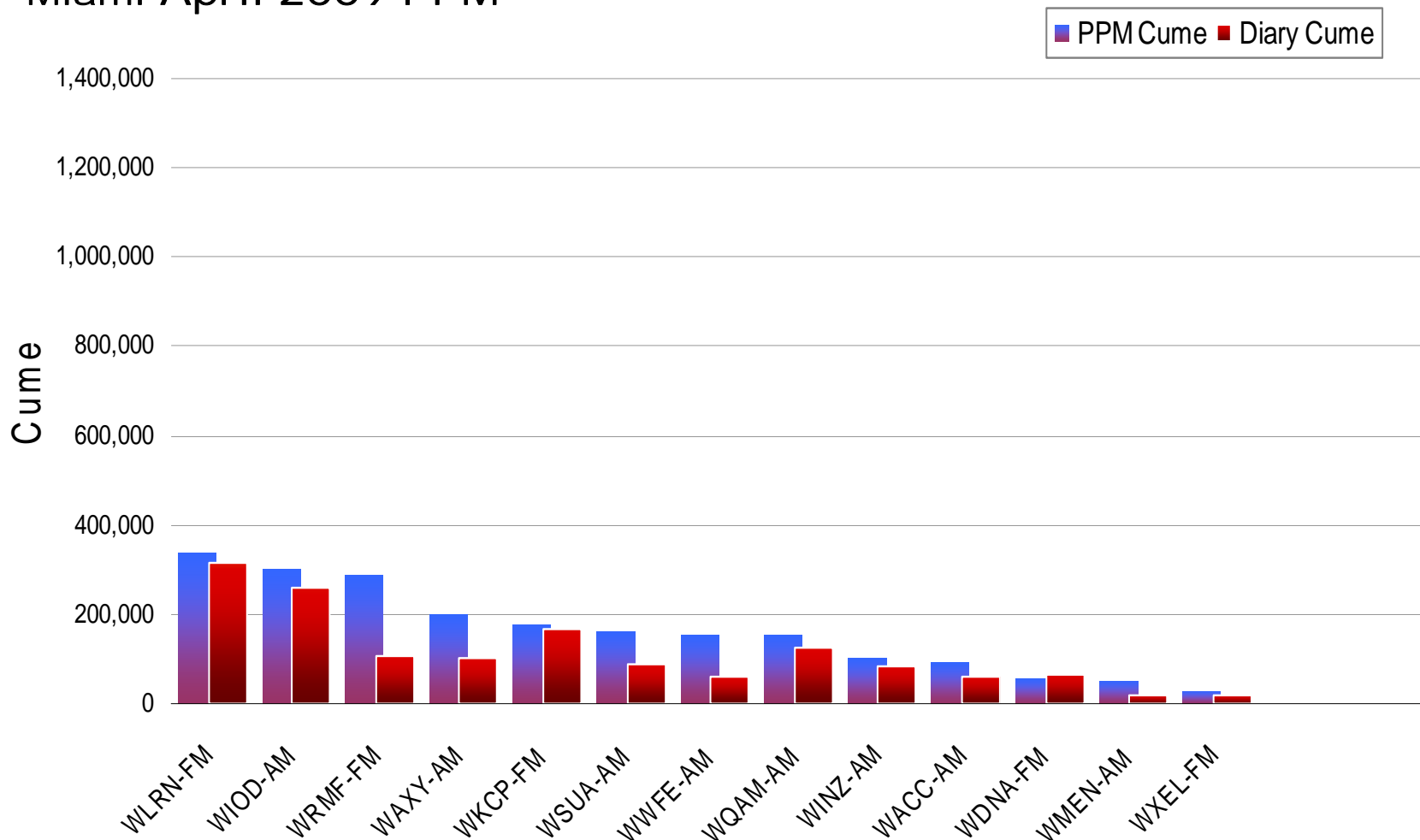




MIAMI-
FT. LAUDERDALE-
HOLLYWOOD

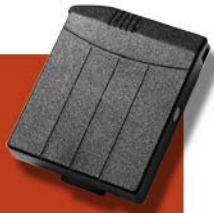
Avg Weekly Cume Comparison

Miami April 2009 PPM



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

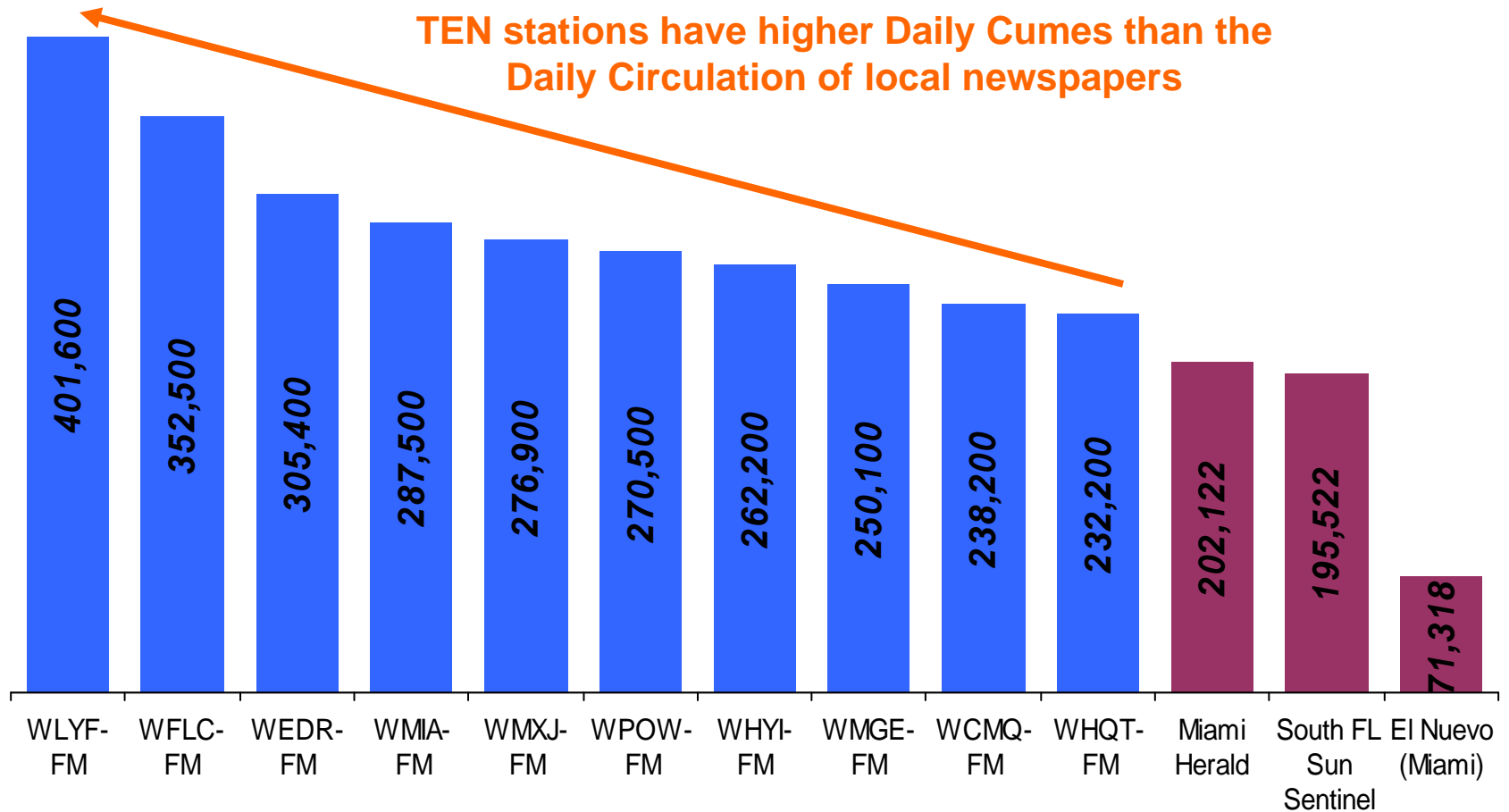




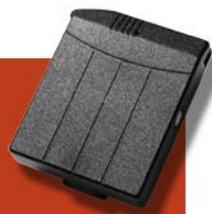
MIAMI-
FT. LAUDERDALE-
HOLLYWOOD

How Big Are These Cumes?

