

PPM in Pittsburgh



Pittsburgh, PA

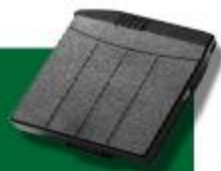
Preparing for PPM™

How Will PPM Affect the Market?

Presented by:

Dr. Ed Cohen, VP of Research Policy and Communication
Jon Miller, National PPM Account Manager

Arbitron Inc.

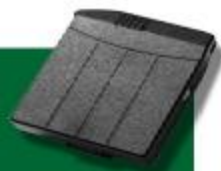


PITTSBURGH

The 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.

Today's Agenda

- § How the PPM works
- § Diary vs. PPM
- § Sample review
- § June PPM data preview
- § Market ratings and analysis
- § Diary to PPM Conversion
- § Detailed listening
- § Q&A session



PITTSBURGH

When Does PPM Come to Pittsburgh?

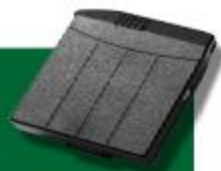
- § **Spring 2009 was the final Diary survey in Pittsburgh**
- § **July Pre-Currency PPM began measuring June 25th**
- § **First month's data is scheduled to be available August 14**



PPM in Pittsburgh



What is the PPM? (Portable People Meter™)



PITTSBURGH

The PPM Hardware

Radio Station

Encoder: Encodes the audio signal every five seconds with station information and time stamp.



Home

PPM: Device worn by panelist, aged 6+, to capture the codes.

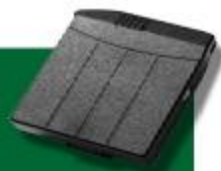


Recharger: PPM is “docked” at night for charging; sends information to data collector.



Data collector: Sends data to Arbitron nightly.





PITTSBURGH

Each Panelist Gets Their Own Device and Installs It On Their Own

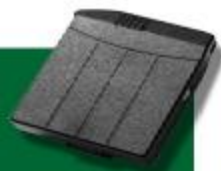


Household Package



Instructions





PITTSBURGH

Carry Accessories

Wearing your meter has never been easier or more convenient

Arbitron is offering you some fresh and exciting accessories to make it even easier and more convenient to wear your meter! We have accessories that would be great for anyone of any age.

If you want something with a bit of color or style or for use while you are exercising, these accessories are for you. Best of all, these great new accessories are free! The clip on the back of your Personal Meter may need to be removed to fit into some accessories. Snap it back in place when you need it.

Supplies are limited, so only one per person. If you are interested in any of these great accessories, get in touch with your Personal Relations Specialist by calling 1-800-277-4429.

1. Mini-pocketbook.
Very stylish! Pouch around your belt, easy access, around your waist or carry it by hand. Orange and blue.



2. Stylish sport pouch.
Cameo with a clip. Clip it onto your belt, loop or by chain. Bees material.



3. Fastdraw® pouch.
Meter fits nicely in pouch. Hooks onto your pants strap or belt with Velcro®. Or slips comfortably onto your waistband. Black leather.



4. Arrmband carrying case.
For the sporty look. Put around your arm, wrist or calf. New design with velcro strap and Velcro® loopover suspension. Black and blue.



5. Fastlane pouch.
Carry it around your wrist, or snap it to your pants or around your belt loop. Cut-off neoprene material.



6. Thigh holster.
For women who wear and don't want to carry. Fits onto your thigh compartment for your credit cards, etc. Blue.



7. Waistband.
Adjustable strap, stretch suspension to fit over belt loops, pockets for money, cards. Make use. Velcro® loopover. Useful for already wear it around their arm.



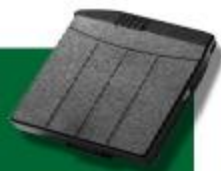
8. Body Glo.
Versatile and Can be clipped (included) on. Available in many colors and materials.



Personal Meter Accessories



ARBITRON
• things



PITTSBURGH

More Motion = More Incentives

my meter & me > home

https://www.arbitronpanel.com/panelist/panel/inde

Google

Español Log Out

www.arbitronpanel.com

my meter & me

ARBITRON

Welcome Joe Hudson

Home How Am I Doing? Panelist Tips Common Questions My Profile Contact Arbitron

What do you think?
 Duis tincidunt orci faucibus pede. Cras eget justo. Mauris porttitor. Vestibulum vitae diam.

Always
 Often
 Rarely

My points so far this week as of 5/10

362

\$Bonus Sweepstakes Entry

0 200 400 600 800

Great! You are on track for your weekly bonus and sweepstakes entry. Good job wearing your meter from rise to retire!

[More about your points](#)

Household Competition as of 5/10

Points so far this week (as of Thursday)

Randy	330
Renee	321
Christina	312
Joe	289
Laura	344

Leader More Detail

Cool Stuff

[Check your points](#)
[Share Panelist Tips](#)

Panel Pages Newsletter

Our Panel Pages newsletter is a great way to get helpful information about participating in the ratings. Inside you'll find great tips, helpful ideas and interesting facts.

Download the current issue of Panel Pages:
[February 2007](#)

Previous issues:
[January 2007](#)
[December 2006](#)
[November 2006](#)
[October 2006](#)
[September 2006](#)



PPM in Pittsburgh



How Diary and PPM Differ



PITTSBURGH

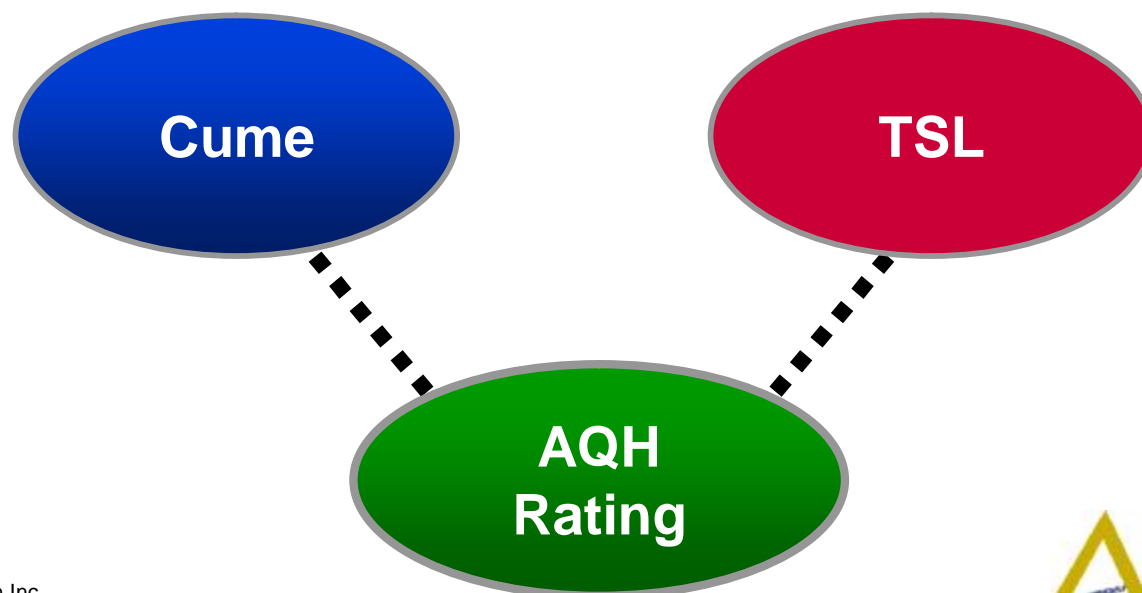


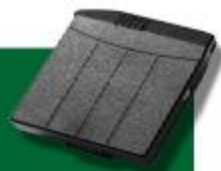
The Basic Metrics of Arbitron Aren't Changing, Only the Measurement Device

Cume — the number of different listeners for a radio station

Time Spent Listening — average amount of time a person listens to a station

These two elements create the **Average Quarter Hour** rating





PITTSBURGH

Side-by-Side Comparison

Diary

- » Recall can occur
- » Diary-keepers write down what they listen to
- » Mail back the diary after the week is complete
- » One-week survey (large sample)
- » Quarterly ratings reports



PPM

- » Near-passive measurement system
- » Meter listens for inaudible codes in station signals
- » Meter is “docked” each night for battery and data
- » Longer-term survey (smaller “panel”)
- » Monthly ratings reports





PITTSBURGH

Comparing the Sample Sizes

Pittsburgh Metro

	Diary Total Persons 12+ Fall 2008	PPM Total Persons 6+ July 2009	Which is Bigger?
Total Persons	3,234	1,477	Diary
Daily Persons	270	1,080	PPM
Total Days Measured	22,638	30,240	PPM



PPM in Pittsburgh



Pittsburgh's PPM sample



PITTSBURGH

Pittsburgh Metro Sample

June 2009

Total Persons in Monthly Sample

Monthly Installed Persons	1,477
Monthly In-tab Persons	1,337
Monthly In-tab Rate	90.5%

Total Persons in Daily Sample

Panel Target Size	1,088
Avg Daily In-tab Persons	959
Avg Daily In-tab Rate	71.0%
Installed Cell-Phone-Only Persons	130
Avg. Cell-Phone-Only In-Tab	83

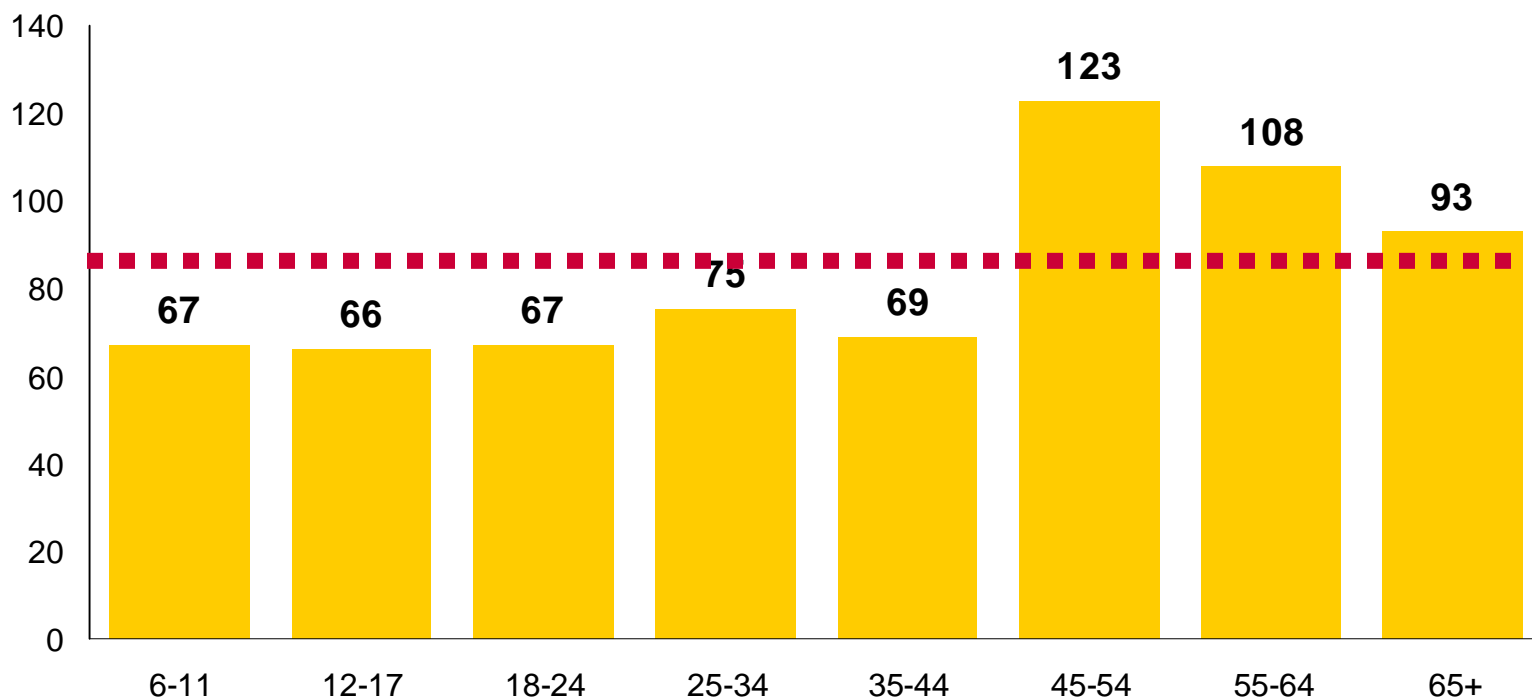


PITTSBURGH

Sample performance by age.

100=exact target reached

June 2009

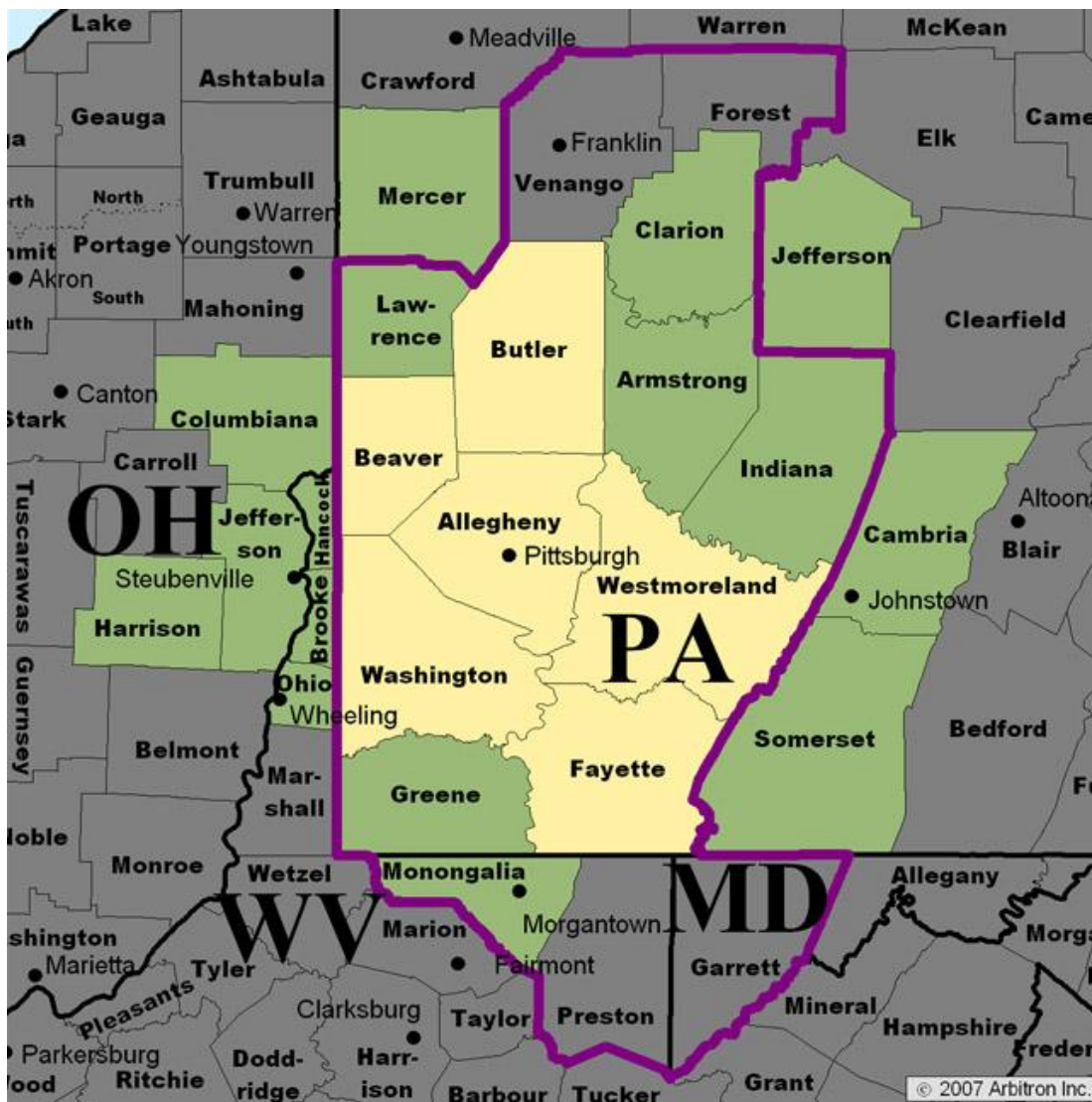


*Designated Delivery Index: $DDI = (actual/target) * 100$



PITTSBURGH

Pittsburgh Market: Which counties will PPM measure?



Market Map

- Metro
- TSA
- DMA®

Metro Rank: 24

Survey Periods:
Winter, Spring, Summer, Fall

TSA and DMA are sampled in Spring and Fall only.