Daily Cume Vs. Circulation in Miami



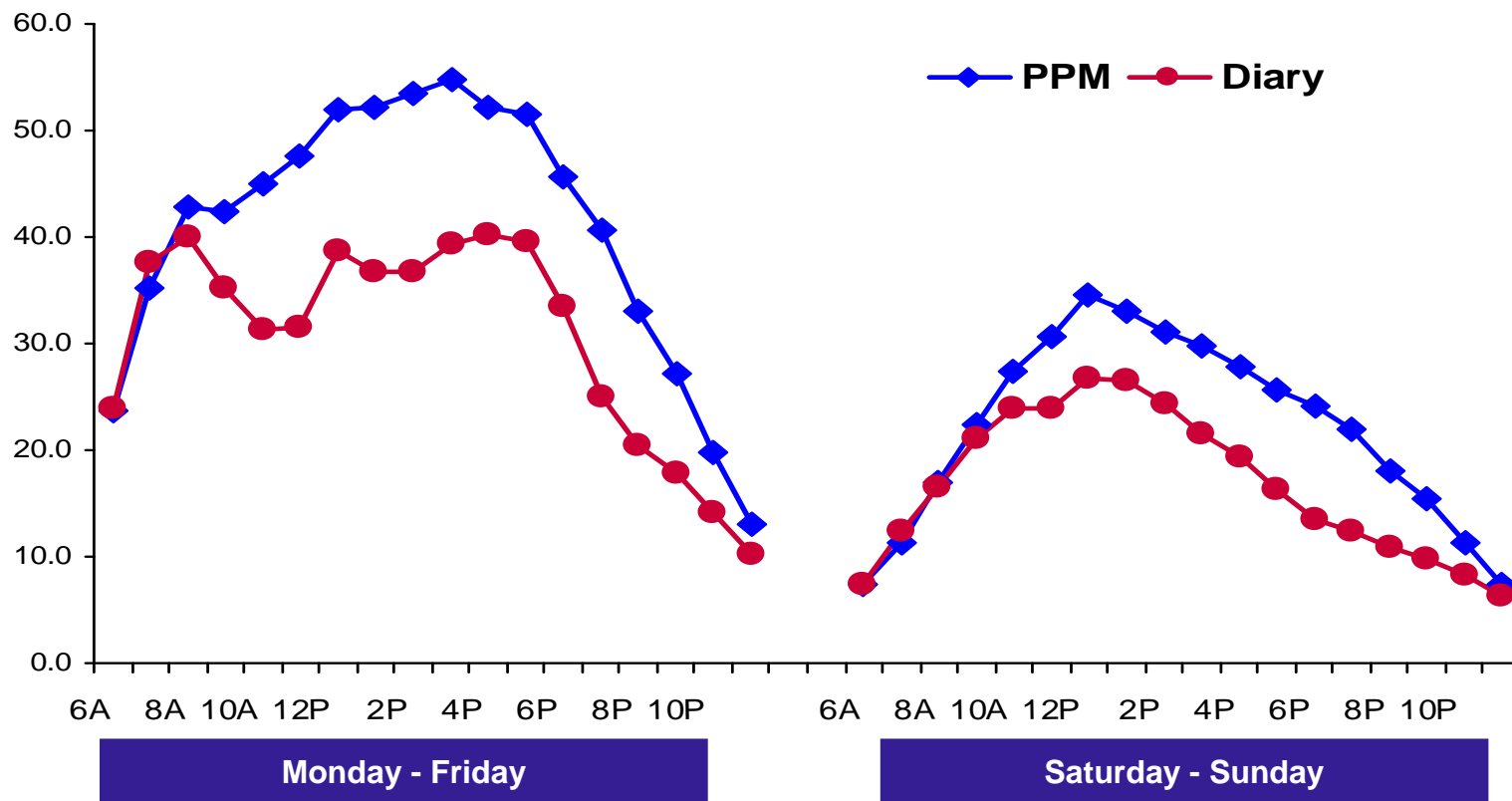
PPM, Miami Metro Daily Cume April 2009 Pre Currency Data, Mon-Fri 6AM-12Mid, P18+
Daily Newspaper Circulation from ABC; Persons 18+



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

April 2009



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

5 © 2008 Arbitron Inc.



PPM in Miami-Ft. Lauderdale-Hollywood



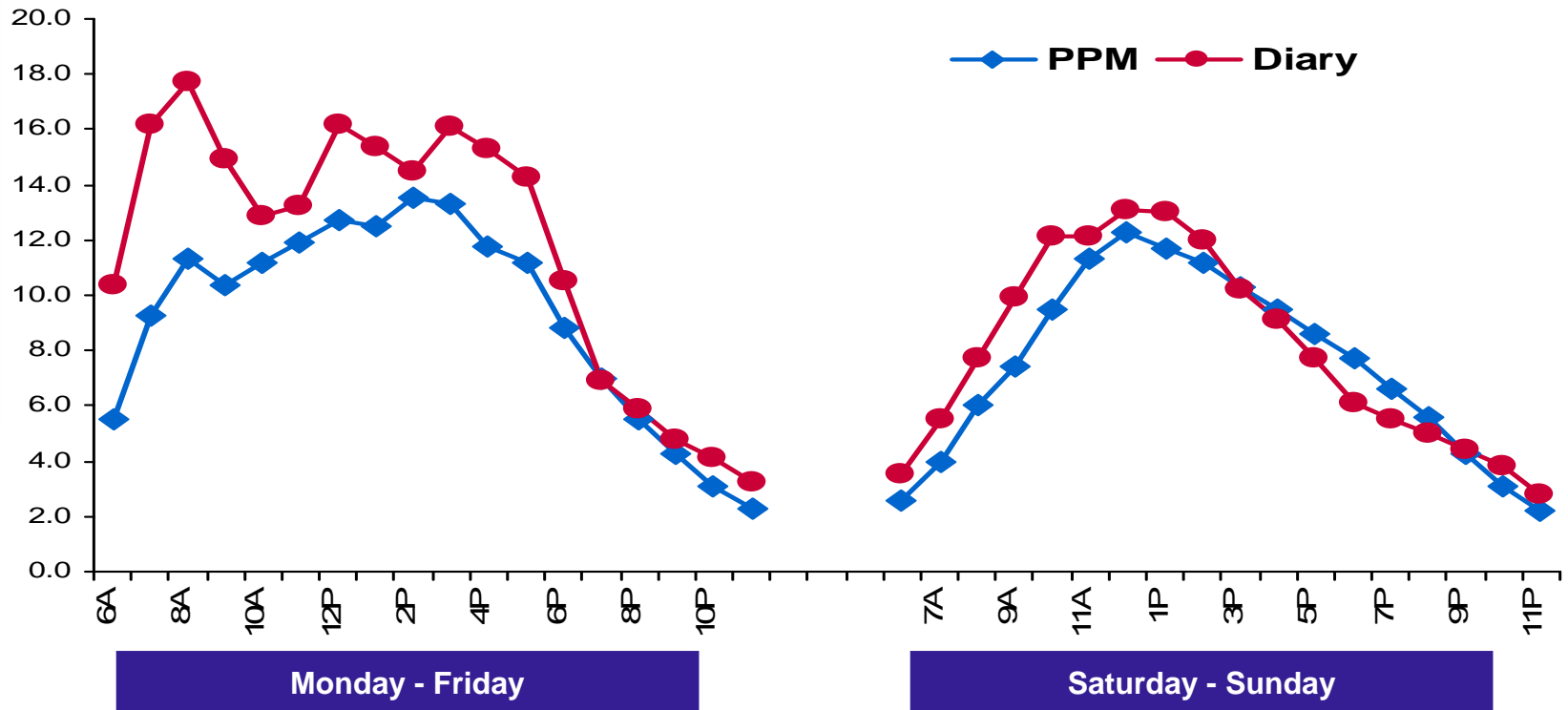
Rating Comparisons

Miami PPM April 2009

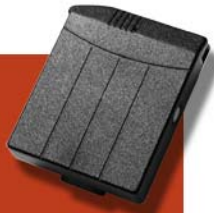


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PPM Vs. Diary Hour-by-Hour Persons 12+ AQH Rating Comparison

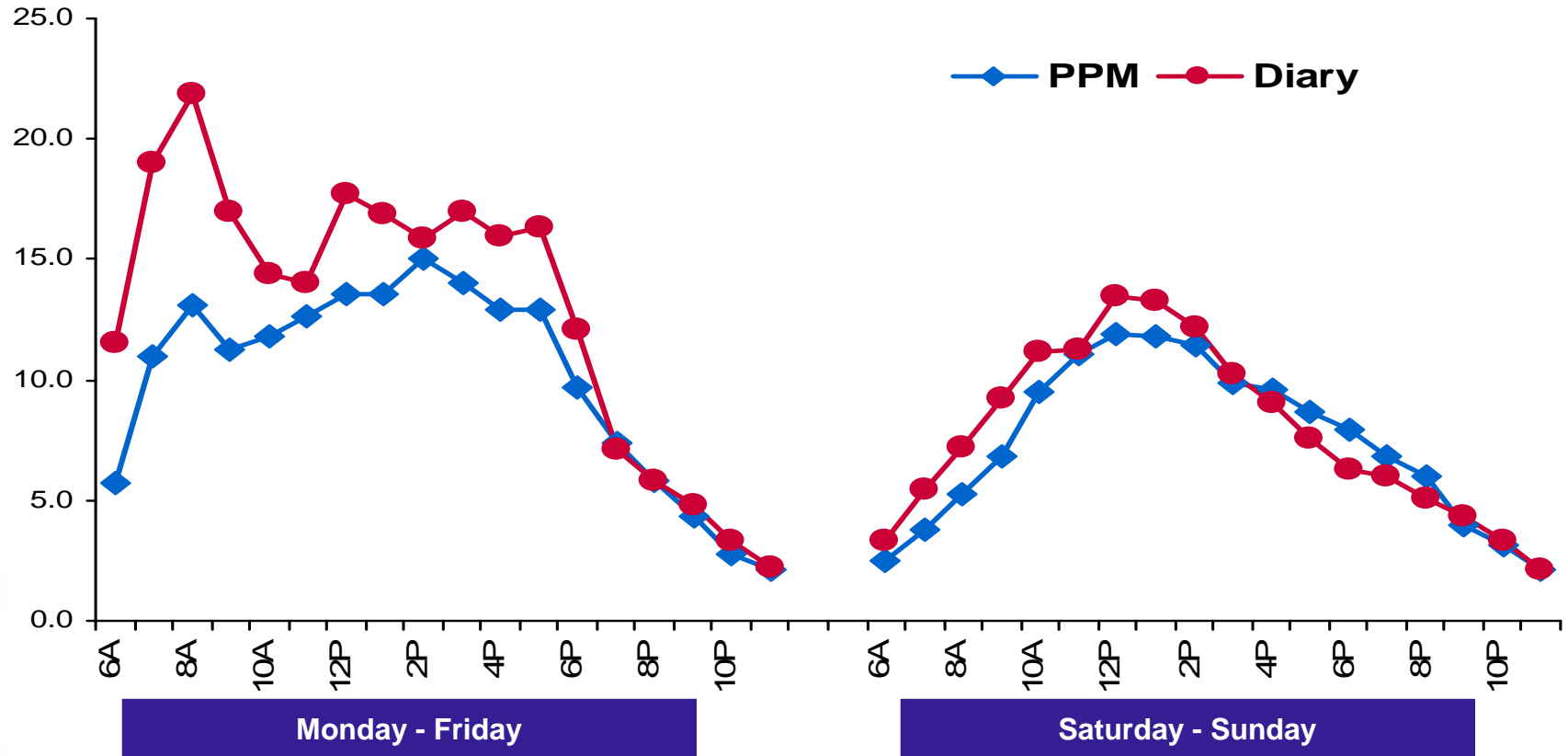


PPM, Miami PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.
Diary, Miami Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM



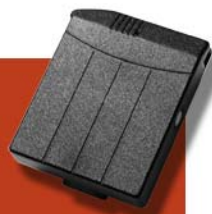
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FT. LAUDERDALE-
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PPM Vs. Diary Hour-by-Hour Persons 25-54 AQH Rating Comparison



PPM, Miami PPM, April 2009, Mon-Sun 6AM-MID, Persons 25-54 vs.
 Diary, Miami Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 25-54
 Note: Same stations are being used for comparison from Diary to PPM
 8 © 2008 Arbitron Inc.

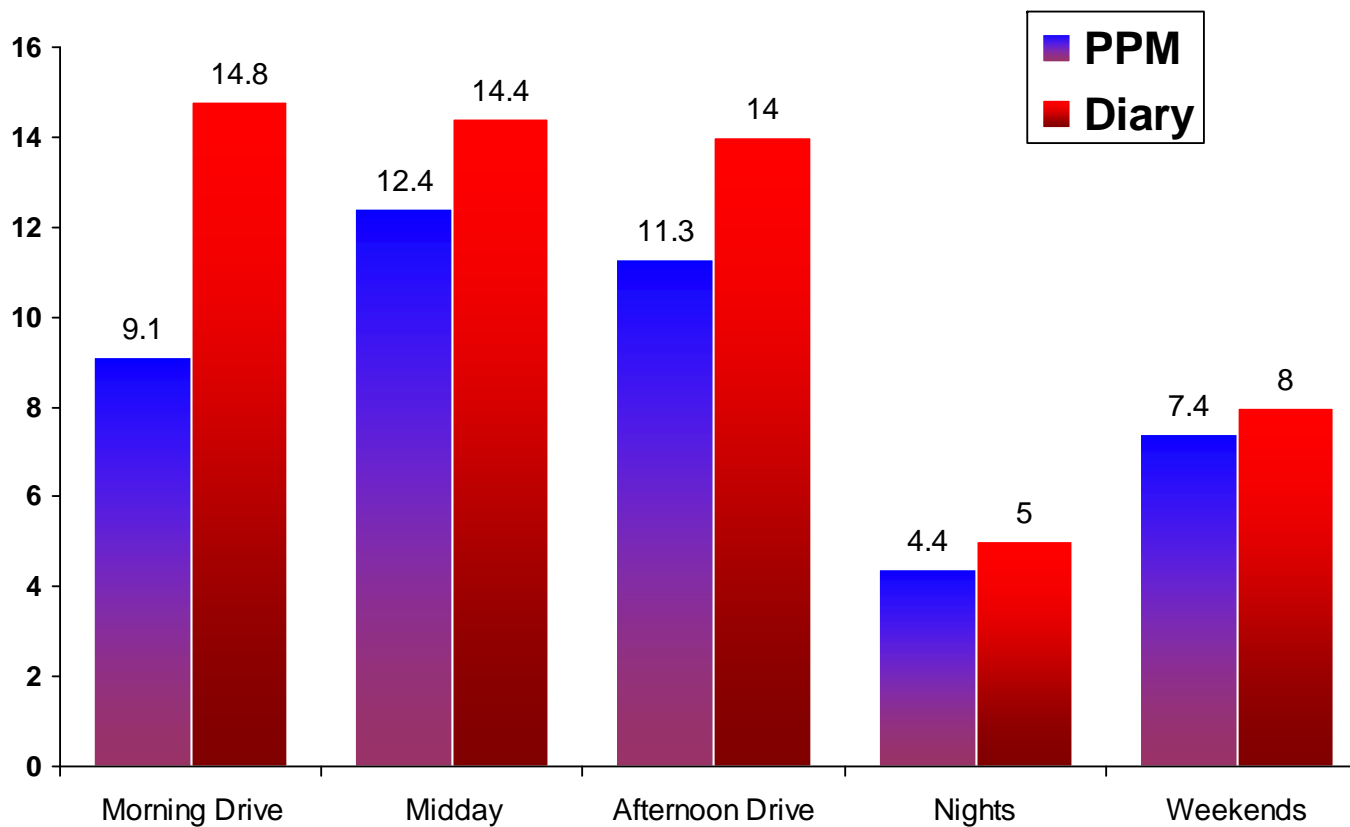




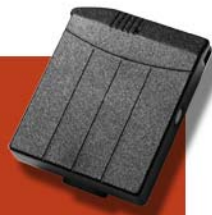
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HOLLYWOOD

PPM Vs. Diary

AQH Ratings By Daypart



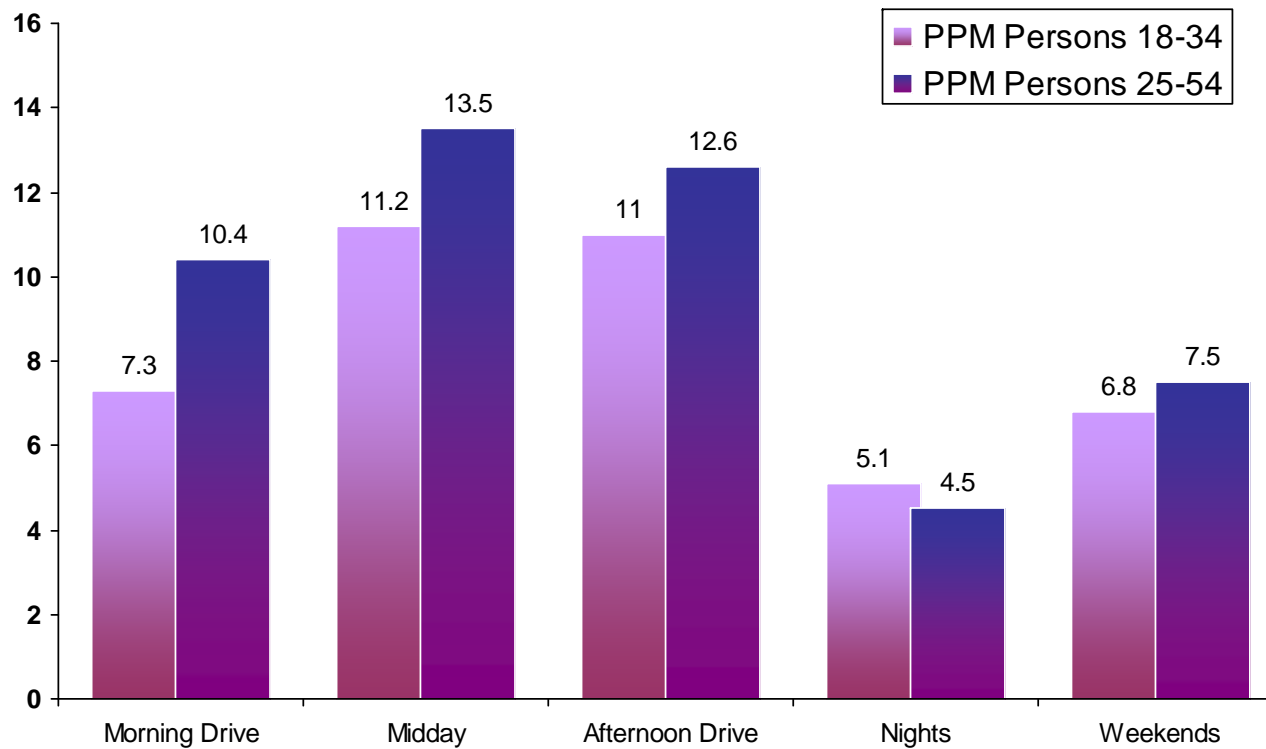
Miami AQH Ratings, April 2009 vs. Winter 2009, P12+ Market totals
Note: Same stations are being used for comparison from Diary to PPM



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PPM AQH Ratings By Demo and Daypart

April 2009



PPM Miami AQH Ratings, April 2009 Market totals.