For definitions of the geographic terms found on this map, see "Selected Arbitron Terms" in the ["Description of Methodology."](#)

DMA® is a registered service mark of Nielsen Media Research, Inc., and is used pursuant to a license from Nielsen Media Research, Inc.

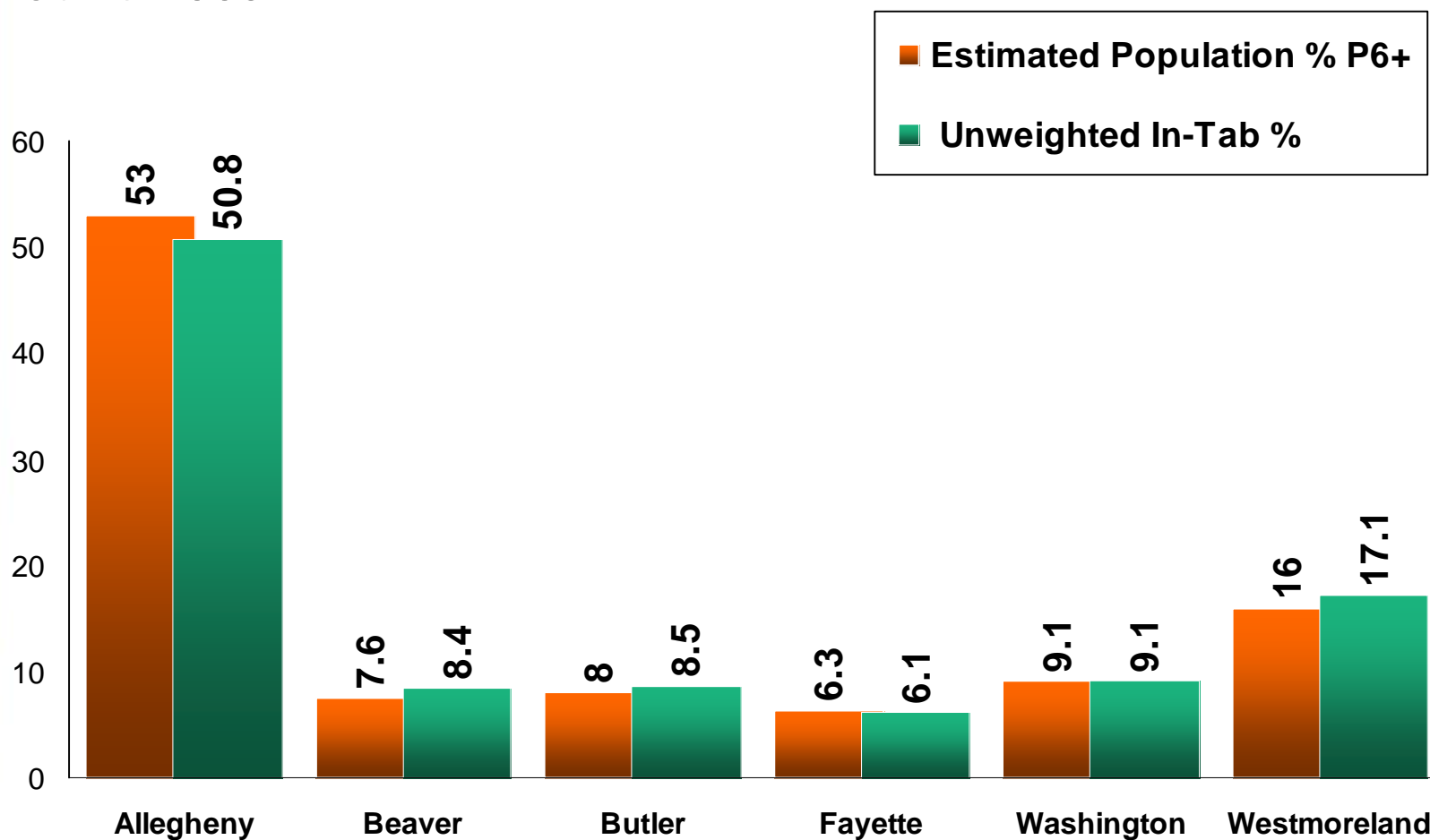




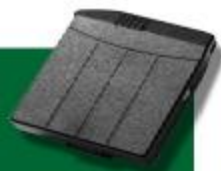
PITTSBURGH

Pittsburgh's PPM County Sample

June 2009



Pittsburgh, PPM June 2009 Estimated Pop % 6+; Unweighted In-tab % 6+

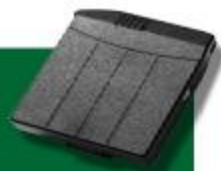


PITTSBURGH

How do the Pittsburgh carry times look?

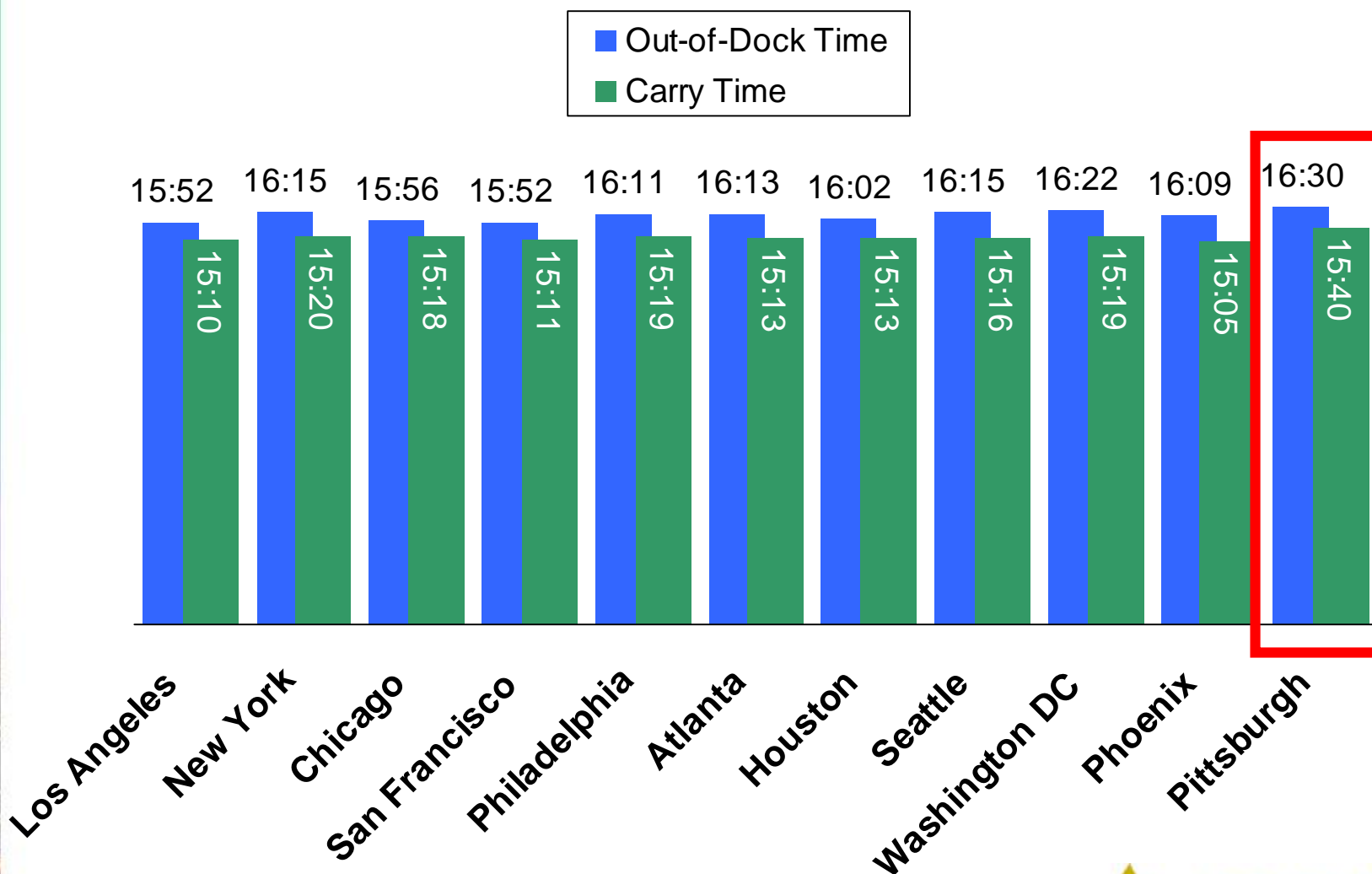
- § Median carry time — 15:22 per day, with almost 16:18 of out-of-dock time
- § Results are logical and consistent with all other PPM markets
- § As in other markets there is little difference between carry times based on sex or race.