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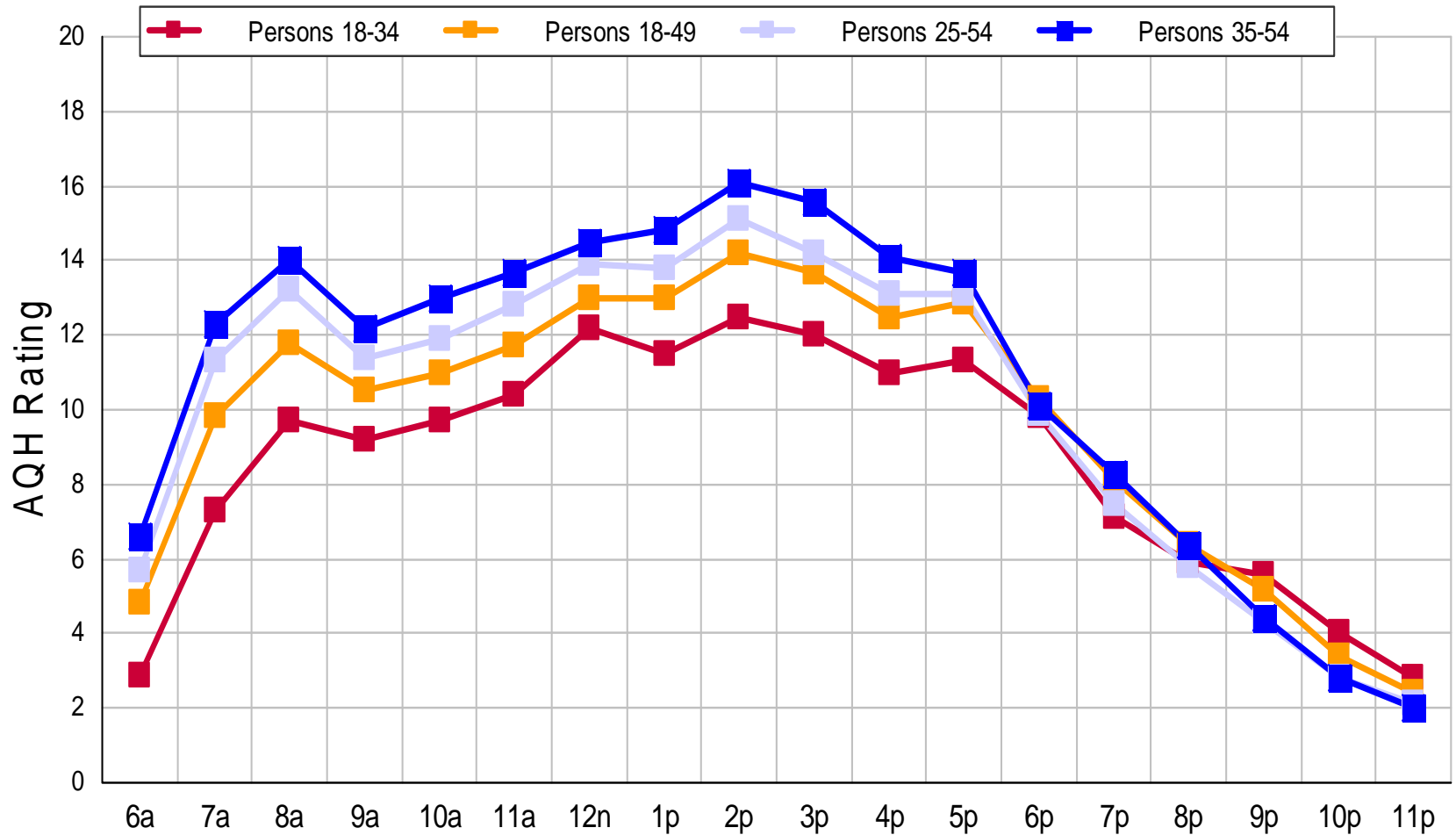




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Listening By Demo

Monday-Friday 6AM-MID



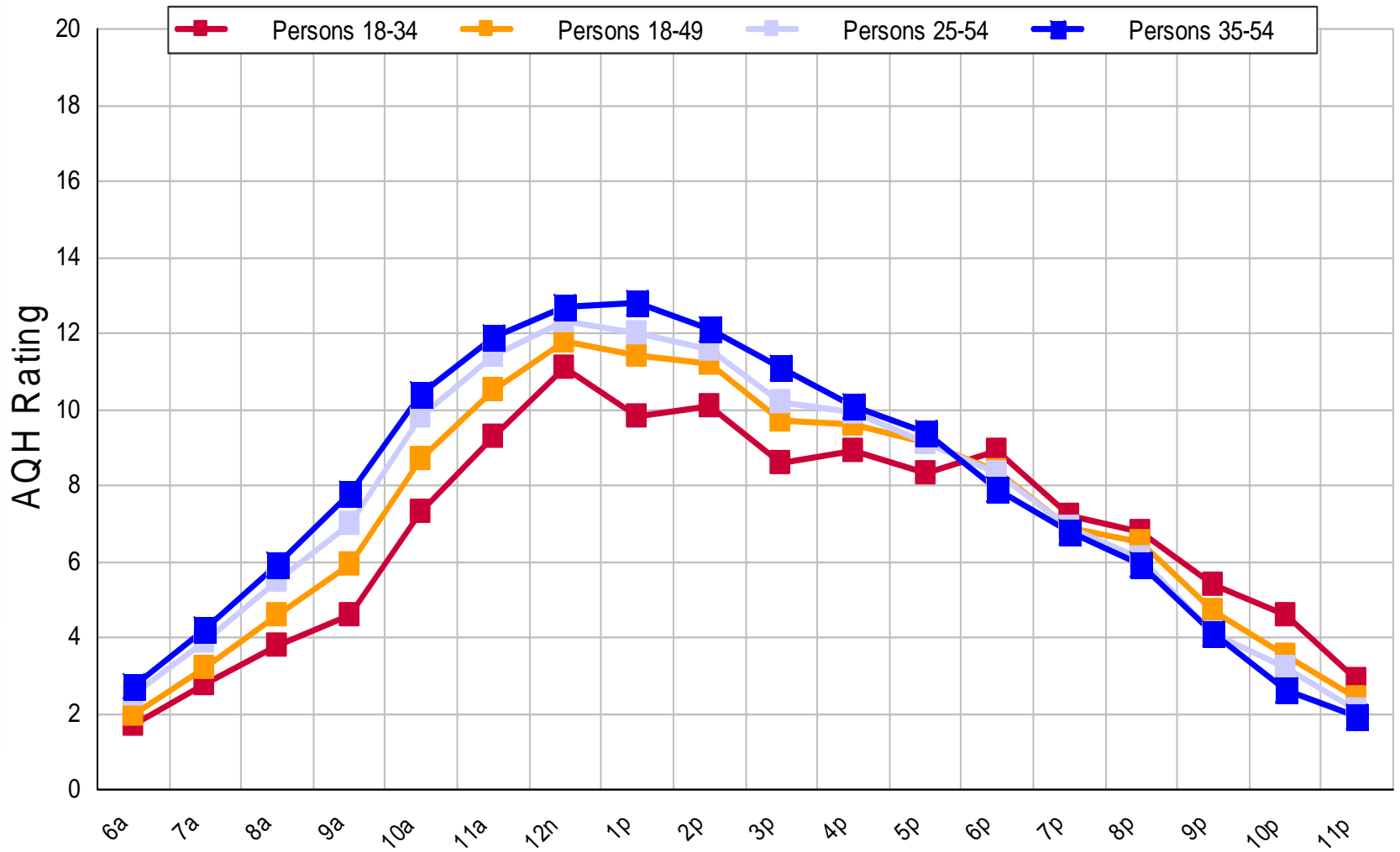
Miami April 2009 PPM, Mon-Fri 6AM-MID



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Listening By Demo

Sat-Sun 6AM-MID

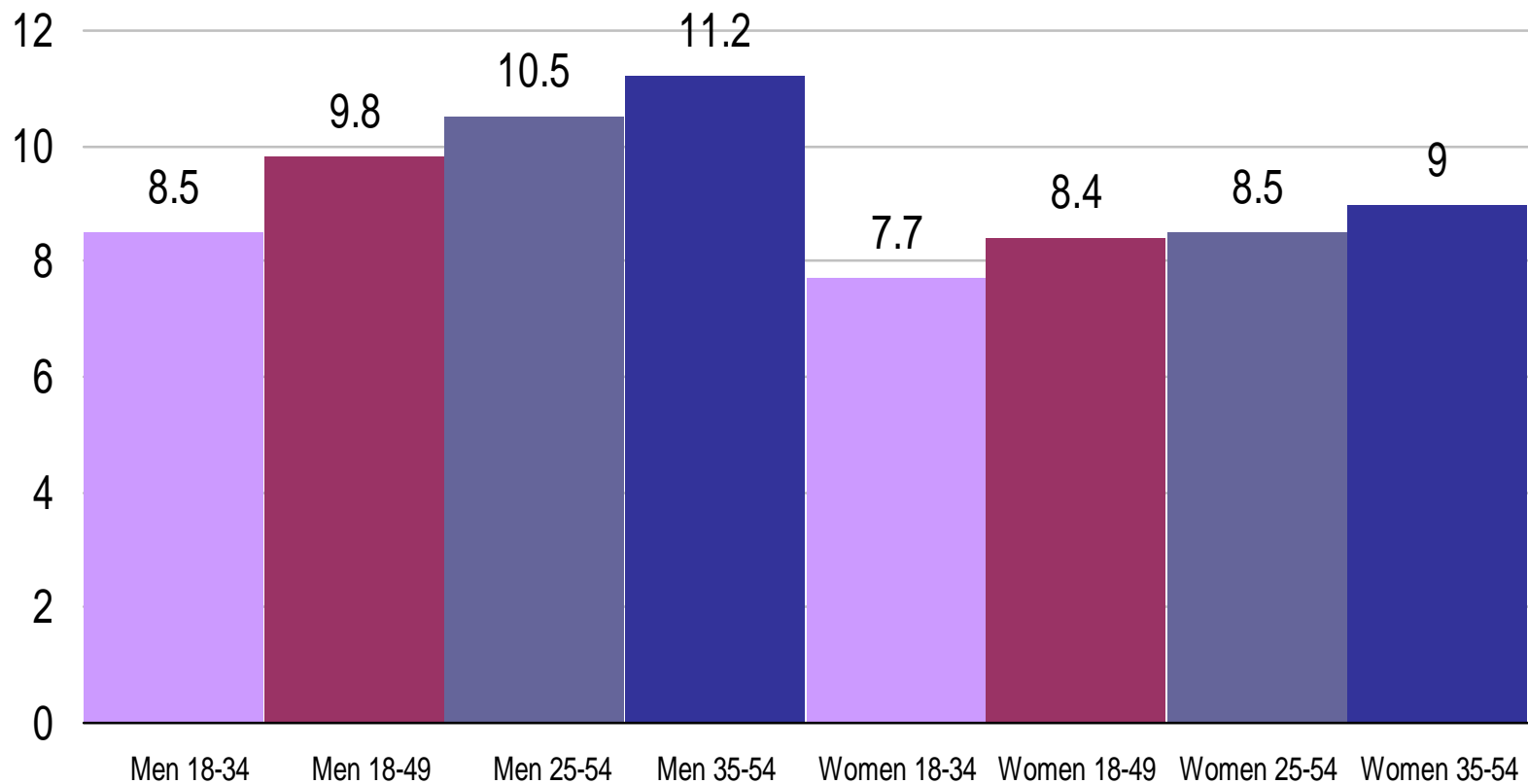


Miami April 2009 PPM, Sat-Sun 6AM-MID,

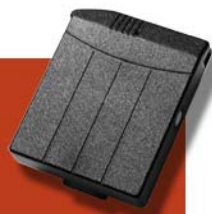


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PPM AQH Ratings by Age/Sex

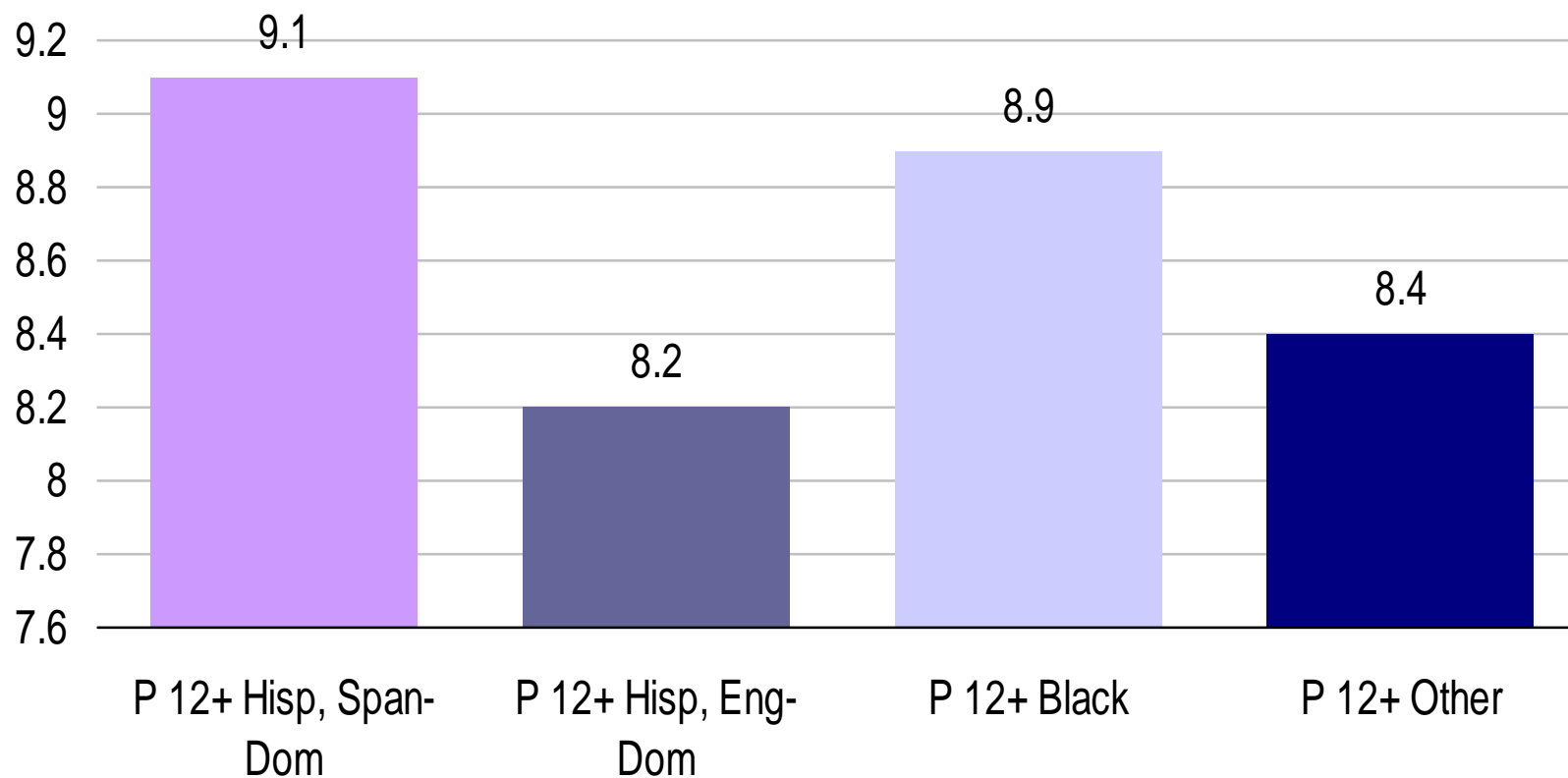


Miami PPM, April 2009, Mon-Sun 6AM-MID, AQH Rating

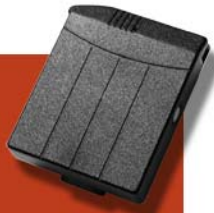


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Listening Levels by Race and Ethnicity