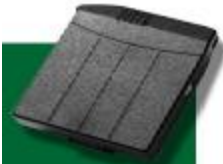
PITTSBURGH

Weekday median out-of-dock and carry times for MEN 6+



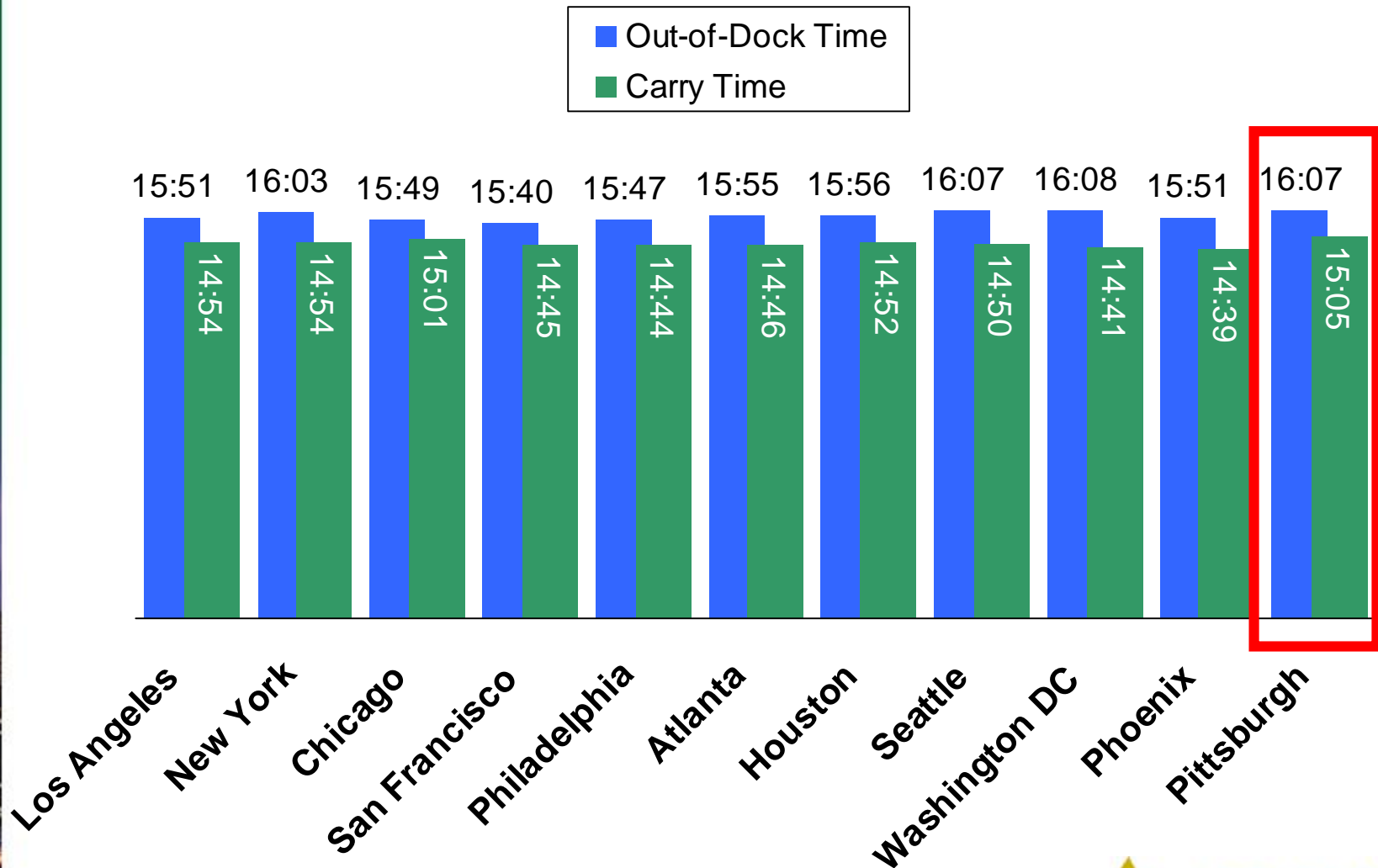
June 2009, Male 6+ weekday by market





PITTSBURGH

Weekday median out-of-dock and carry times for WOMEN 6+



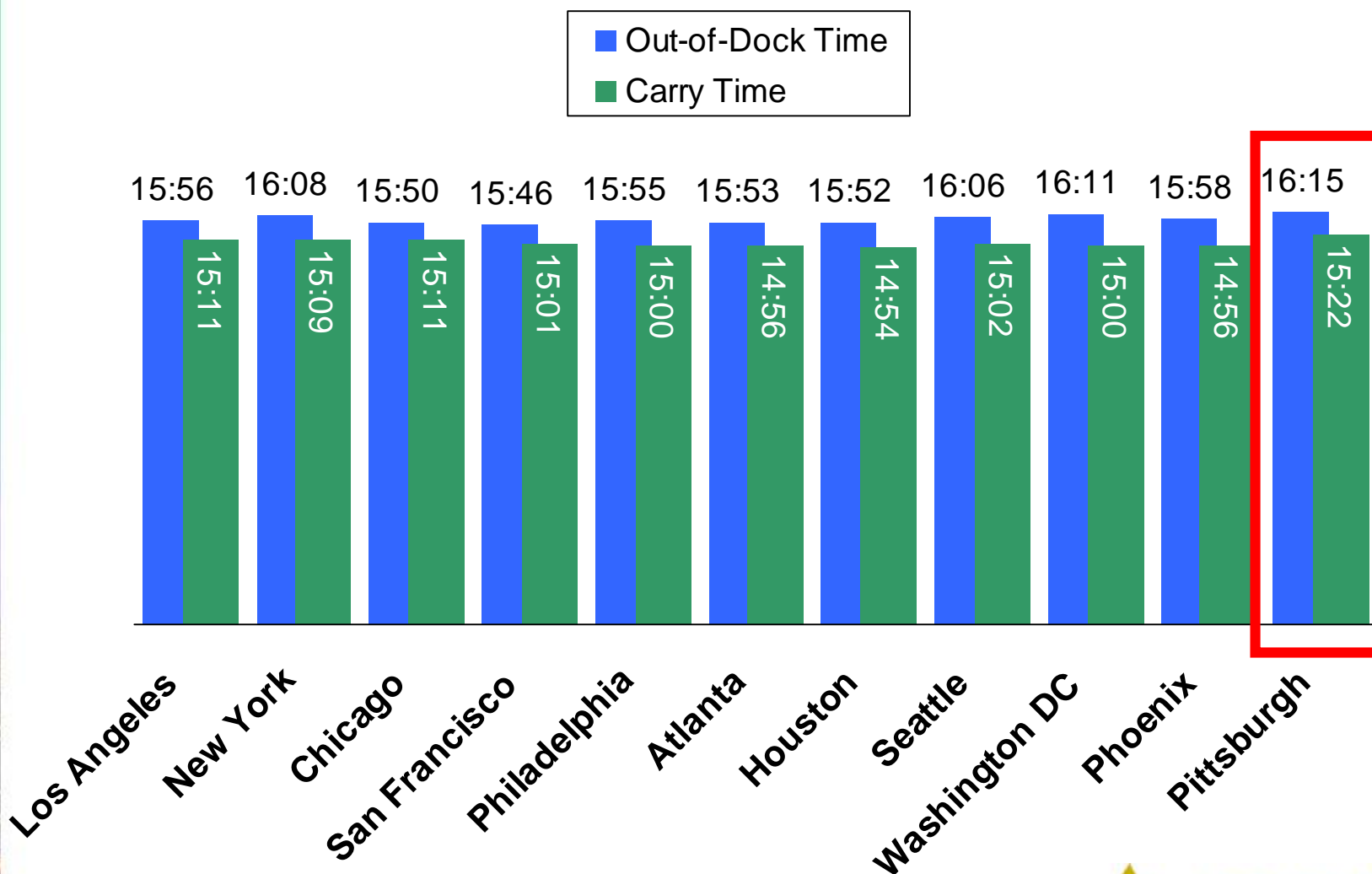
June 2009, Male 6+ weekday by market





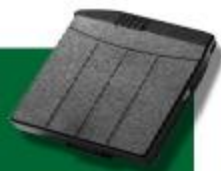
PITTSBURGH

Weekday median out-of-dock and carry times for OTHER 6+



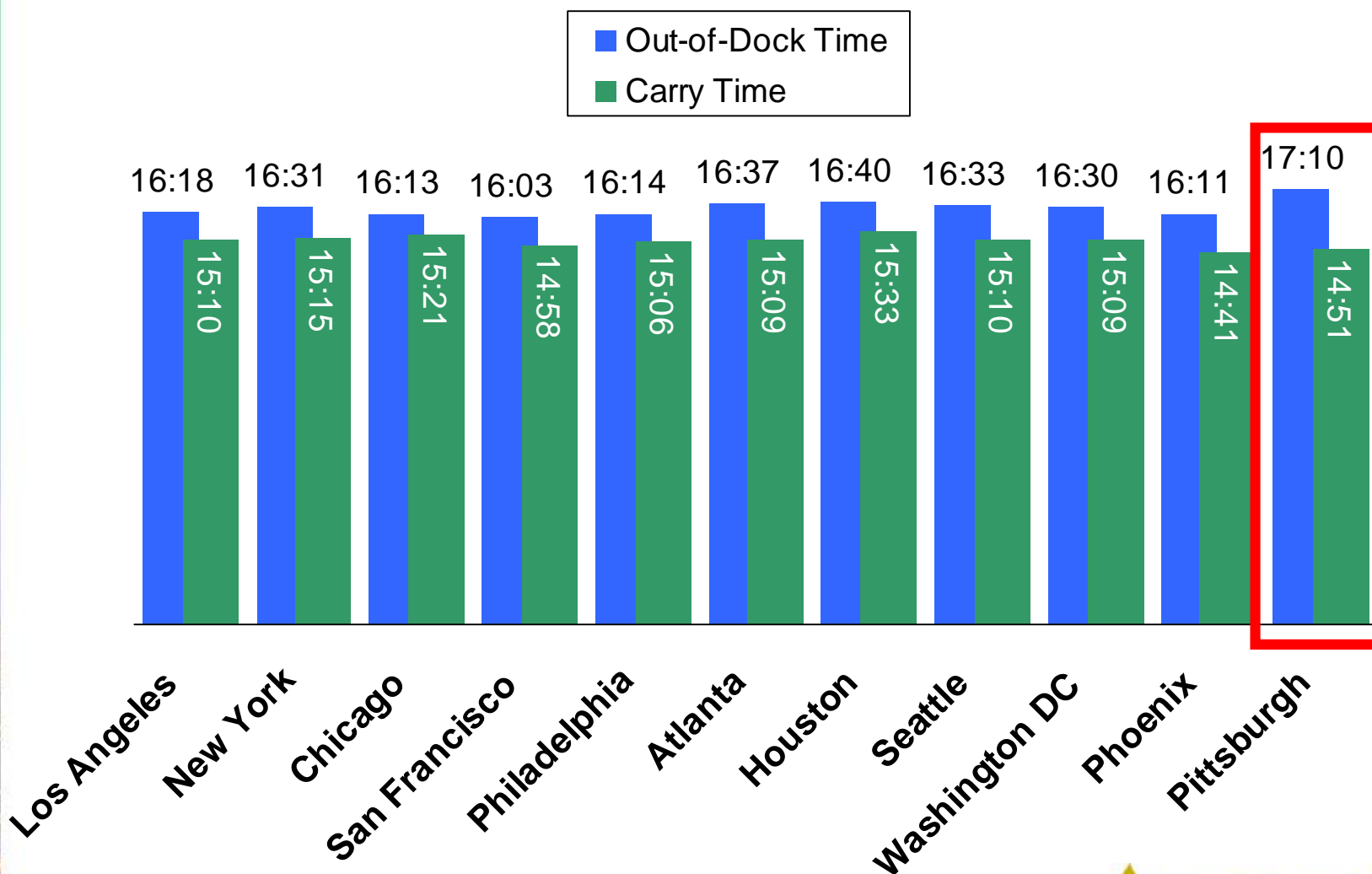
June 2009, Male 6+ weekday by market





PITTSBURGH

Weekday median out-of-dock and carry times for BLACK 6+



June 2009, Male 6+ weekday by market





PITTSBURGH

When do panelists dock and undock their meters? MALE 6+

Weekday dock and undock times.



LA NYC CHI San Fran Philly Atlanta Houston Seattle DC PHX Pittsburgh

Undock Time



Dock Time



June 2009, Male 6+ weekday by market



PITTSBURGH

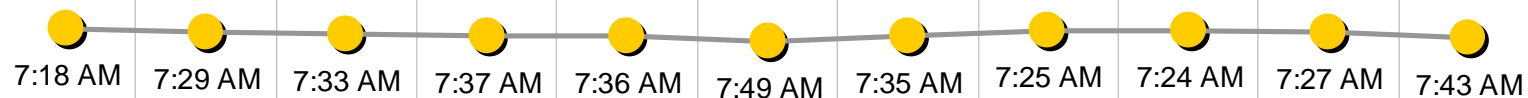
When do panelists dock and undock their meters? FEMALE 6+

Weekday dock and undock times.

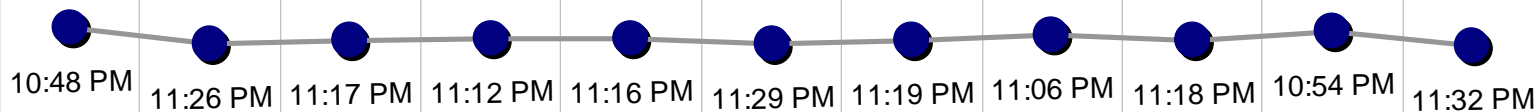


LA NYC CHI San Fran Philly Atlanta Houston Seattle DC PHX Pittsburgh

Undock Time



Dock Time



June 2009, Male 6+ weekday by market



PITTSBURGH

When do panelists dock and undock their meters? OTHER 6+ Weekday dock and undock times.

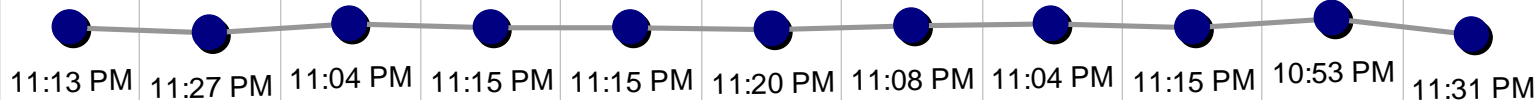


LA NYC CHI San Fran Philly Atlanta Houston Seattle DC PHX Pittsburgh

Undock Time



Dock Time



June 2009, Male 6+ weekday by market





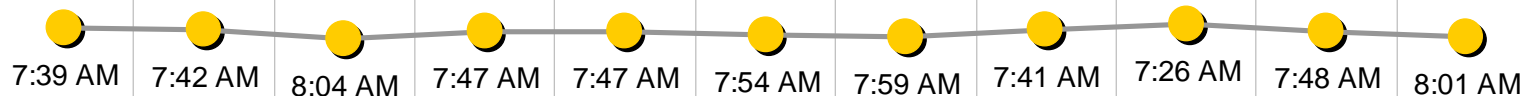
PITTSBURGH

When do panelists dock and undock their meters? BLACK 6+ Weekday dock and undock times.



LA NYC CHI San Fran Philly Atlanta Houston Seattle DC PHX Pittsburgh

Undock Time



Dock Time



June 2009, Male 6+ weekday by market





PITTSBURGH

Who's Encoding* for PPM?

- § **ABC/Disney**
- § **Broadcast Communications Inc.**
- § **Calvary Inc. (KQV-AM)**
- § **CBS Radio**
- § **Clear Channel Radio**
- § **Duquesne University**
- § **Keymarket**
- § **Longo Media (WCNS-AM)**
- § **Pittsburgh Community Broadcast Corp. (WYEP-FM)**
- § **Renda Broadcast Corp.**
- § **Salem Communications Corp.**
- § **Sheridan Broadcasting Corp**
- § **Steel City**
- § **WQED Multimedia (WQED-FM)**
- § **West Virginia Radio Corp**

GREEN = PPM Subscriber

PPM in Pittsburgh

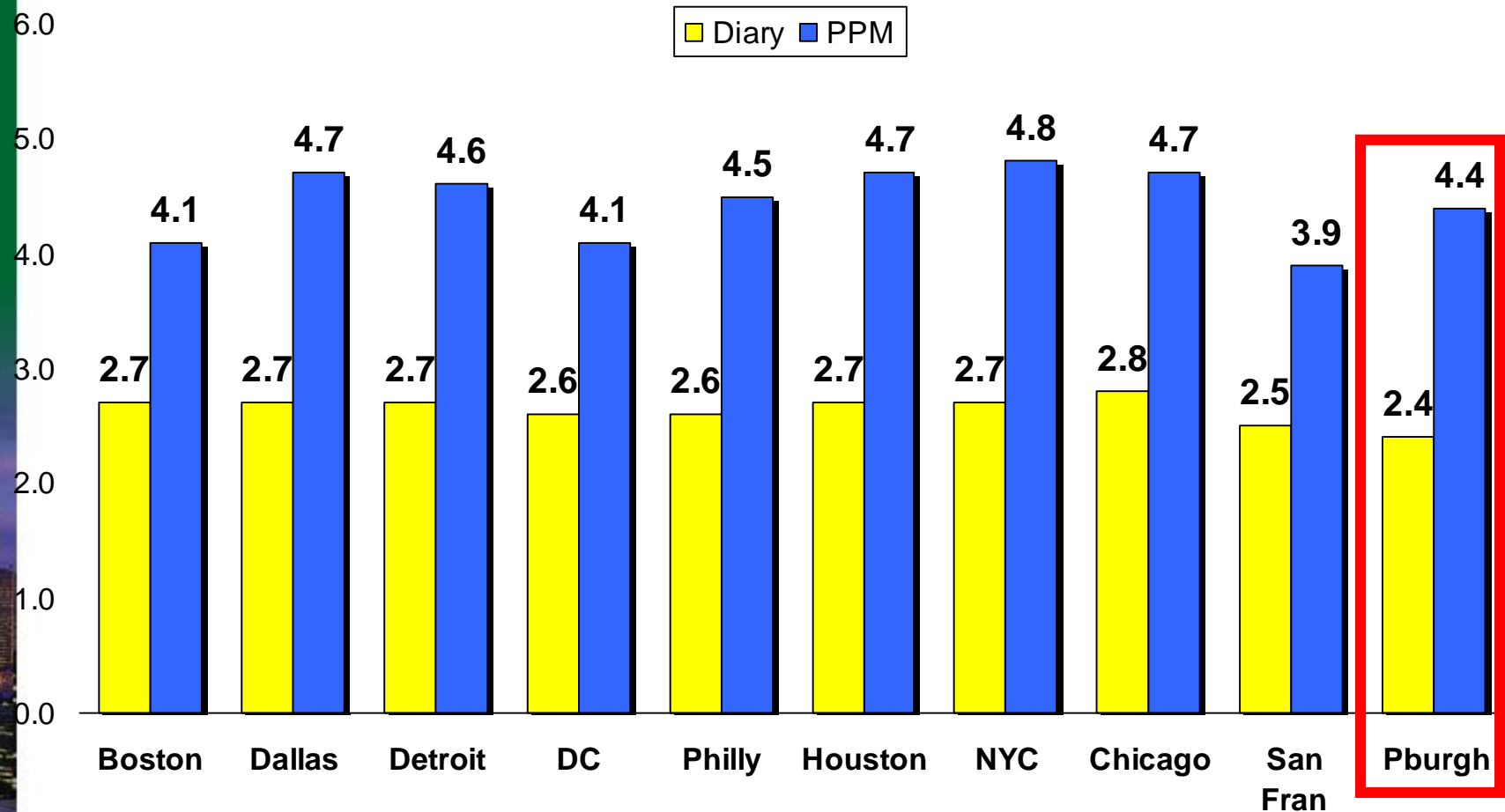


Pittsburgh PPM Ratings Analysis and Insights

Jon Miller
National PPM Account Manager

Cumes are expected to be larger because PPM captures more stations per week

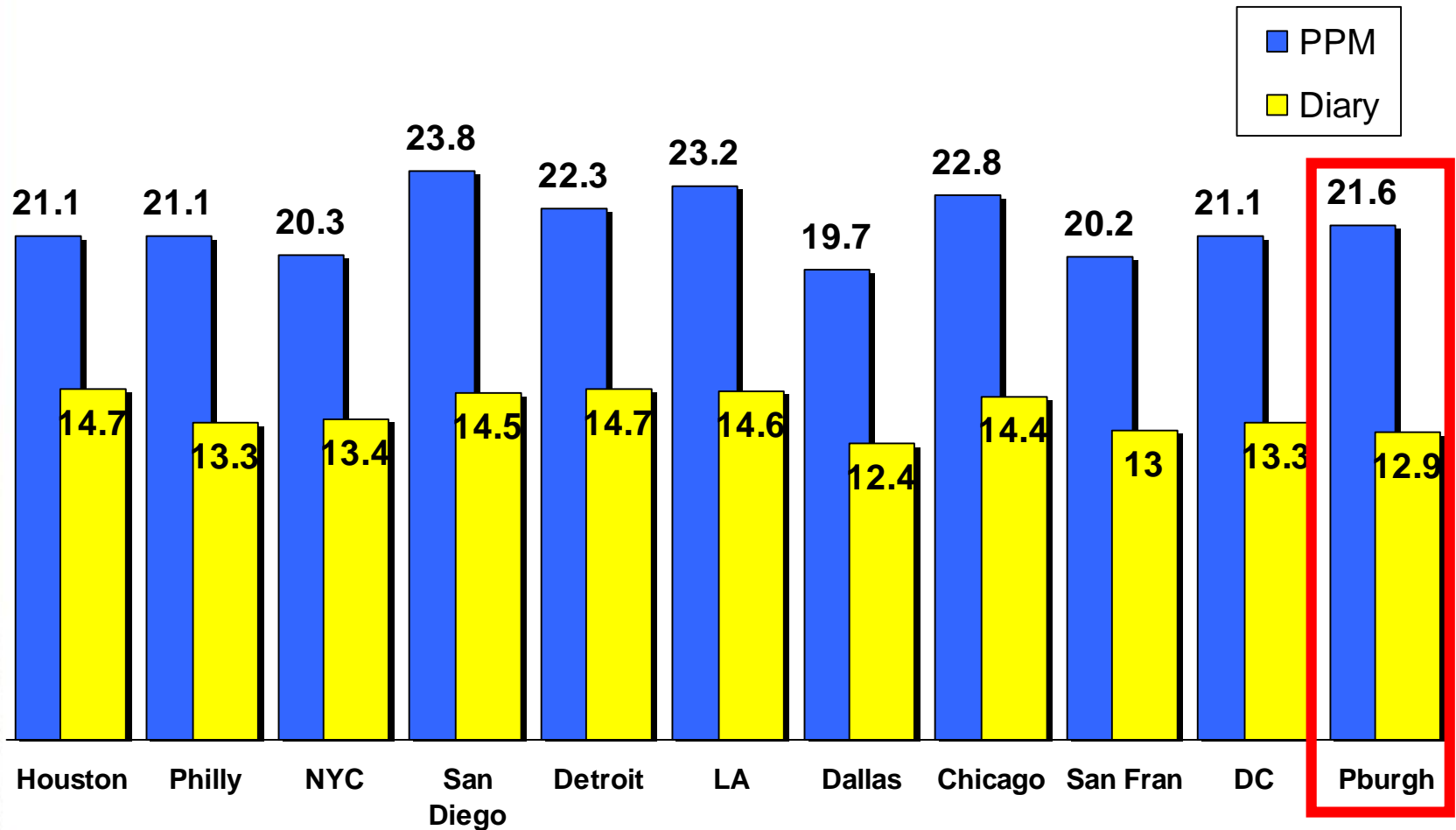
Average number of stations listened to



First PPM Month vs. Last Diary Survey, Mon-Sun 6AM-Mid, Persons 12+
Pittsburgh June 09 PPM data

PPM captures far more listening occasions

Average number of weekly occasions



First PPM Month vs. Last Diary Survey, Mon-Sun 6AM-Mid, Persons 12+
 Pittsburgh June 09 PPM data



PITTSBURGH



June PPM results - Radio reaches far more consumers in Pittsburgh than captured by diary.