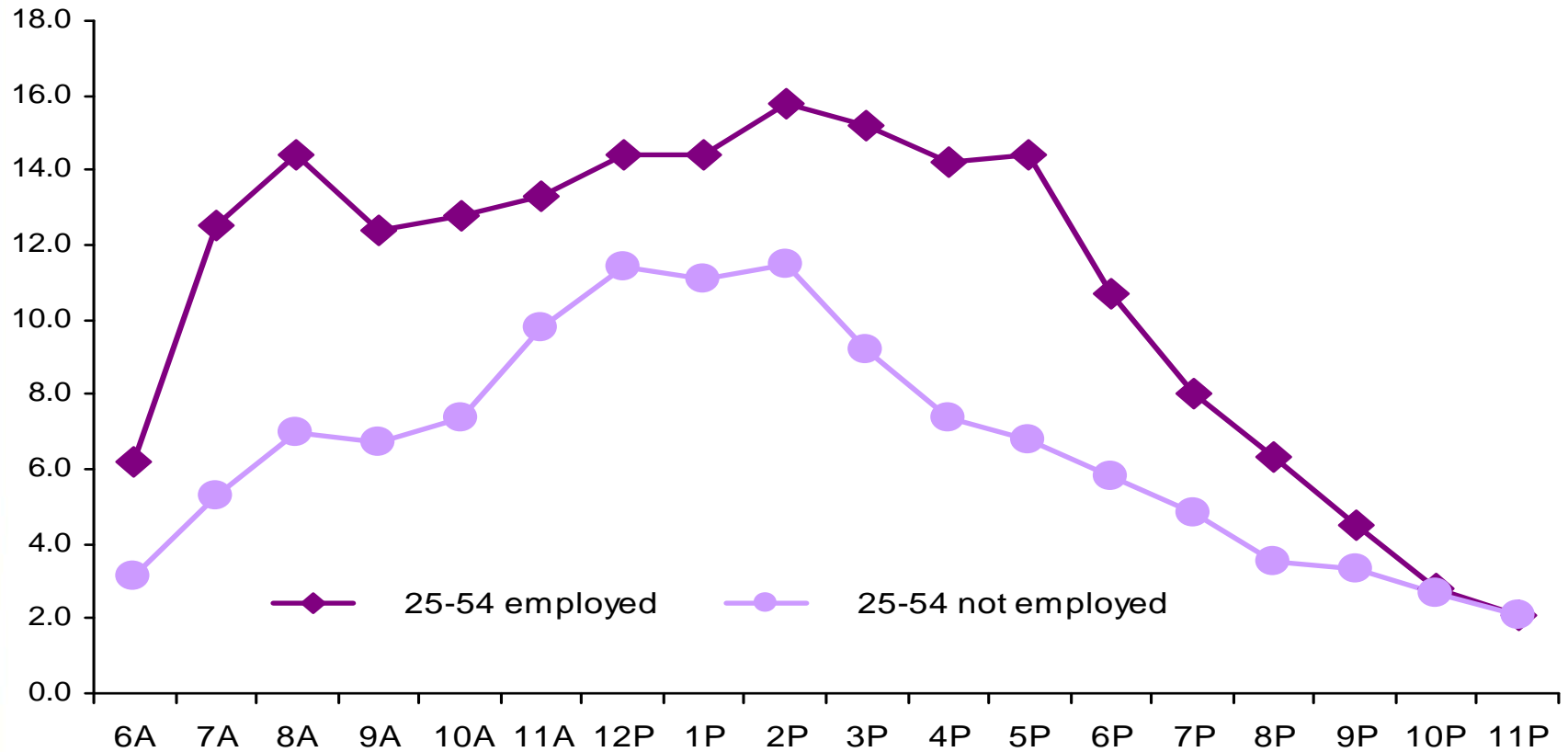
PPM, Miami, April 2009, Mon-Sun 6AM-MID, AQH Rating



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Ratings by Employment Status

Persons 25-54



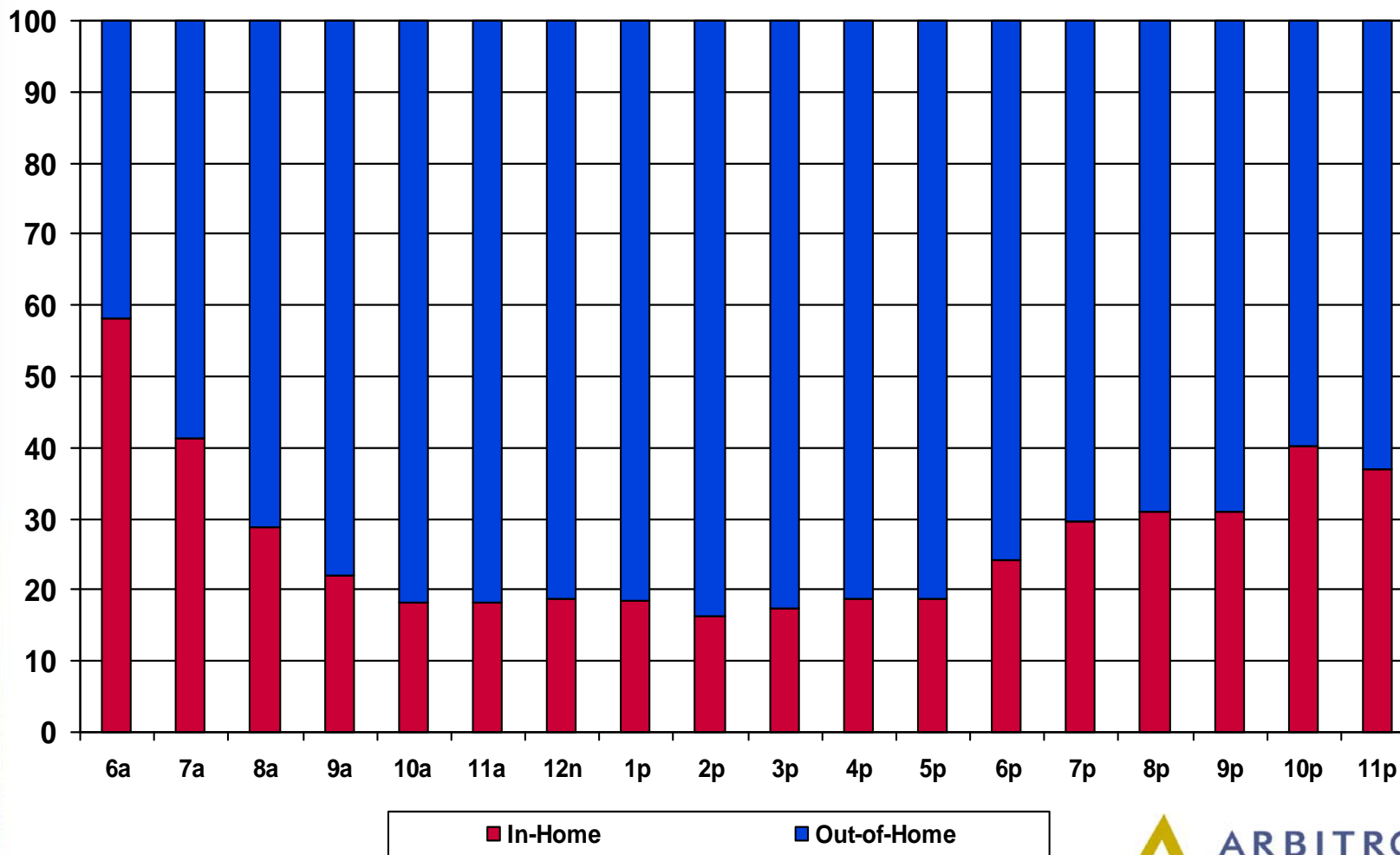
PPM, Miami, April 2009, Mon-Fri 6a-12m Persons 25-54 full-time/part-time vs. not employed, A/QH Rating



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Ratings by In/Out of Home Listening