§ **Four stations with 700,000+ cume**

» 0 in the Diary

§ **Another 4 stations with 600,000+ cume**

» 0 in the Diary

§ **Another 5 stations with 500,000+ cume**

» 0 in the Diary

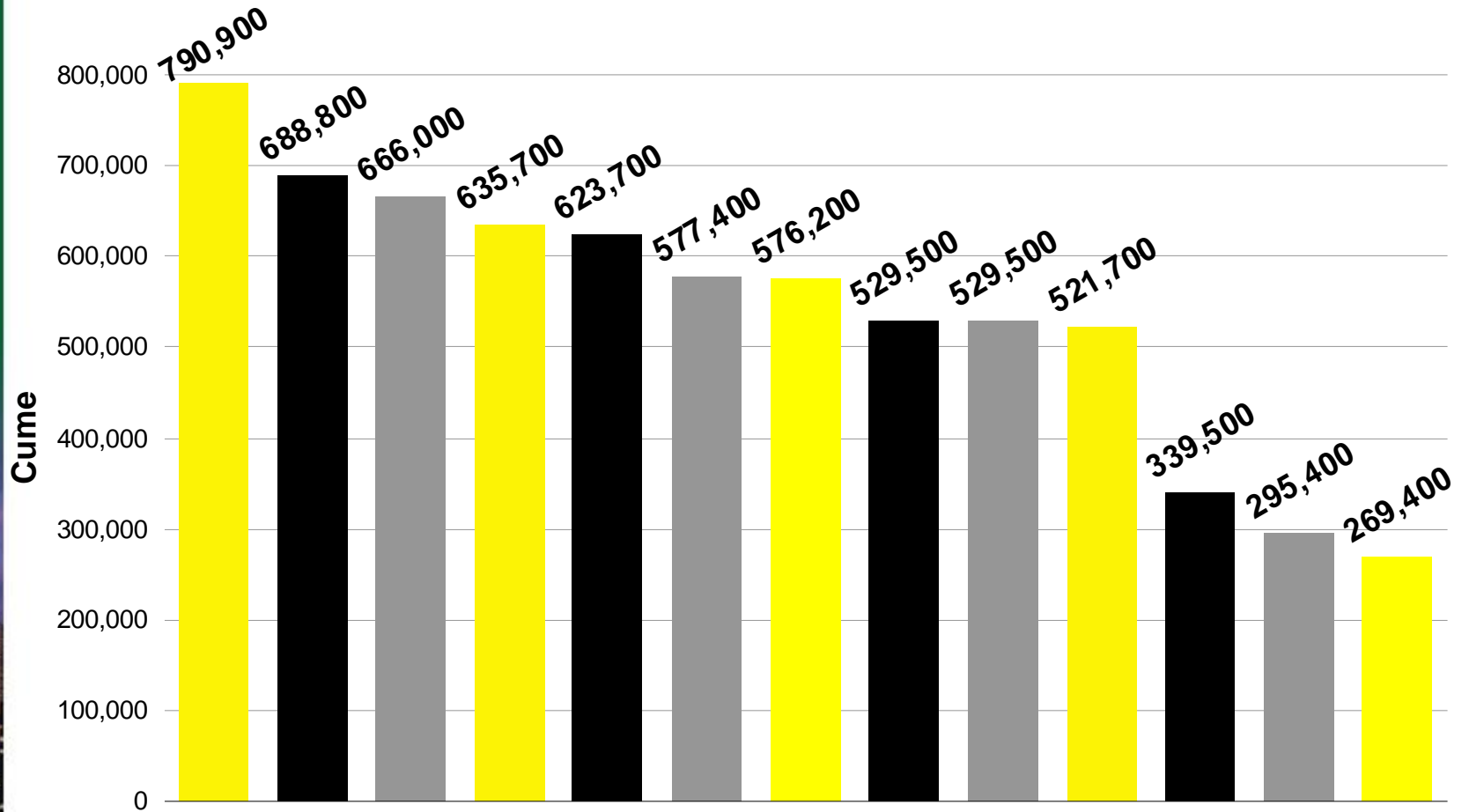
§ **10 Stations in Pittsburgh reach over 500,000 listeners every week! The Pittsburgh Post-Gazette has a weekly circulation of 222,977**

Source: PPM, Pittsburgh Metro, June 2009, Mon-Sun 6AM-MID, Persons 6+ vs. Fall 2008 Diary Persons 12+, Weekly Cume



Pittsburgh June PPM Weekly Cumes

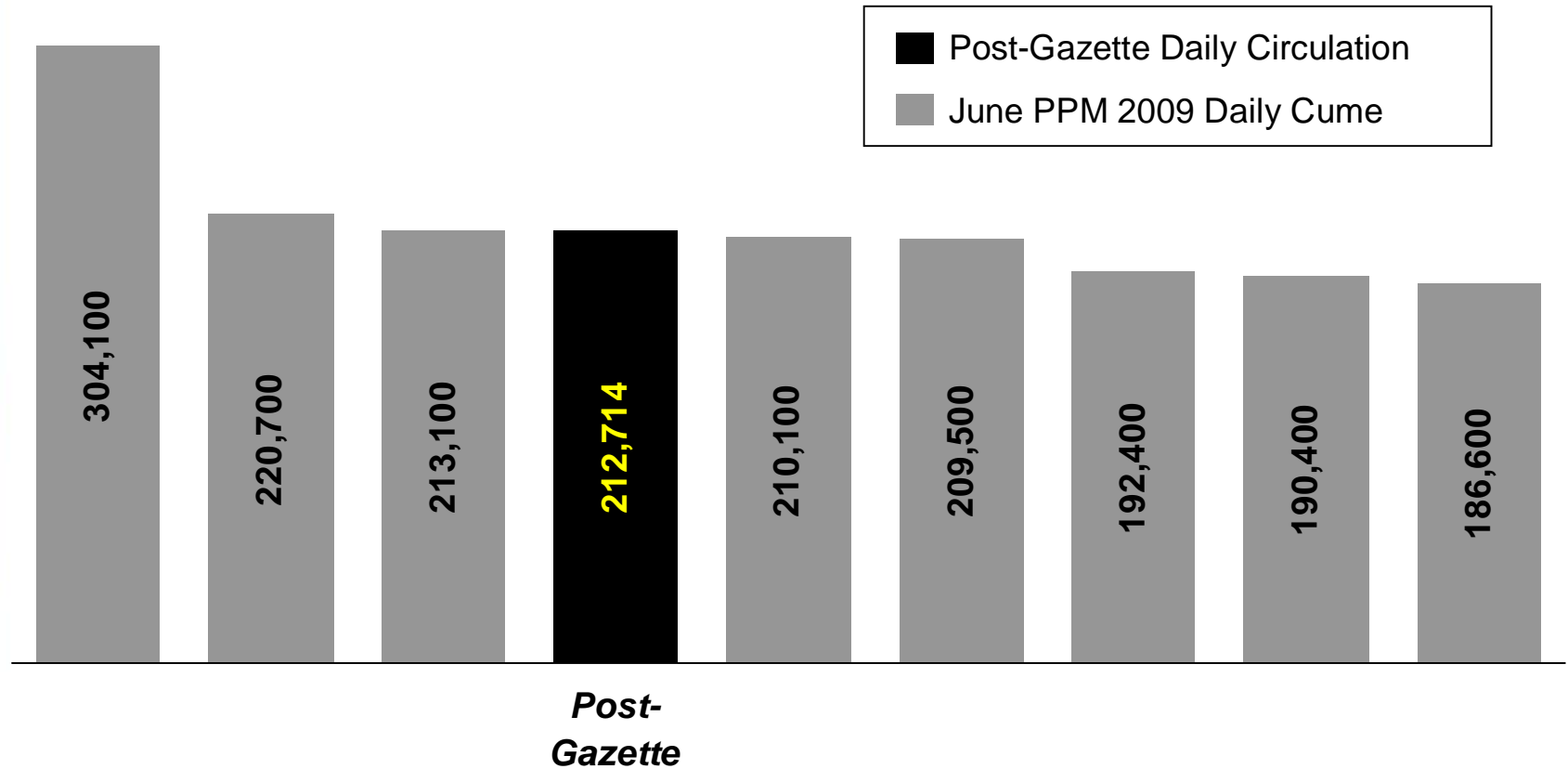
Full Week P6+



Source: PPM, Pittsburgh Metro, June 2009, Mon-Sun 6AM-MID, Persons 6+

How Big Are These Cumes?

Daily Cume vs. **Daily** Newspaper Circulation in Pittsburgh



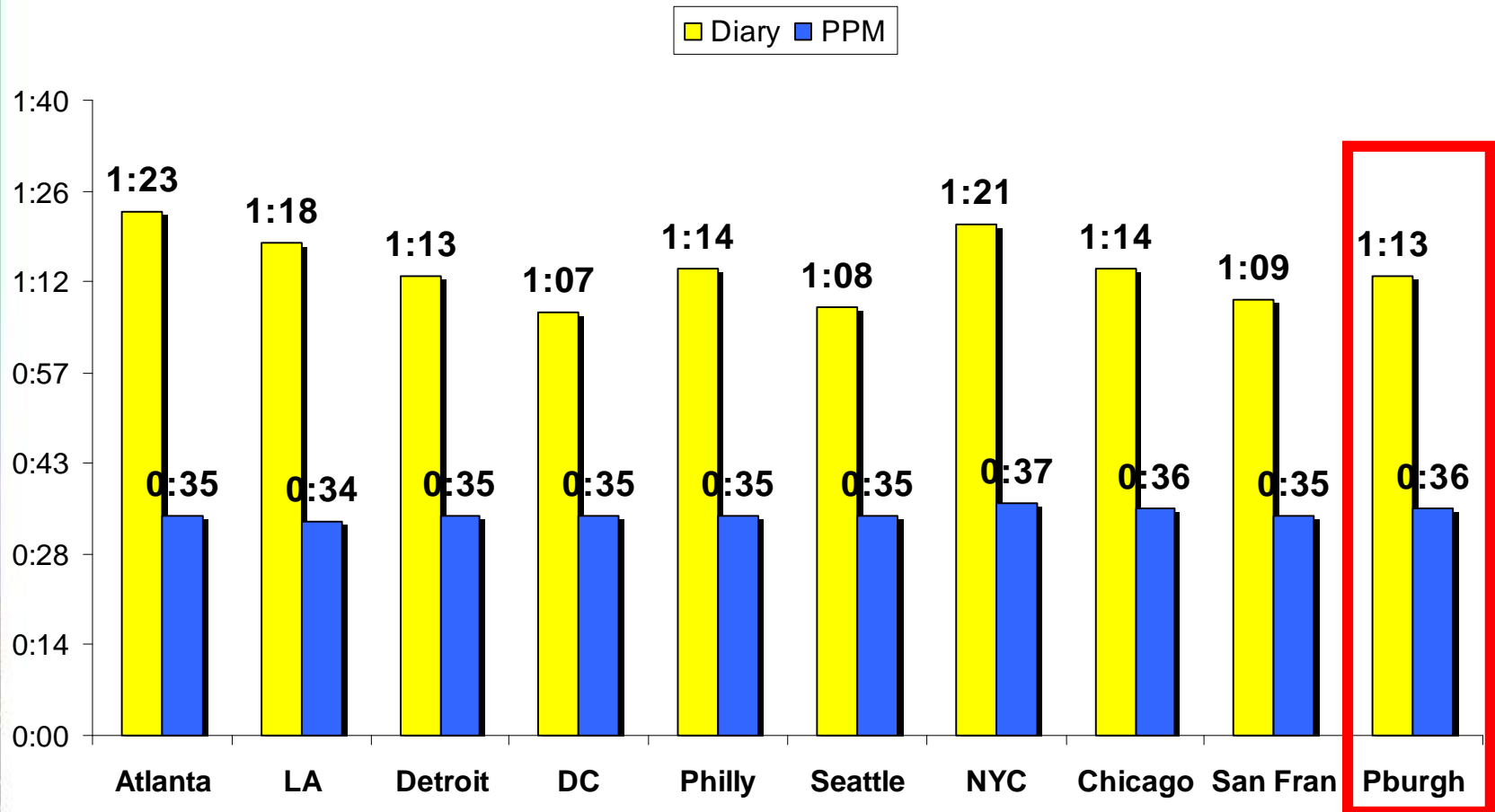
Source: PPM, Pittsburgh Metro, June 2009, Mon-Fri 6AM-MID, Persons 6+, Average Daily Cume - Daily Newspaper Circulation from ABC



PITTSBURGH

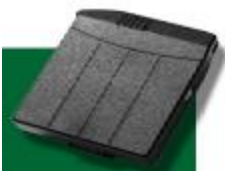
Time Spent Listening is expected to be lower because PPM captures much shorter listening occasions

Average time spent per tune-in



First PPM Month vs. Last Diary Survey, Mon-Sun 6AM-Mid, Persons 12+
Pittsburgh June 09 PPM data



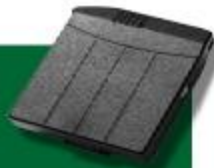


PITTSBURGH



FRIDAY									
	Time		Station Call letters, dial setting or artist name Don't know? Use program name	Market		Market/Zone			
	Start	Stop		AM	FM	At Home	In Car	At Work	Other
→ Early Morning (from 5 AM)	5:50	7:20	Magic 102.1		X	20			
	7:20	8:30	Magic 102.1		X		X	20	
	8:45	5:15	Magic 102.1		X			X	
→ Midday	:	:							
	:	:							
	:	:							
	:	:							
	:	:							
→ Late Afternoon	:	5:15							
	:	:							
	:	:							

Spring 2006 Houston F/41/Black



PITTSBURGH

PPM market ratings will likely be lower than diary

Portable People Meter TRP Conversion Table

Washington, DC: Top 20 Stations

Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.79	0.79	0.83	1.08	1.01
12-17 Teens	0.91	1.30	0.56	0.61	1.19	1.31
18-34 Women	0.85	0.75	0.92	0.92	0.75	0.94
Men	0.92	0.93	0.77	0.84	1.17	1.09
Persons	0.88	0.84	0.87	0.88	0.83	1.07
18-49 Women	0.81	0.76	0.78	0.87	0.85	0.92
Men	0.95	0.87	0.91	0.90	1.26	1.19
Persons	0.91	0.81	0.82	0.85	1.01	1.06
25-54 Women	0.85	0.77	0.75	0.84	0.96	1.04
Men	1.04	0.89	0.96	0.89	1.44	1.28
Persons	0.91	0.81	0.85	0.86	1.18	1.10

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

Here's how to adjust the ratings using the Portable People Meter™:

- Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- Multiply that figure by the appropriate conversion figure from the table.** Multiply by .96 (obtained from the chart).
- The resulting figure is your PPM™ target rating point.** The result is 96 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the





PITTSBURGH

Changes in market ratings will vary compared to diary, and are not the same across all markets

Total market ratings declines vs diary

	New York	LA	CHI	Dallas	Boston	Wash DC	Seattle	San Diego
Pers 12+	23%	41%	26%	12%	23%	12%	10%	15%
Adults 25-54	28%	27%	29%	15%	15%	9%	4%	1%

PPM Markets Pre-Currency Months Total market AQH Rating (Full Week) vs last Diary survey





PITTSBURGH

Diary to PPM “Conversion”

Same medium, different results

SAME SPEED

DIFFERENT MEASURE

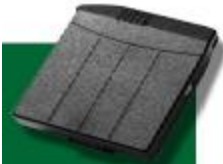


- 75 Miles Per Hour
- 120 Kilometers Per Hour



Schedule delivery will look different in PPM

Seattle Prime 6a-7p Pers 25-54



PITTSBURGH

Diary

Grand Totals					
Station	Spots	Average Rating	Net Reach	Frequency	GRPs
	20	0.7%	98,800	2.5	14.0
	20	0.6%	80,400	2.4	12.0
	20	0.9%	122,500	2.4	18.0
	20	0.9%	119,500	2.6	18.0
	20	0.6%	91,900	2.4	12.0
Total	100	0.7%	427,900	3.0	74.0

PPM

Grand Totals					
Station	Spots	Average Rating	Net Reach	Frequency	GRPs
	20	0.6%	125,700	1.7	12.0
	20	0.7%	146,800	1.6	14.0
	20	0.6%	123,100	1.8	12.0
	20	0.6%	113,700	1.9	12.0
	20	0.9%	170,000	1.8	18.0
Total	100	0.7%	551,200	2.2	68.0

RON

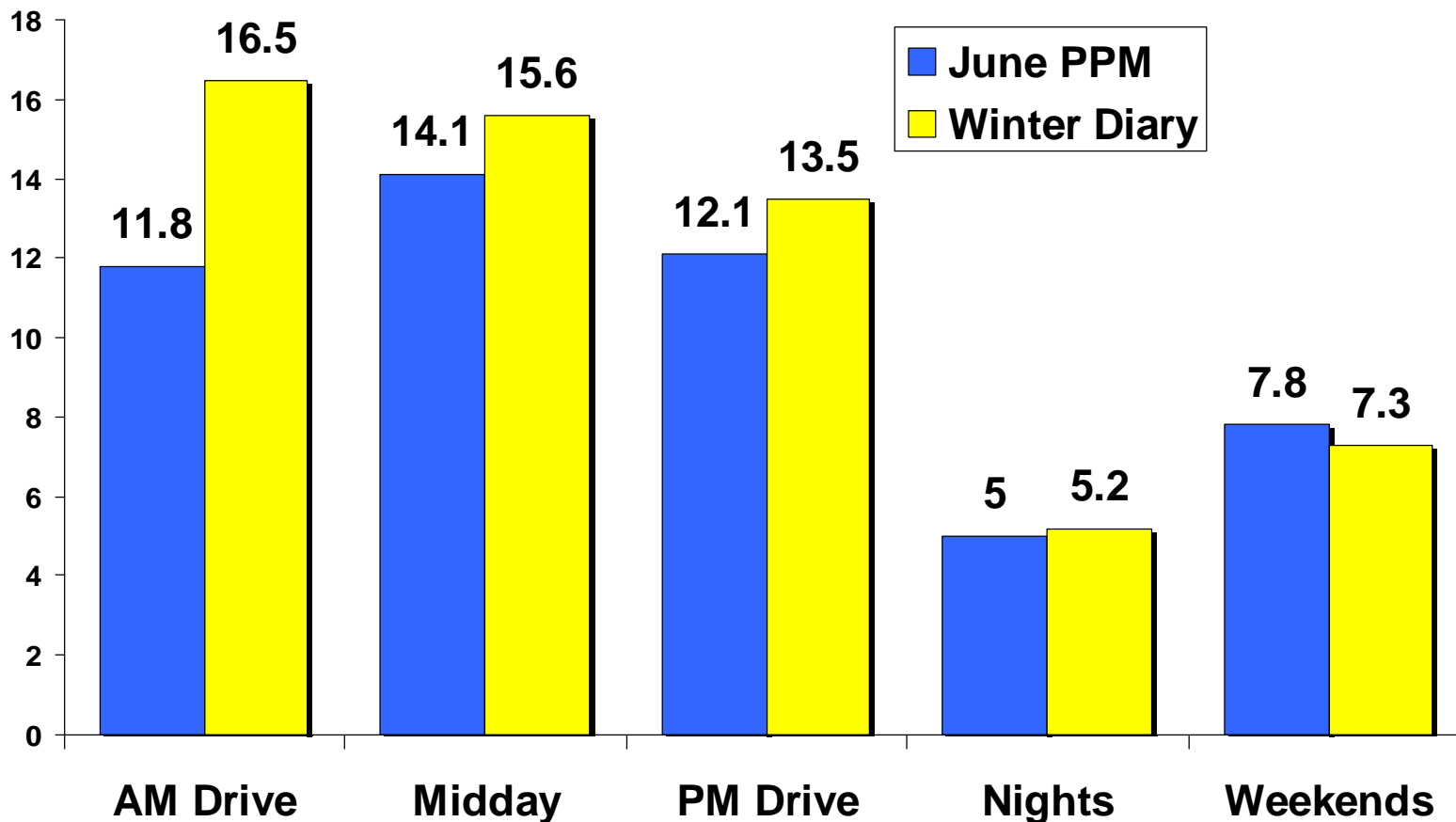




PITTSBURGH

Pittsburgh ratings comparisons.

Total market (12+) ratings by daypart



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

PPM makes us rethink the traditional daypart mix

Daypart Ranks Diary to PPM

	Pittsburgh	
	Diary	PPM
AM Drive	1	3
Mid-Day	2	1
PM Drive	3	2
Nights	5	5
Weekends	4	4

Pittsburgh June 09 PPM vs Winter 09 Diary; Persons 12+; AQH Rating

PPM makes us rethink the traditional daypart mix. (Persons 18-34)

Total market ratings by daypart June 2009

	LA	ATL	CHI	SF	DAL	NY	PHL	Pittsb urgh
AM Drive	3	3	3	3	3	3	3	3
Mid-Day	1	2	1	2	2	1	1	1
PM Drive	2	1	2	1	1	2	2	2
Evenings	5	5	5	5	5	5	5	5
Weekend	4	4	4	4	4	4	4	4

PPM Markets June 09 PPM - AQH Rating

PPM makes us rethink the traditional daypart mix. (Persons 25-54)

Total market ratings by daypart June 2009

	LA	ATL	CHI	SF	DAL	NY	PHL	Pittsb urgh
AM Drive	3	3	3	3	1	3	3	3
Mid-Day	1	1(t)	1	1(t)	3	1	1	1
PM Drive	2	1(t)	2	1(t)	2	2	2	2
Evenings	5	5	5	5	5	5	5	5
Weekend	4	4	4	4	4	4	4	4

PPM Markets June 09 PPM - AQH Rating

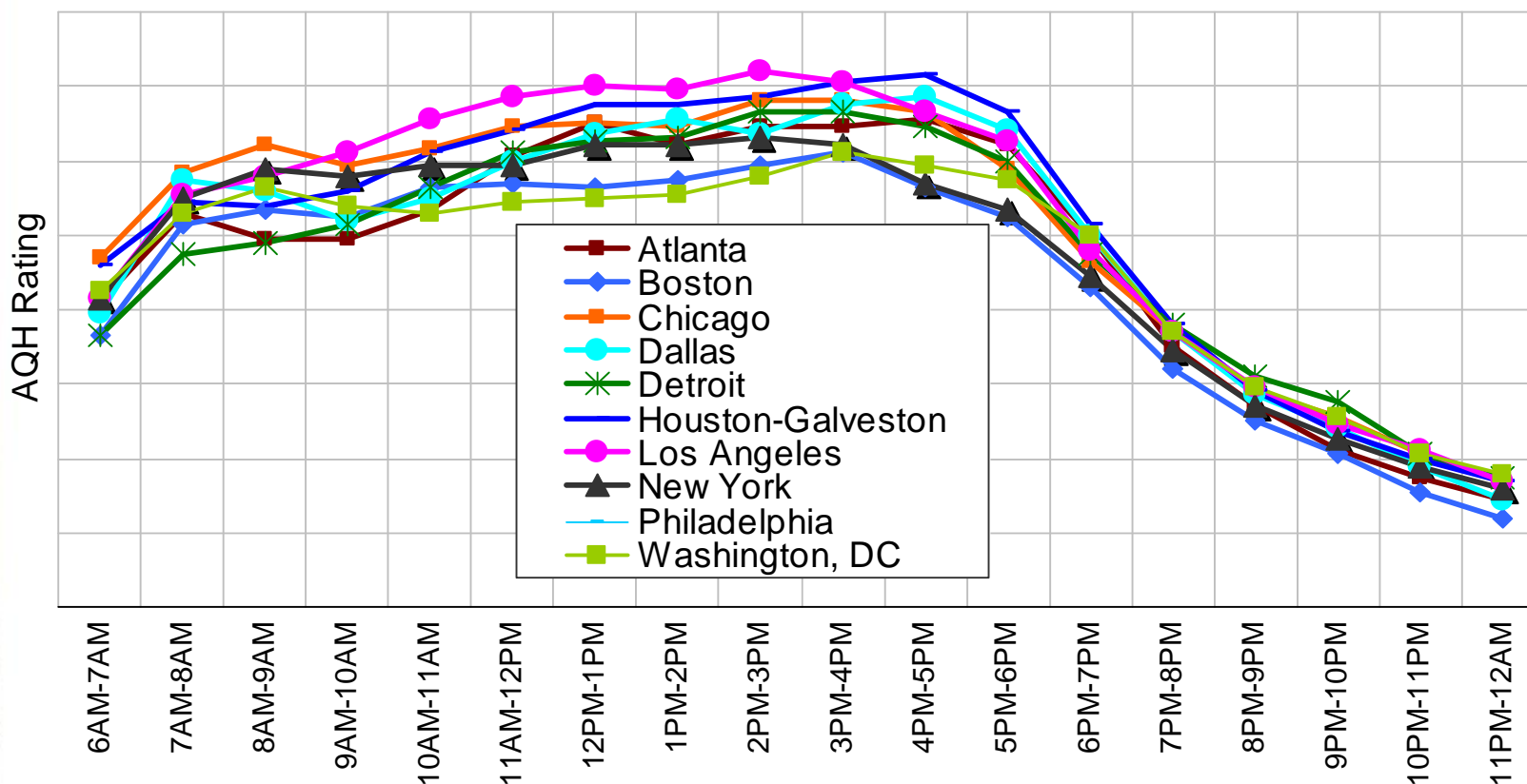


PITTSBURGH

Hour-by-Hour

Weekday Hour-by-Hour in Top 10 PPM Markets

Monday-Friday, Hour-by-Hour 6AM-Mid



Source: PPM; Atlanta, Boston, Chicago, Dallas, Detroit, Houston-Galveston, Los Angeles, New York, Philadelphia and Washington, DC Metros; Holiday 2008; Mon-Fri 6AM-MID; Persons 12+; AQH Rating

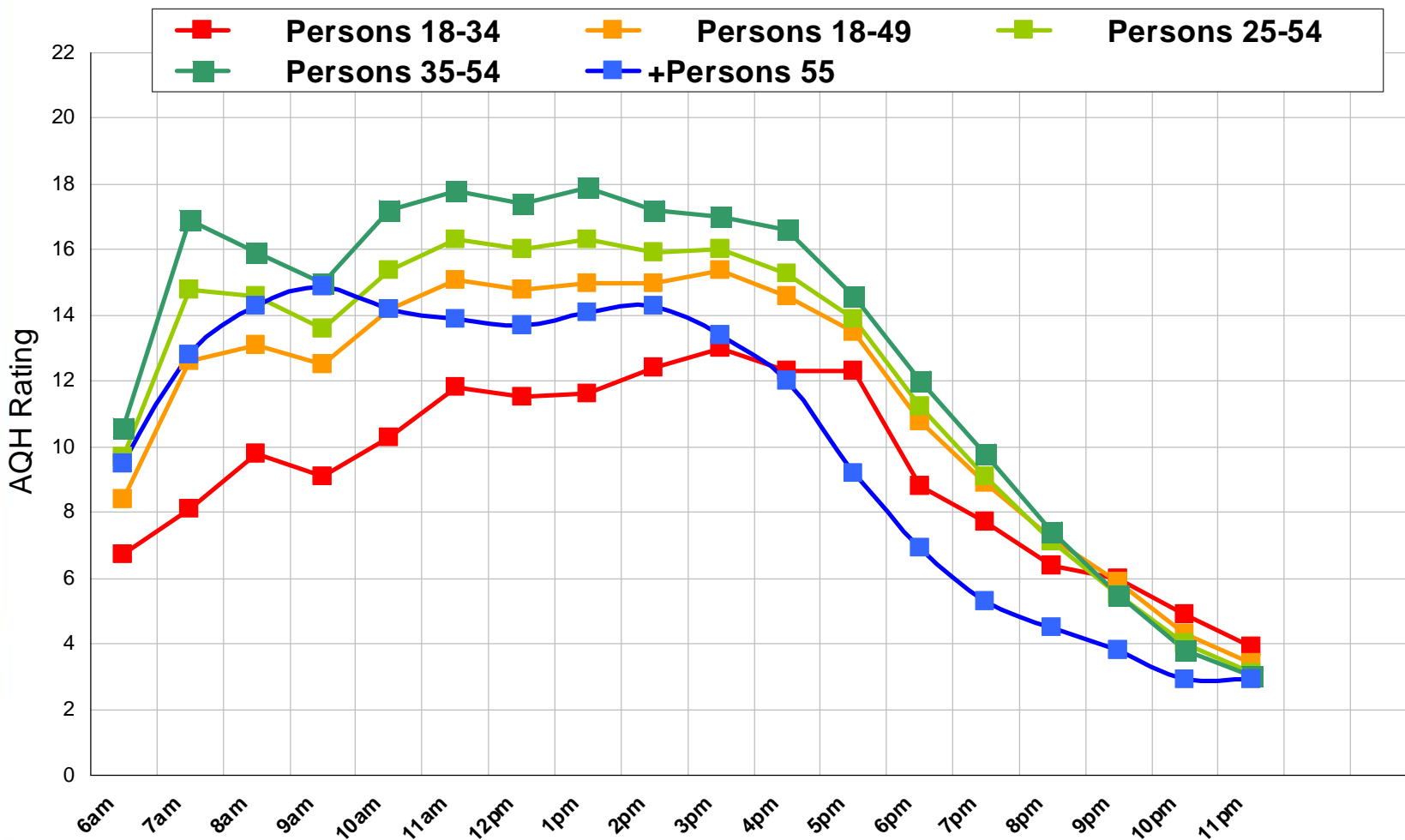




PITTSBURGH

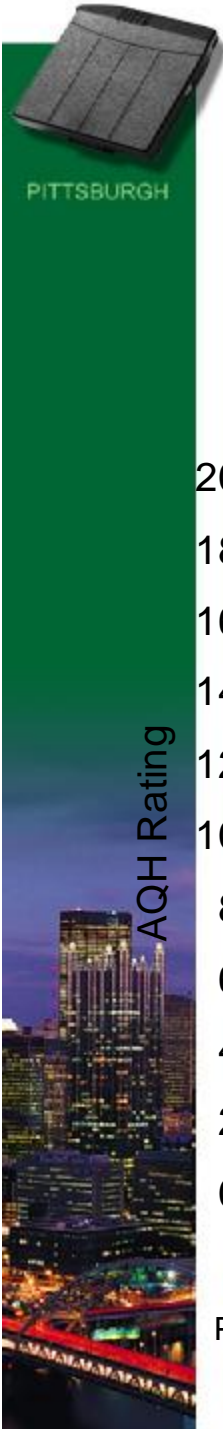
Hour-by-Hour

Pittsburgh weekday radio listening. Monday-Friday 6AM-MID



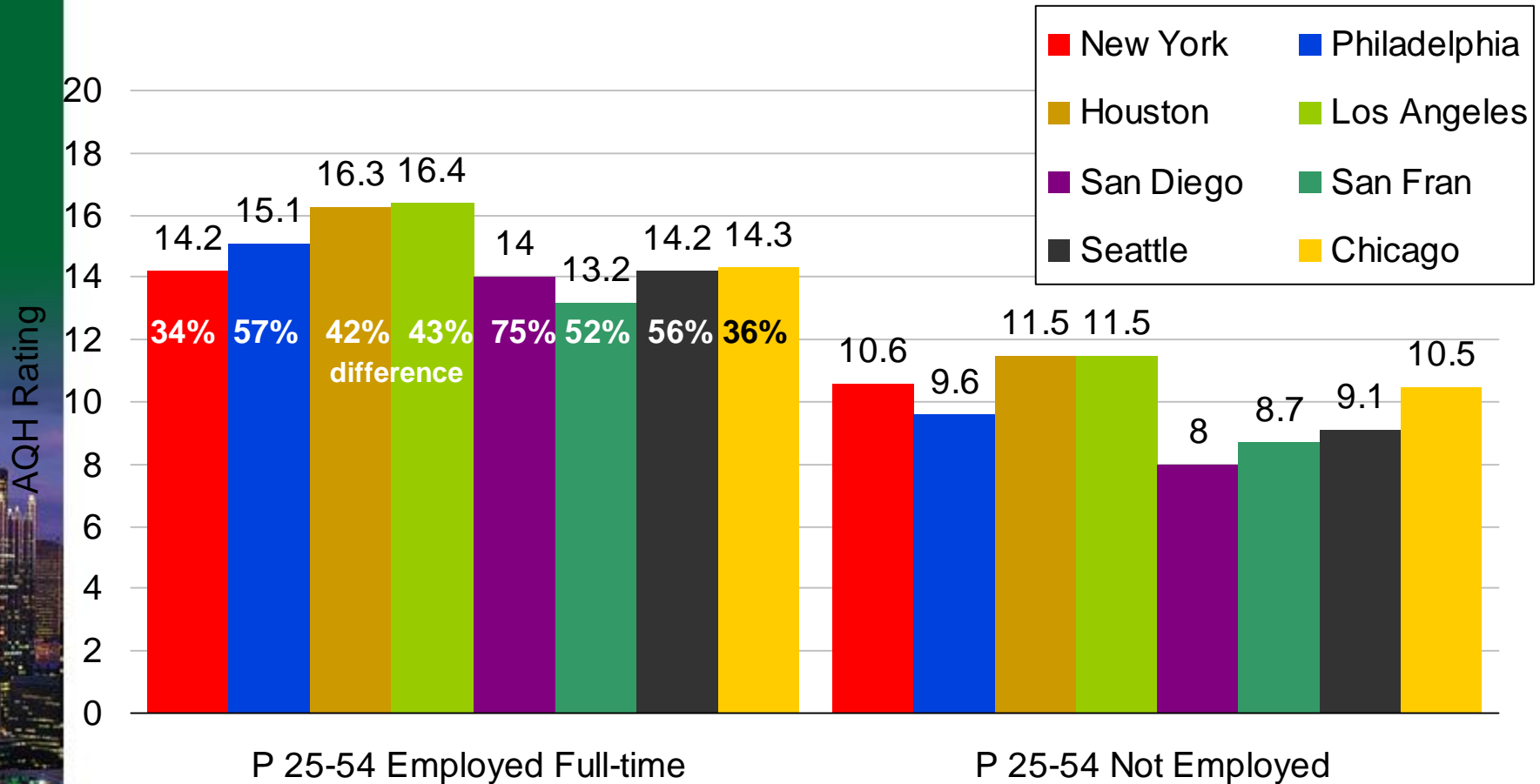
Pittsburgh Metro April-June 09 PPM Data Weekday Hour-by-Hour
Total market AQH rating