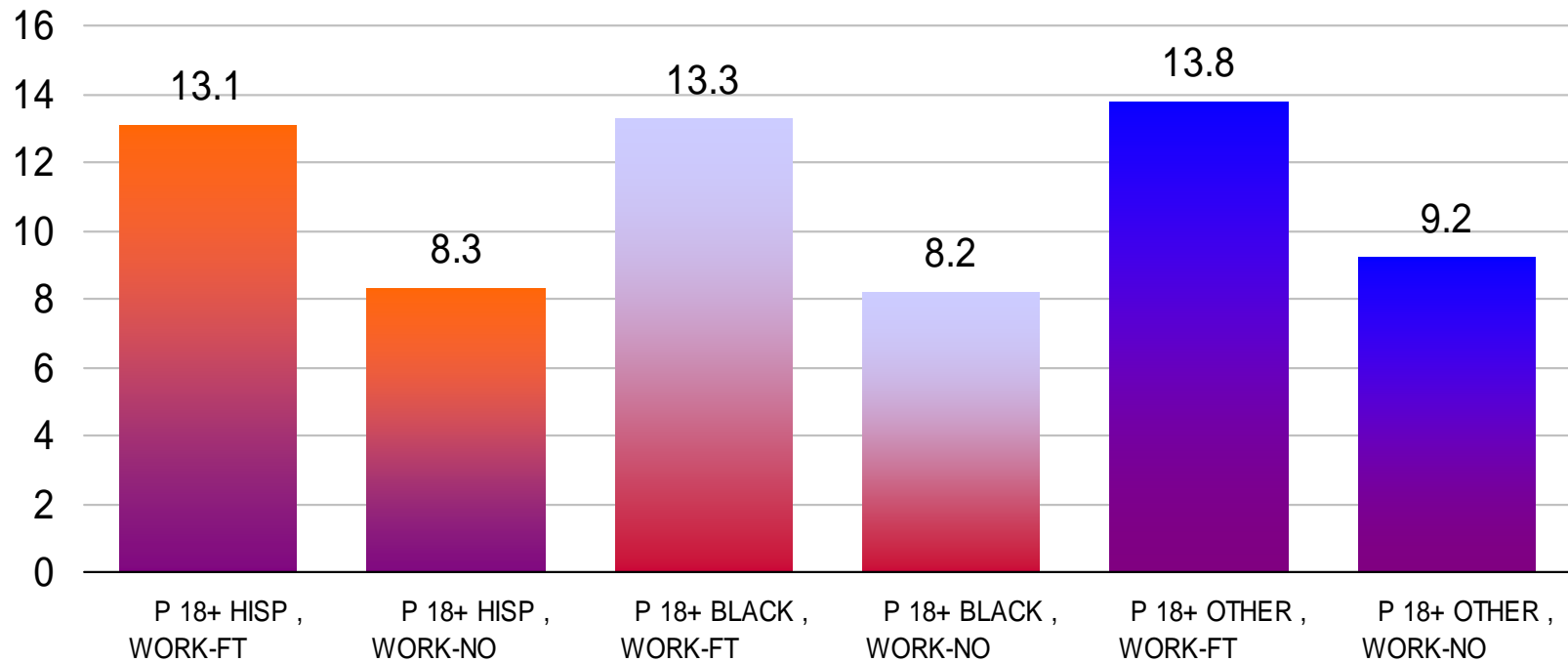
Persons 25-54



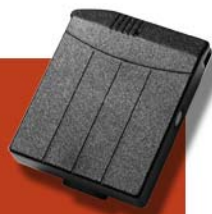


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Listening Levels by Race/Ethnicity and Employment Status

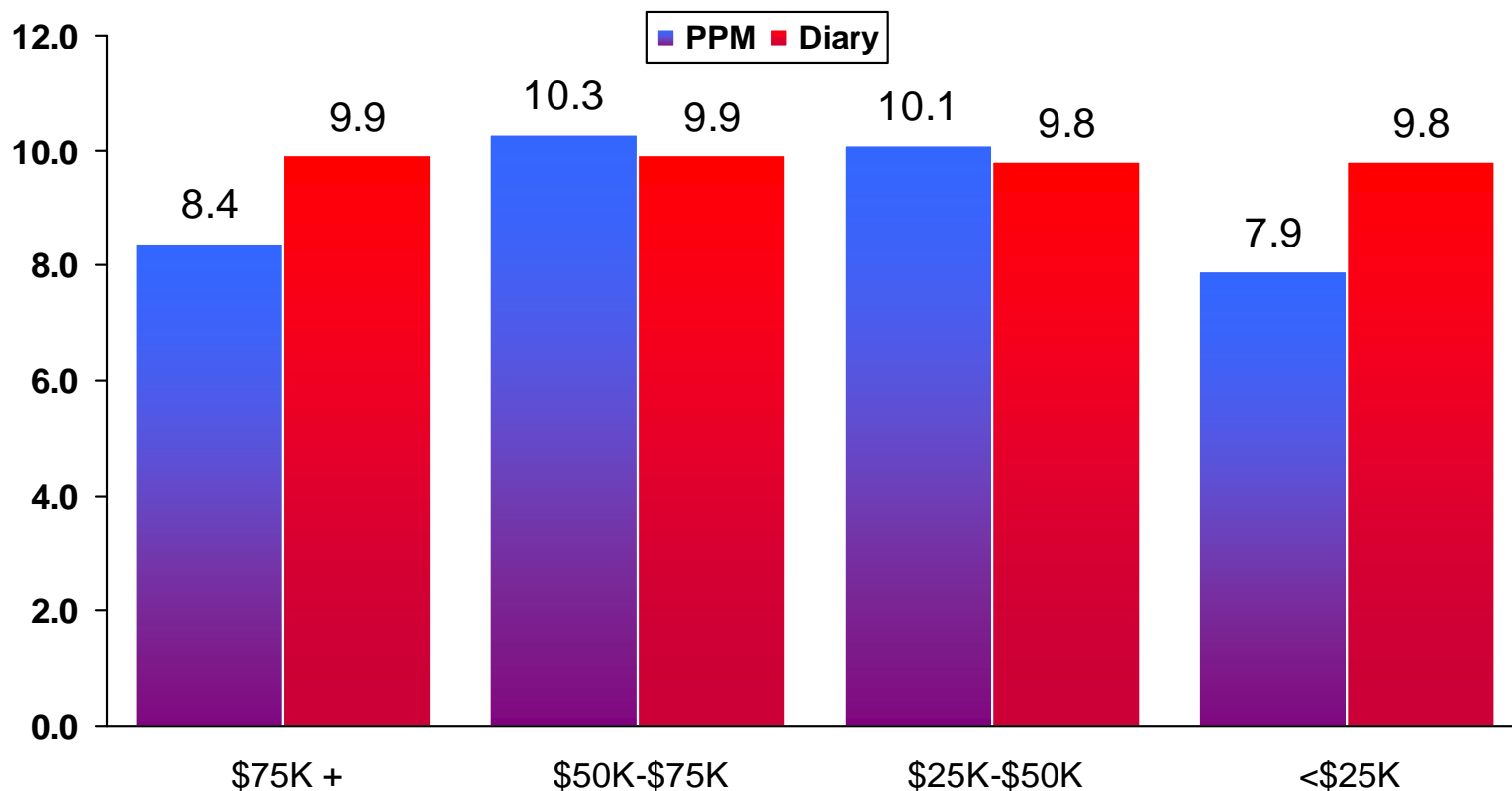


Miami, April 2009 data, Mon-Fri 6a-7p, Persons 18+, AQH Rating

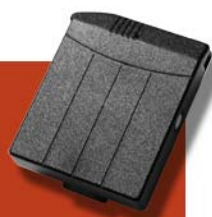


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Listening Levels by Income Level



PPM, Miami PPM, April 2009, Mon-Sun 6AM-MID, Persons 18+ vs.
Diary, Miami 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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Miami Rank Positions

Top Five Stations Represent Many Formats

Persons 12+

Adult Contemporary
Classic Hits
Urban Contemporary
Urban AC
Rhythmic AC

Persons 25-54

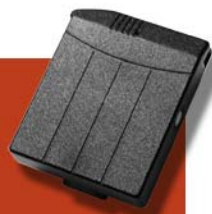
Adult Contemporary
Urban AC
Rhythmic AC
Urban Contemporary
Classic Rock

Persons 18-34

Urban Contemporary
Spanish Contemporary
Rhythmic CHR
Pop CHR
Adult Contemporary

Persons 35-54

Adult Contemporary
Urban AC
Rhythmic AC
Classic Rock
Classic Hits



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PPM Ratings Are More Compressed

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

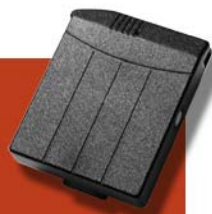
	Miami 18-34		Miami 18-49		Miami 25-54		Miami 35-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	1.3	0.4	0.6	0.5	1.0	0.6	1.5	0.7
M-F 10a-3p	0.7	1.0	0.4	0.7	0.7	0.9	1.1	1.1
M-F 3p-7p	1.3	0.8	1.1	0.6	1.3	0.6	1.4	0.6
M-F 7p-12m	0.9	0.7	0.4	0.4	0.3	0.3	0.3	0.3
Sa-Su 6a-7p	1.1	0.7	0.8	0.5	0.5	0.3	0.6	0.6