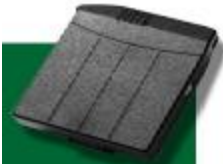


In PPM markets, employed consume far more radio than others

Monday-Friday 6AM-7PM



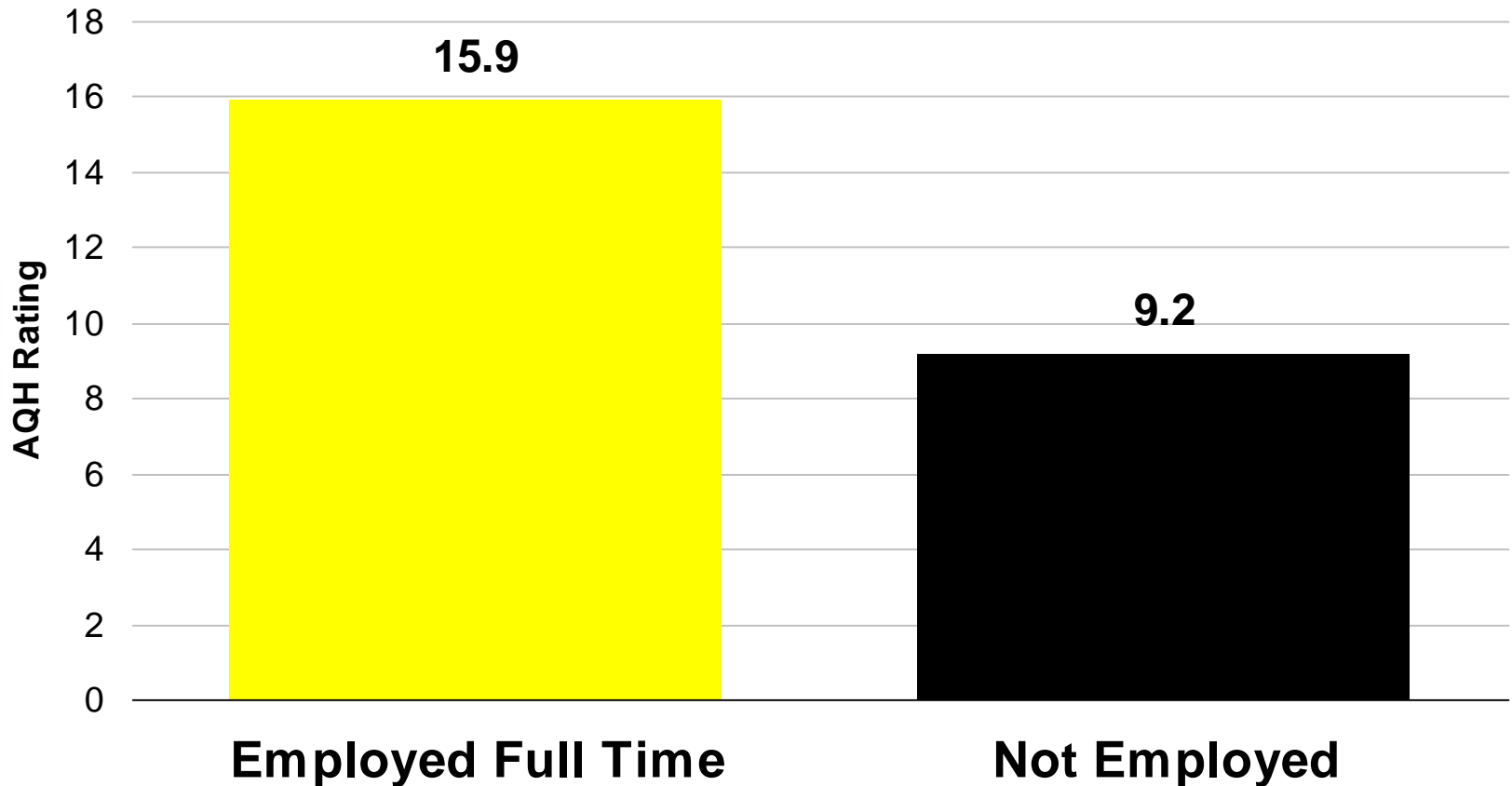
PPM, June 2009 data. Persons 25-54 Monday-Friday 6a-7p



PITTSBURGH

Pittsburgh June PPM total market ratings by employment

Monday-Friday 6a-7p P18+



Source: PPM, Pittsburgh Metro, June 2009, Mon-Fri 6AM-7PM, Persons 18+, AQH Rating

47 © 2009 Arbitron Inc.



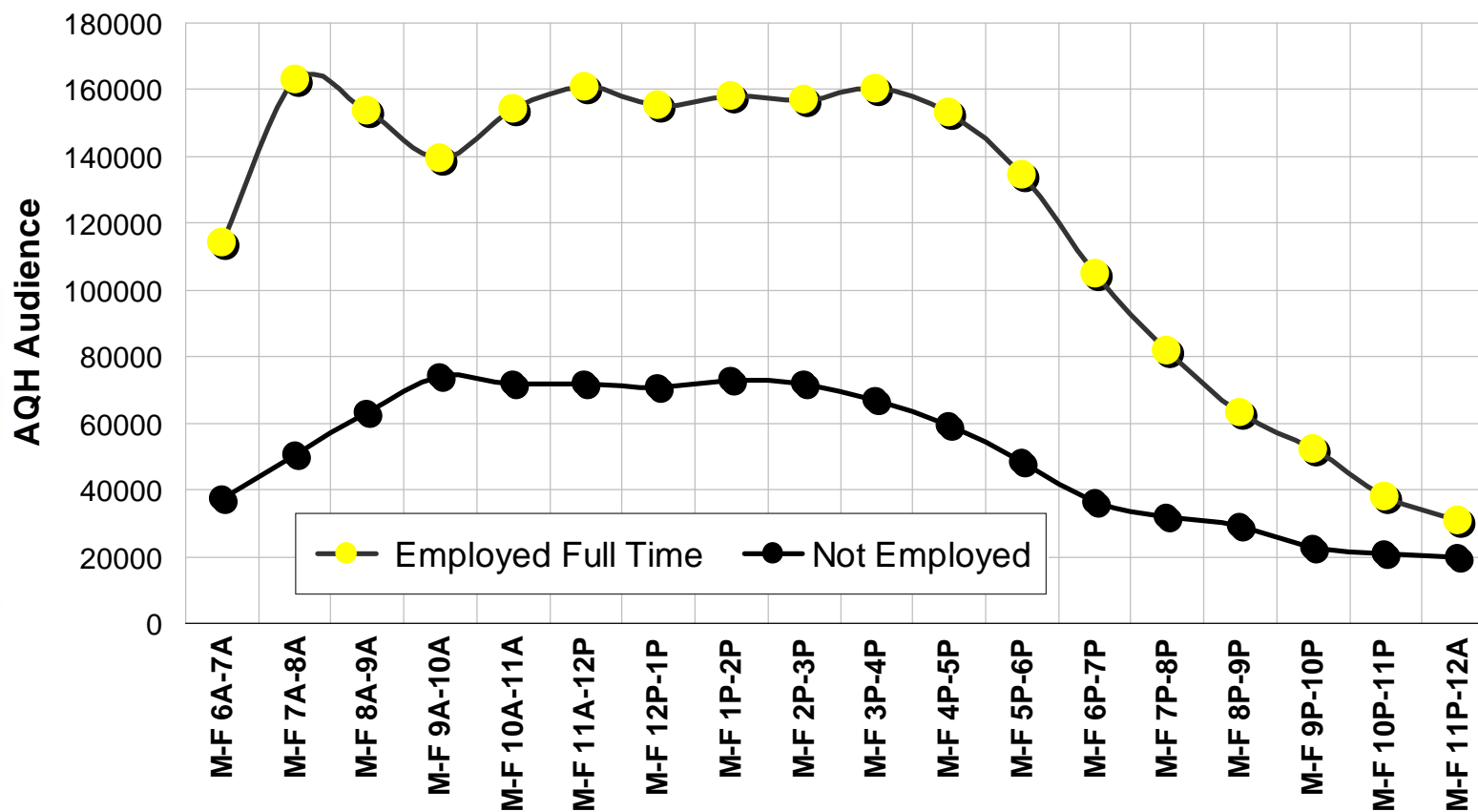


PITTSBURGH



Pittsburgh June PPM hour-by-hour by employment

Persons 18 +, Mon-Fri 6AM-12MID



Source: PPM, Pittsburgh Metro, June 2009, Persons 18+, AQH Audience

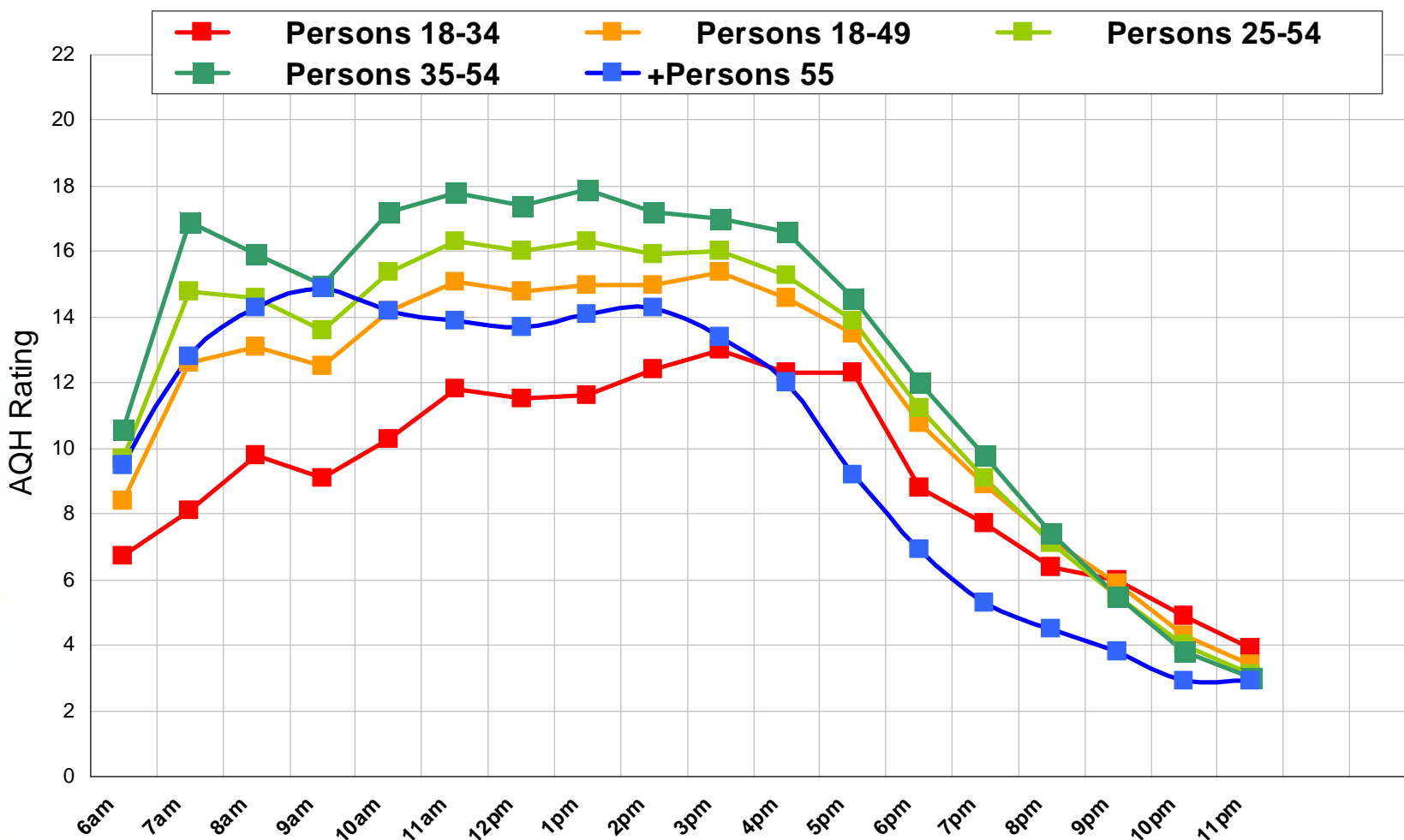




PITTSBURGH

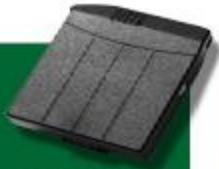
Employed vs. Nonemployed Listening

Pittsburgh weekday radio listening. Employed demos consume the most radio. Monday-Friday 6AM-MID



Pittsburgh Metro April-June 09 PPM Data Weekday Hour-by-Hour
Total market AQH rating

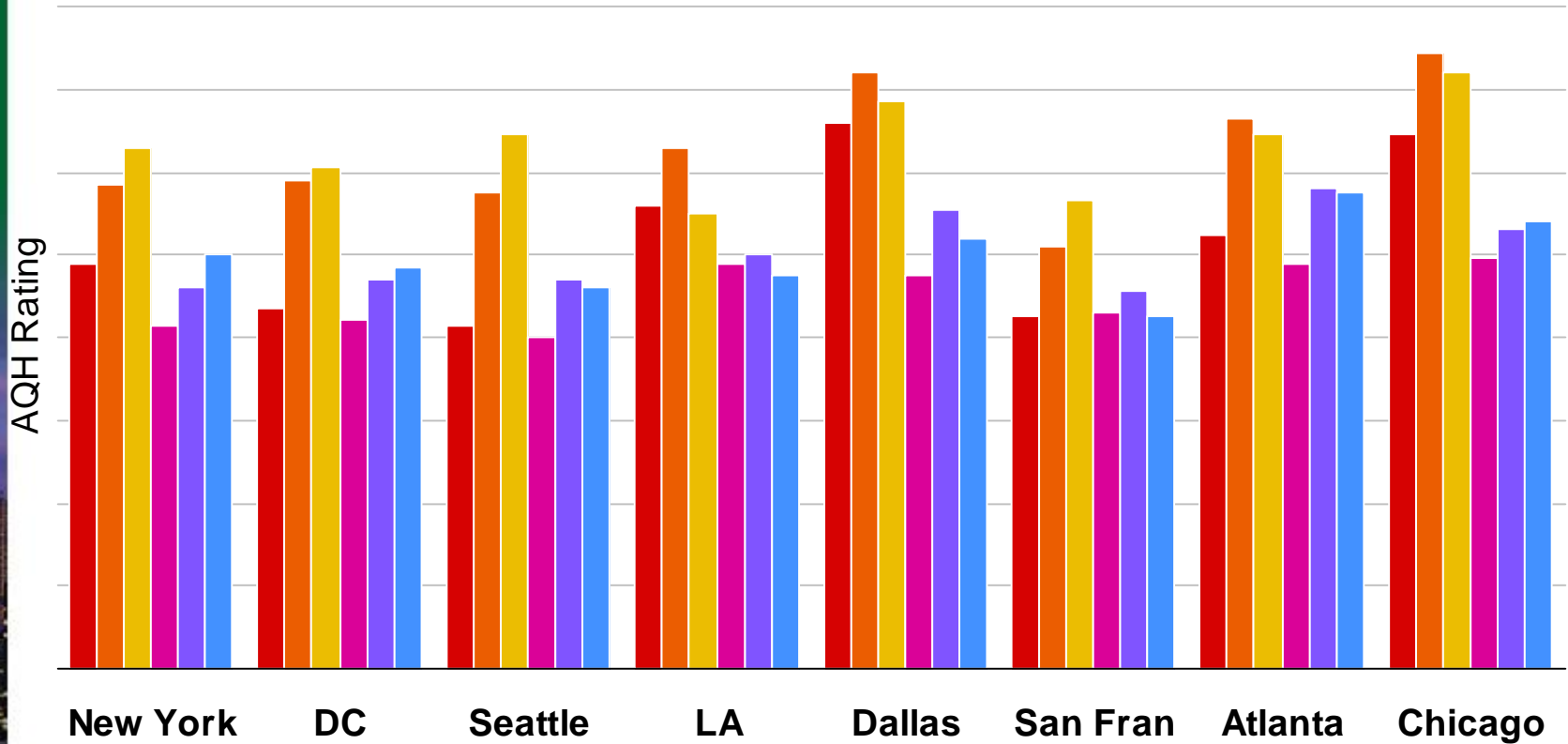
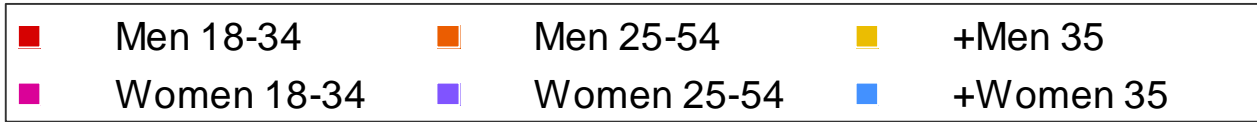




PITTSBURGH

PPM shows men consume more radio than women

M-F 6a-Mid AQH Rating



PPM, April 2009 data Monday-Friday 6a-Mid

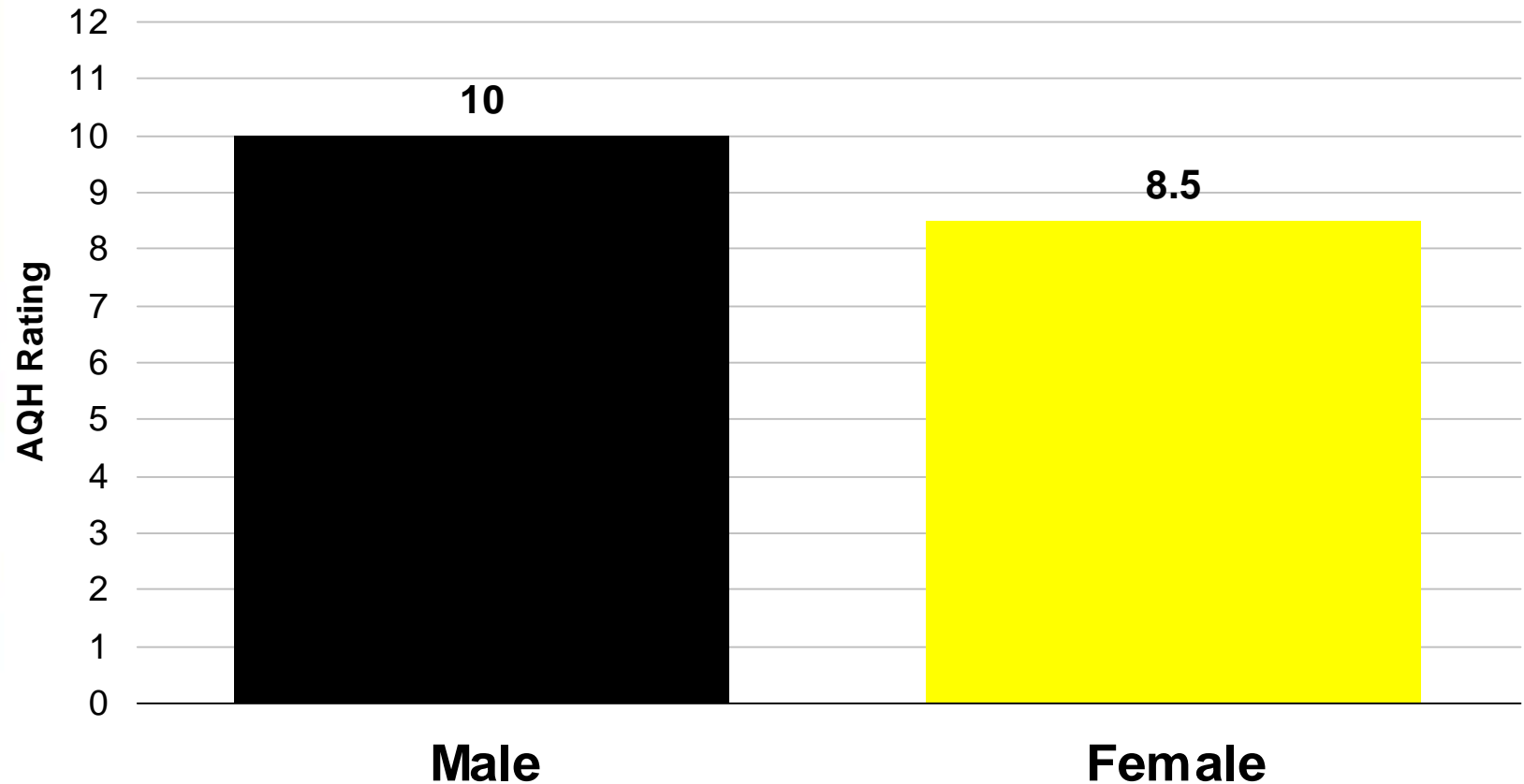




PITTSBURGH

Pittsburgh June PPM total market ratings by male/female.

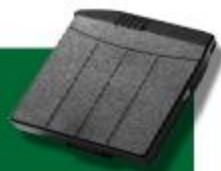
Mon-Sun 6a-Mid



Source: PPM, Pittsburgh Metro, June 2009, Mon-Sun 6AM-MID, Men/Women 6+, AQH Rating

51 © 2009 Arbitron Inc.

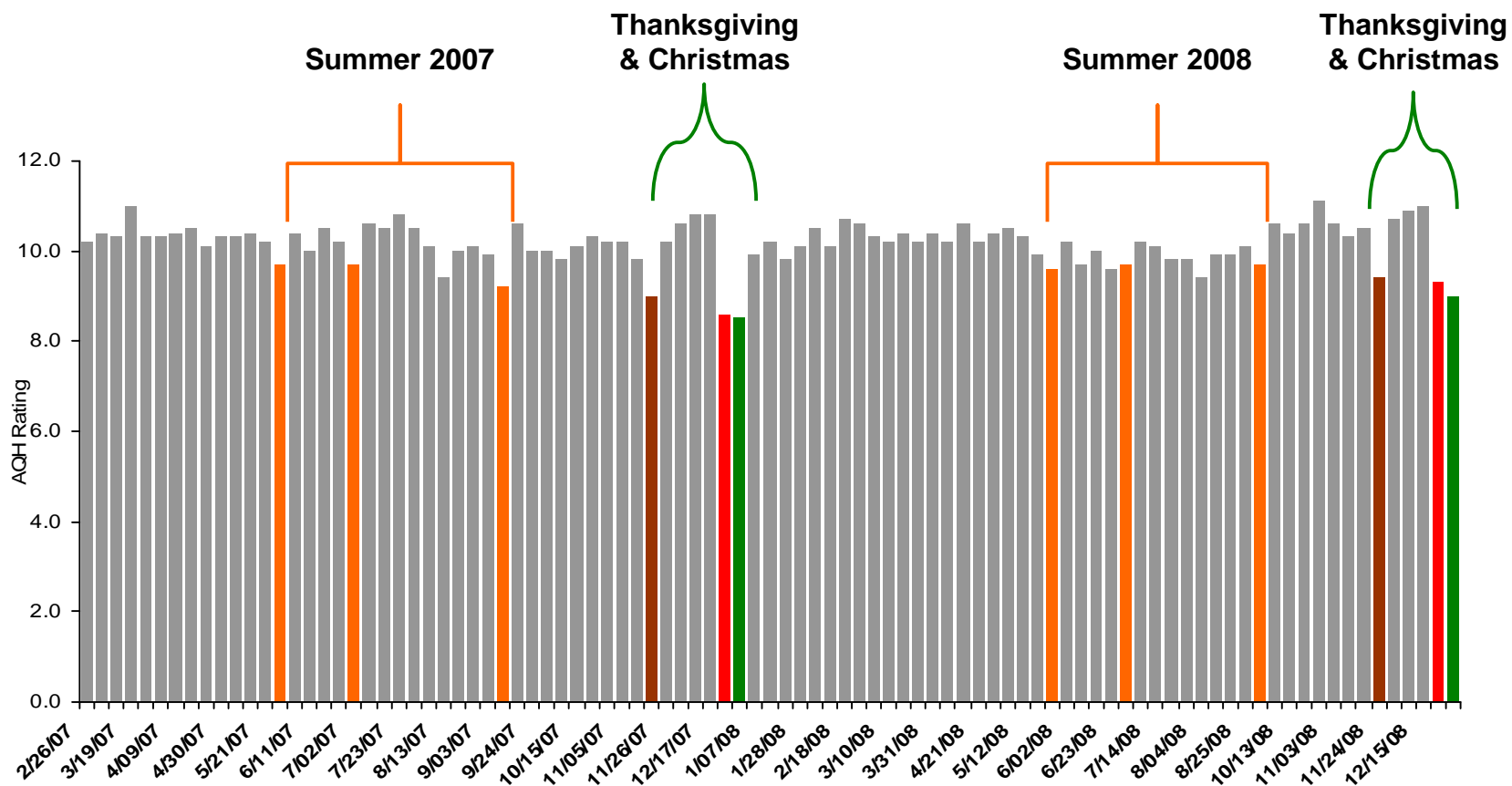




PITTSBURGH

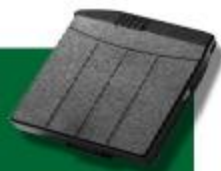
Detailed listening: See the impact of holidays and seasonality.

2007-2008 Houston Market Ratings



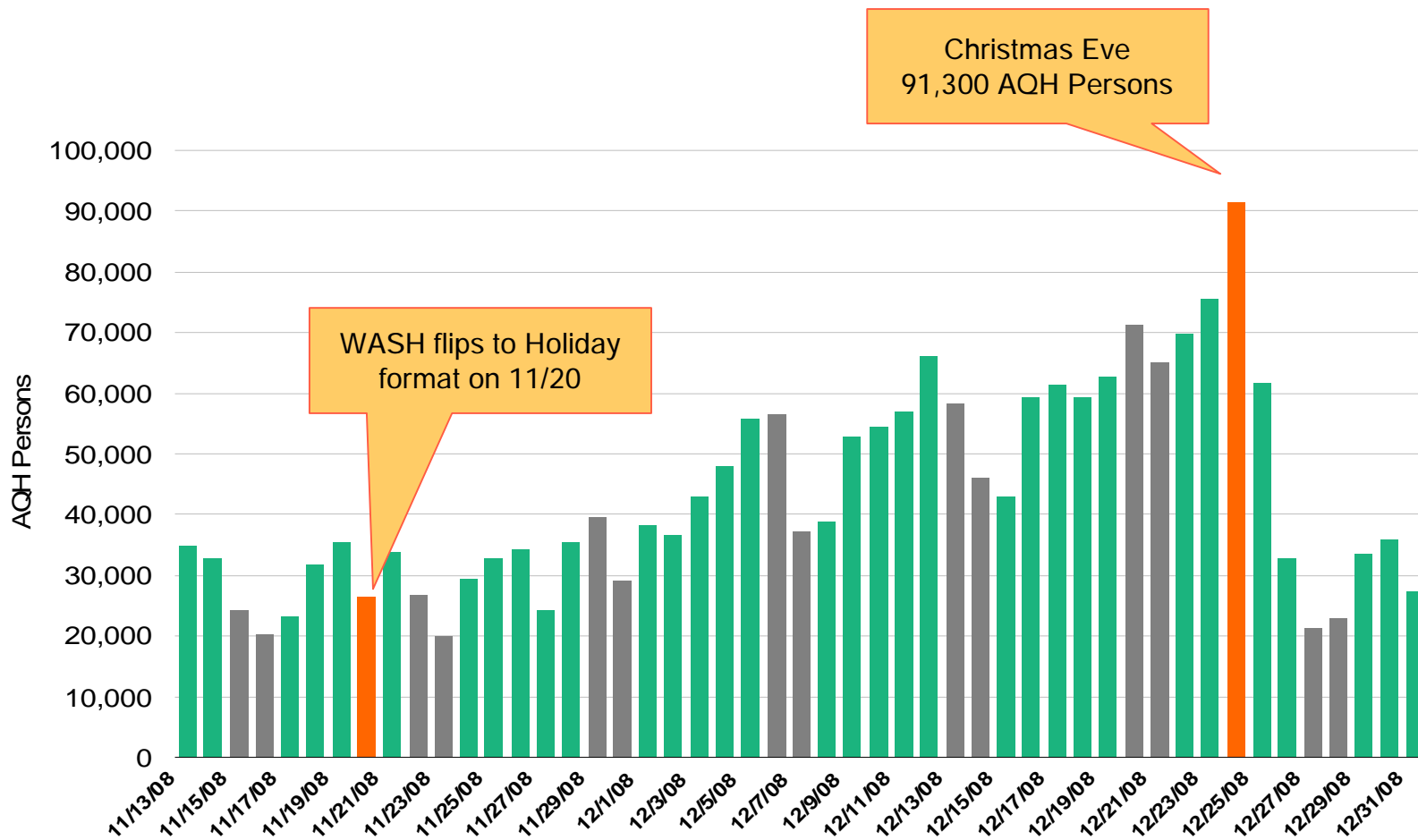
PPM, Houston-Galveston Metro, March 2007-December 2008, Persons 6+, AQH Ratings





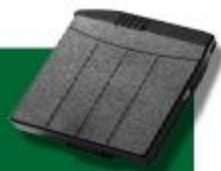
PITTSBURGH

Detailed listening: See immediate impact of format changes – Christmas Music on WASH-FM Washington, DC, December/Holiday 2008



PPM, Washington, DC, Metro; December 2008 and Holiday 2008 Currency Data; Mon-Sun 6AM-Mid, Persons 6+, AQH Persons