Diary data based on Winter 2009
PPM data based on April 2009 data

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

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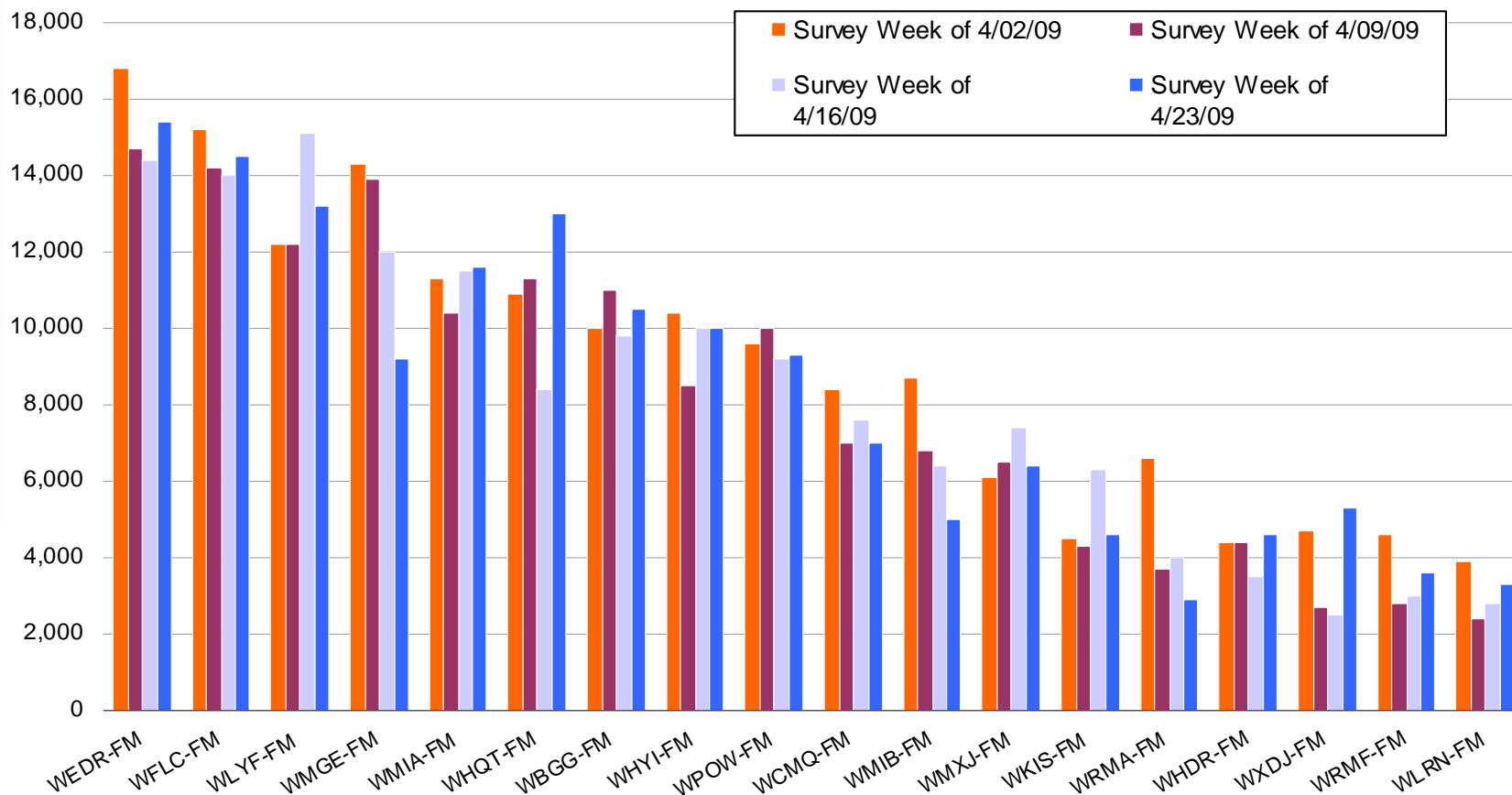




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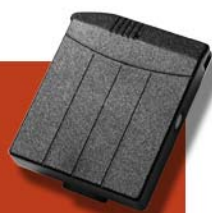
AQH Persons Estimates

Persons 18-49, AQH Persons



Miami PPM, April 2009, Mon-Sun 6AM-MID

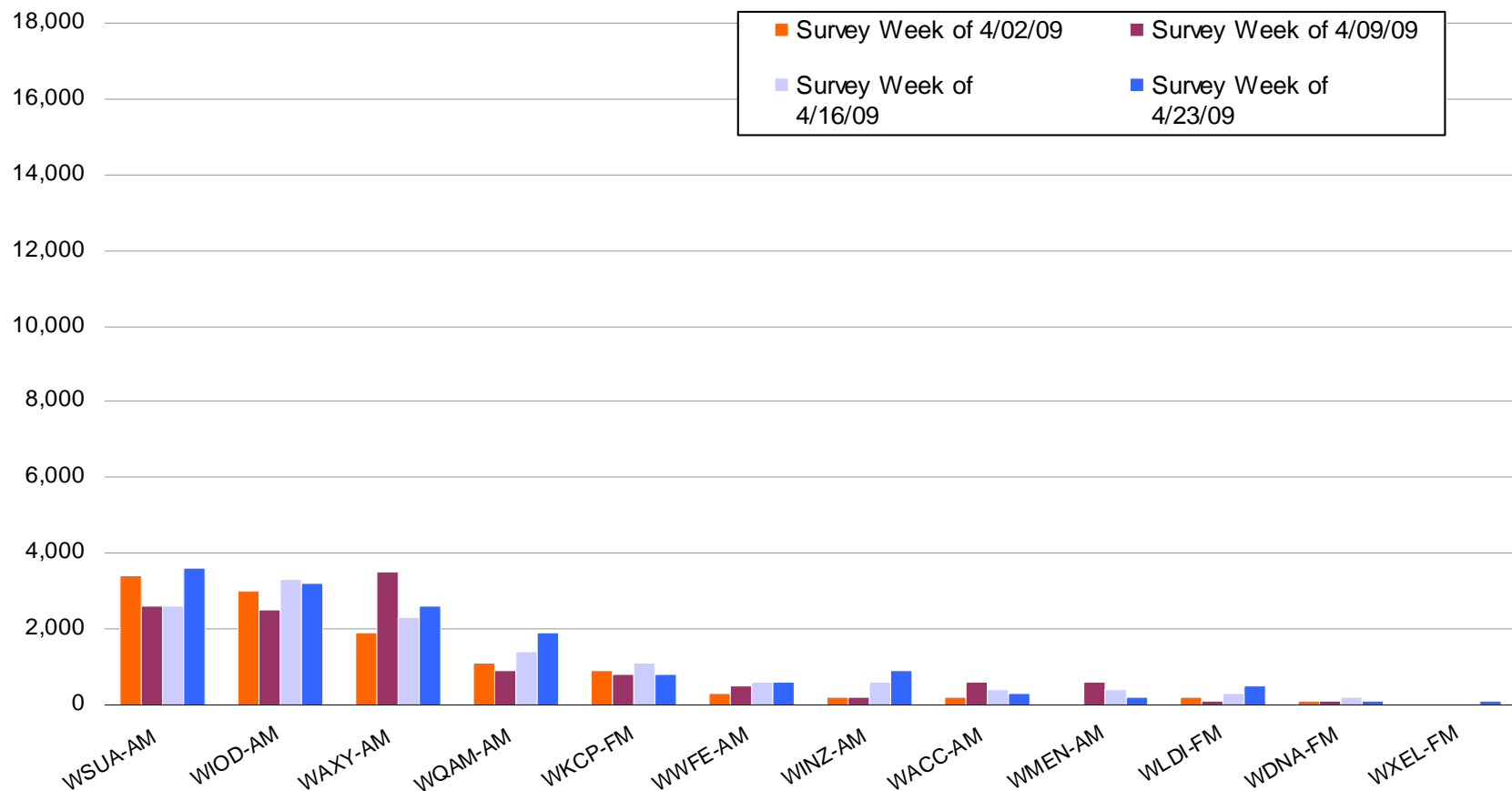




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AQH Persons Estimates

Persons 18-49, AQH Persons



Miami PPM, April 2009, Mon-Sun 6AM-MID





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Summary

- Compliance is similar to all other PPM markets
- Listening levels continue to follow trends in other PPM markets
 - **Employment, as well as out-of-home, listening continues to be a major driver of ratings**
- Listening levels on evenings and weekends are similar to that of the diary
- Radio's reach in Miami is approximately 90% of the metro each week
- Ratings are compressed among top tier stations
- Granularity of PPM will allow programmers to improve the product in ways not possible with diary





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Thank You For Joining

- A copy of this presentation will be available COB Thursday at the Miami PPM website: http://www.arbitron.com/ppm_miami
- To register for next week's (May 26-29) Miami PPM Software Training Webinars, go to <http://www.arbitrontraining.com>
- Data will also be available via Arbitron's Downloader & within TAPSCAN Web at 12p local time.
- On Wednesday, May 27th at 12p local time, you will be able to access your first Weeklies data
- The Arbitron PPM May 2009 Client Briefing Webinar will be on Tuesday, May 26 at 2p ET. To register, go to www.arbitron.com.





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Question & Answers

Email us directly and we will reply to your questions once the session has ended.

- You may send multiple questions.

Our emails are:

kevin.wolfson@arbitron.com

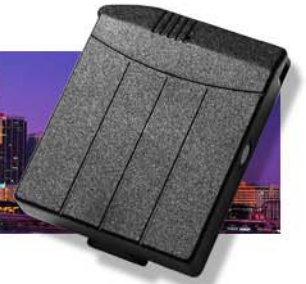
tasia.martin@arbitron.com

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- You will not be able to chat with others, only the host. The host may choose to answer questions as they come in or respond to them at the end of the session or after the session has ended.
- ***Chat can be found in the lower right hand side of your screen.***



PPM in Miami-Ft. Lauderdale-Hollywood



Miami

April 2009 Pre-Currency PPM Data

Kevin Wolfson & Tasia Martin
Arbitron, Inc.
May 21, 2009