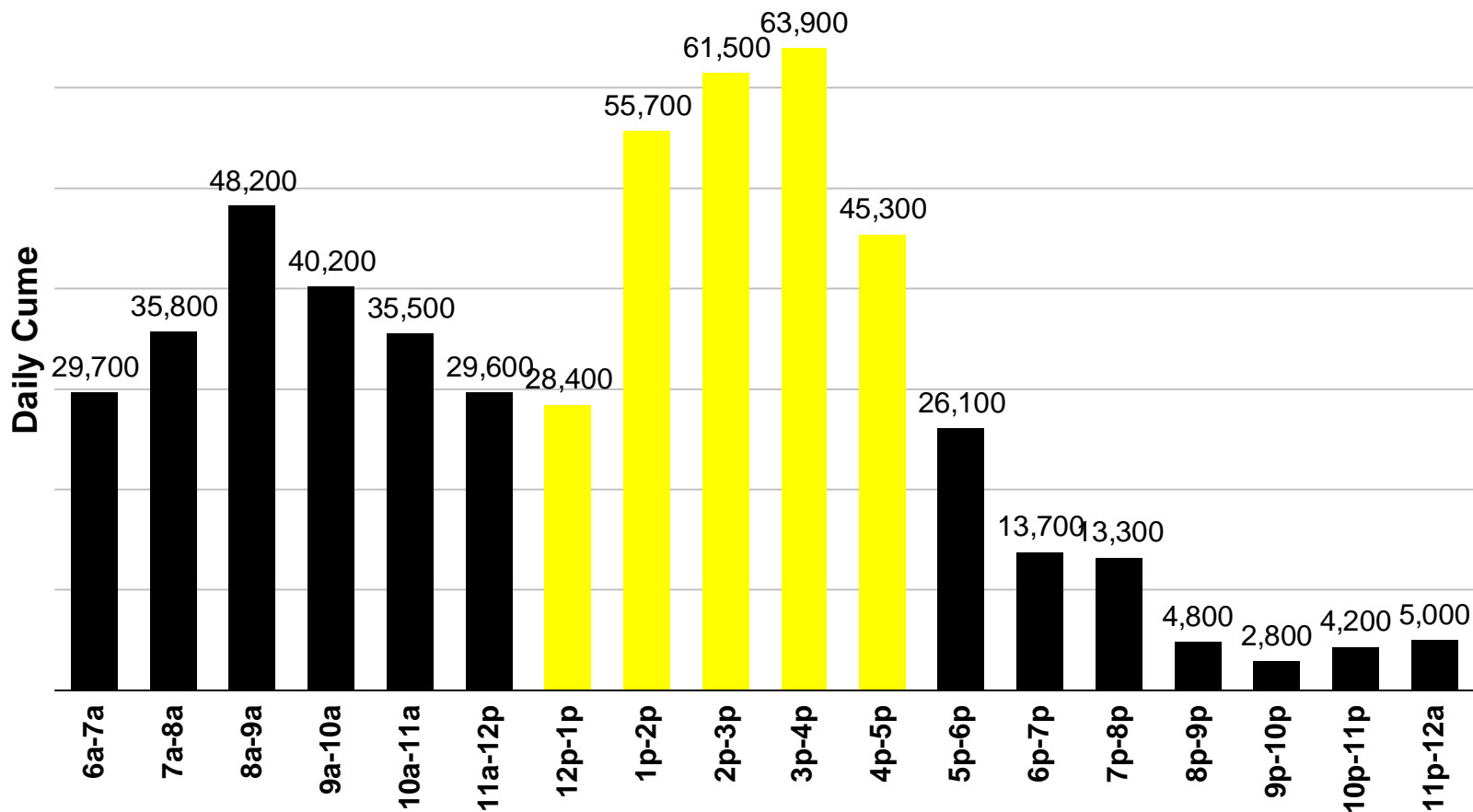
PITTSBURGH

Detailed listening: Pirates Baseball

Pirates/Mets Home Game

Thursday, June 4th, 2009 12:35 Start time, Pirates win 11-6

WPGB-FM, Persons 12+ Mon-Sun 6AM-MID



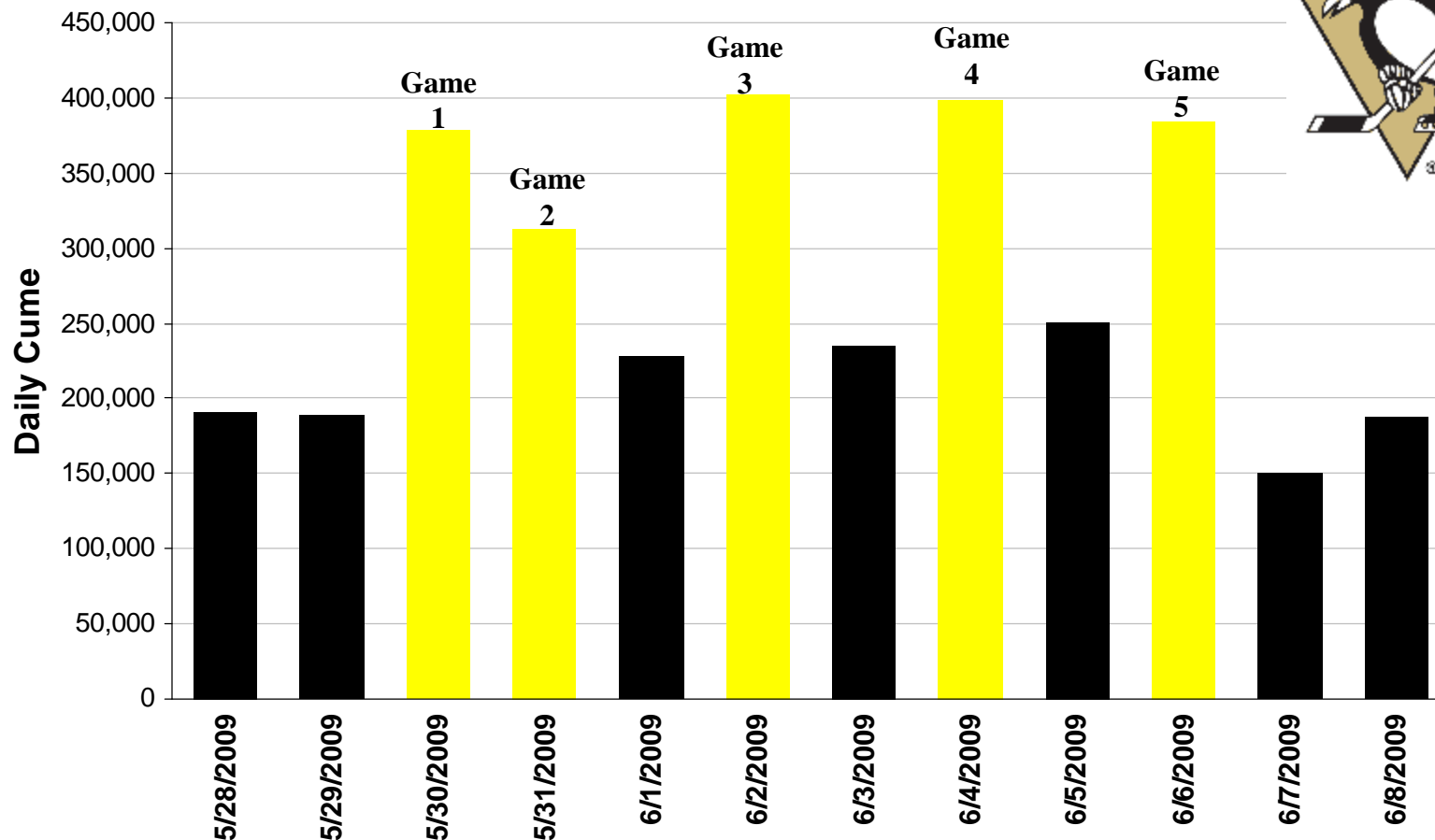
Source: PPM, Pittsburgh Metro, June 2009, Thursday, June 4, 6AM-MID, Persons 12+, Daily Cume





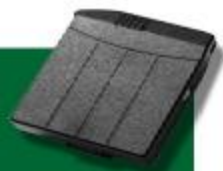
PITTSBURGH

Detailed listening: 2009 Stanley Cup Finals WXDX, Persons 6 +, Mon-Sun 6a-MID



Source: PPM, Pittsburgh Metro, June 2009, Mon-Sun 6AM-MID, Persons 6+, Daily Cume

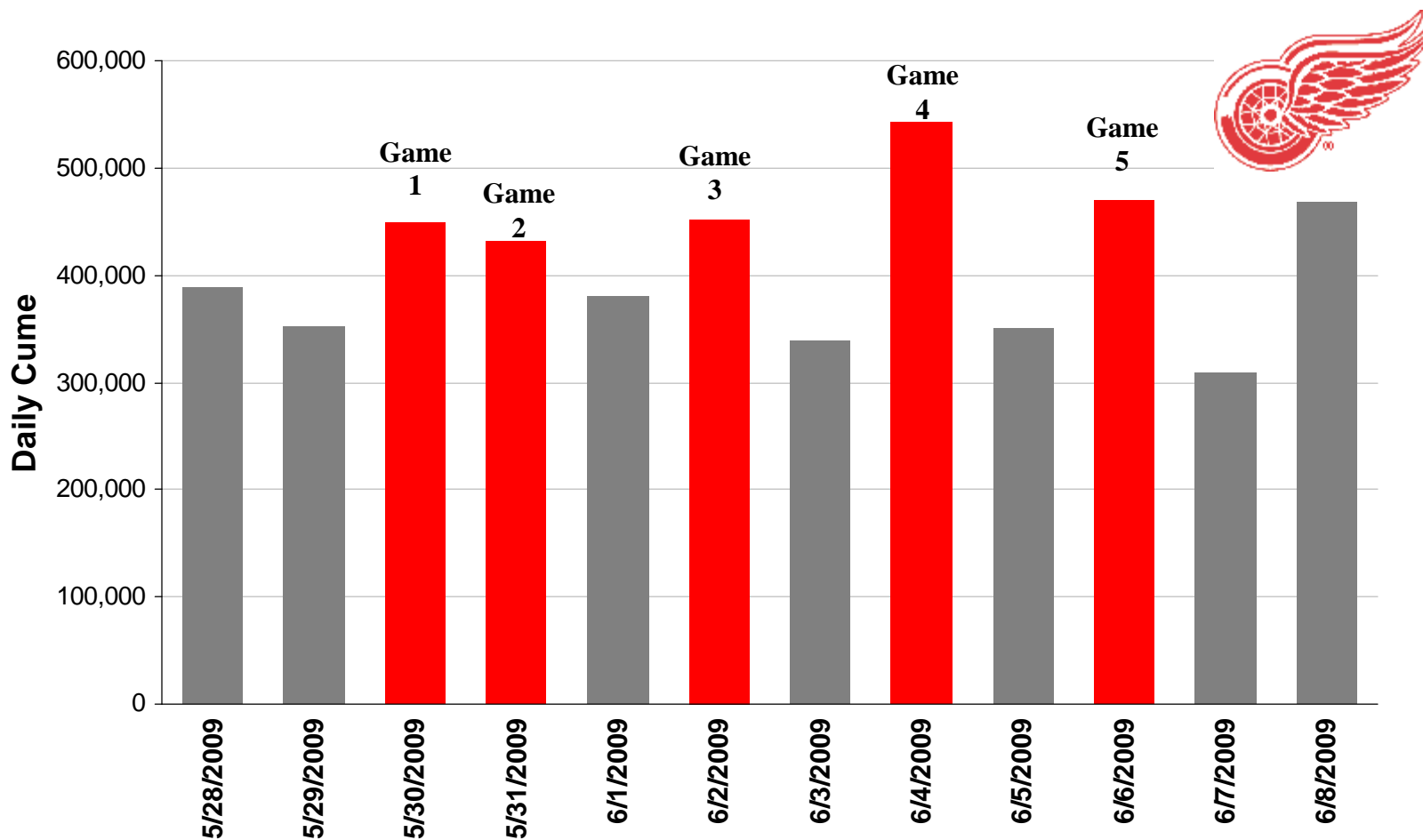




PITTSBURGH

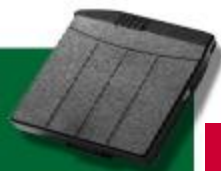
Detailed listening: 2009 Stanley Cup Finals

WXYZ DETROIT, Persons 6 +, Mon-Sun 6a-MID



Source: PPM, Detroit Metro, June 2009, Mon-Sun 6AM-MID, Persons 6+, Daily Cume





PITTSBURGH

Pittsburgh PPM Rollout Plan

Jul 09

(6/25-7/22)

8/4: Spring 09 Diary Book Releases (last diary report)

8/14 : July PPM Pre-Currency Data Release

Aug 09

(7/23-8/19)

Spring 09 Diary Book Still Currency

9/11: August PPM Pre-Currency Data Release

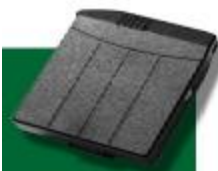
Sep 09

(8/20-9/16)

Spring 09 Diary Book No Longer Currency

10/9: September PPM Currency Release

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



PITTSBURGH



Training and education resources. PPM Toolkit





PITTSBURGH

Explaining the Change in Currency

www.arbitron.com

You Can't Spend Without **RADIO.ROI™**

ARBITRON

Updated for 2008-2009

Planning & Buying Radio Advertising in a PPM™ World

How 70 Meter Target Rating Points Can Equal 100 Diary Rating Points

PLANNING & BUYING RADIO ADVERTISING IN A PPM WORLD

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

Different measurement methodologies can and do produce different results. We upgraded our measurement methodology, and the scale has changed accordingly. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the diary scale and a 0.7 rating using the PPM scale. Therefore, you may see that 100 diary TRPs = 70 PPM TRPs.

The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

“ PPM is an important step in bringing more accurate, accountable and robust audience measurement to the medium of radio. While this new methodology may produce different results from what the industry is accustomed to seeing, PPM provides us with a sharper lens with which we can better view how individuals really use radio. This step forward is critical in an ever changing and highly fragmented media marketplace. ”

— Kyle Allen
SVP Media Planner, FKM Advertising, Houston, TX

2008-2009 PPM Commercialization Schedule

Market	Currency Month
New York	9/08
Los Angeles	9/08
Chicago	9/08
San Francisco	9/08
Nassau-Suffolk (Long Island)	9/08
Riverside-San Bernardino	9/08
San Jose	9/08
Middlesex-Somerset-Luton	9/08
Dallas-Ft. Worth	12/08
Washington, DC	12/08
Detroit	12/08
Atlanta	12/08
Boston	3/09
Miami-Ft. Lauderdale-Hollywood	6/09
Seattle-Tacoma	6/09
Phoenix	6/09
Minneapolis-St. Paul	6/09
San Diego	6/09
Tampa-St. Petersburg-Clearwater	9/09
St. Louis	9/09
Baltimore	9/09
Denver-Boulder	9/09
Pittsburgh, PA	9/09
Portland, OR	12/09
Cleveland	12/09
Sacramento	12/09
Cincinnati	12/09

Arbitron People Meter™, PPM™ and You Can't Spend Without Radio™ are service marks of Arbitron Inc. © 2009. All rights reserved. A registered trademark of iQuery Digital Corporation.





PITTSBURGH

PPM Passport Training Program for Agencies

www.arbitron.com/ppmpassport



§ This complimentary training program consists of two prerequisite PPM sessions and several advanced sessions

» Prerequisites:

- *PPM 101 Overview for Agencies*
- *Planning & Buying in a PPM World*

» Advanced Sessions: Must complete three

- *PPM Myth Busters*
- *Going Beyond Ratings*
- *PPM Radio & Ethnic Audiences*
- *Planning with PPM*
- *Sports, Events & Promotions*
- *PPM Software & Data*
- *Scheduling with PPM RLD Data*
- *How Reach & Frequency Works*



PITTSBURGH

Pittsburgh PPM Website

www.arbitron.com/ppmpittsburgh

The screenshot shows the website's navigation menu on the left, including links for PPM HOME, PPM MARKETS & SURVEY INFORMATION, PPM RADIO RATINGS SERVICE, PPM SOFTWARE, TRAINING & SUPPORT, OPPORTUNITIES FOR TV, and WHO TO CONTACT. The main content area features a search bar, a date display for Wednesday, July 15th, 2009, and a featured article titled 'The Portable People Meter' with the subtitle 'NEXT GENERATION ELECTRONIC RATINGS™'. Below this is a green banner for 'PPM in Pittsburgh'. The right sidebar contains several informational boxes: '86 days until PPM currency data!', 'Pittsburgh PPM Status: Average Daily In-Tab Target: 1,088', 'Market-Specific Links' with various PDF links, and 'Important Dates' including April 2-June 24, June 25, and August 14.

ARB-TV
Demonstrate the Value of Your Extra Audience
[CLICK HERE TO LEARN MORE](#)





PITTSBURGH

2009 is the year for electronic measurement in Pittsburgh.

Arbitron PPM™	
Market	Currency Date
Philadelphia	Mar 2007
Houston-Galveston ¹	Jun 2007
New York ²	Sep 2008
Nassau-Suffolk (Long Island) ³	Sep 2008
Middlesex-Somerset-Union ⁵	Sep 2008
Los Angeles	Sep 2008
Riverside-San Bernardino	Sep 2008
Chicago	Sep 2008
San Francisco ⁴	Sep 2008
San Jose ³	Sep 2008
Dallas-Ft. Worth	Dec 2008
Washington, DC	Dec 2008
Detroit	Dec 2008
Atlanta	Dec 2008
Boston	Mar 2009
Miami-Ft. Lauderdale-Hollywood	Jun 2009
Seattle-Tacoma	Jun 2009
Phoenix	Jun 2009
Minneapolis-St. Paul	Jun 2009
San Diego	Jun 2009
Tampa-St. Petersburg-Clearwater	Sep 2009
St. Louis	Sep 2009
Baltimore	Sep 2009
Denver-Boulder	Sep 2009
Pittsburgh, PA	Sep 2009
Portland, OR	Dec 2009
Cleveland	Dec 2009
Sacramento	Dec 2009
Cincinnati	Dec 2009

Nielsen LPM	
DMA®	Live Date
Boston	4/25/02
New York	6/3/04
Los Angeles	7/8/04
Chicago	8/5/04
San Francisco	9/30/04
Philadelphia	6/30/05
Washington, DC	6/30/05
Dallas	1/5/06
Detroit	1/5/06
Atlanta	6/29/06
Houston	10/4/07
Tampa	10/4/07
Seattle	10/4/07
Phoenix	Apr 2008
Minneapolis	Sep 2008
Cleveland	Sep 2008
Miami	Oct 2008
Denver	Oct 2008
Orlando	Jan 2009
Sacramento	Jan 2009
St. Louis	Jan 2009
Pittsburgh	Jul 2009
Portland, OR	Jul 2009
Baltimore	Jul 2009
Charlotte	Jan 2010



PPM in Pittsburgh



Q&A Session

Presented by:

Dr. Ed Cohen, VP of Research Policy and Communication
Jon Miller, National PPM Account Manager

Arbitron Inc.