

Arbitron Thoughts on Posting for Markets Converting From Diary to PPM

During the transition of markets from Diary to PPM™ measurement, there have been many questions regarding the best practices for posting. Arbitron recognizes posting is a topic that will be determined by the radio industry and its buyers and sellers. However, as the data provider, we believe it is important to present the media industry with some guidelines from a methodological perspective. Our goal in providing these posting guidelines is to create a foundation of discussion that is fair to all parties.

- **Arbitron's license agreements prohibit the use of PPM data for any transactional purpose (buying, selling, posting, etc.) prior to a market's official conversion to PPM currency.** Any attempts to use PPM data prior to this date constitutes a violation of the license agreement. Until PPM ratings become currency for a market, pre-currency PPM data may only be used for planning purposes. After PPM ratings become currency for a market, pre-currency data may be used for transactional purposes. The current schedule of PPM commercialization dates is available at: http://www.arbitron.com/portable_people_meters/PPM_rollout.htm.

- **Arbitron does not endorse buying off ratings derived using one methodology and then posting off ratings derived using the other methodology.** The purpose of posting is to ensure audience size has not changed dramatically since the time the schedule was placed. When buying off Diary ratings but posting off PPM ratings, any differences may be a reflection of differences between the two methodologies rather than any actual change in audience size.
- **Arbitron strongly recommends a re-rate of any schedule that was bought using Diary ratings but will be posted to PPM numbers.** In cases where schedules are originally placed using Diary data but air during PPM currency months, agencies should re-rate those schedules using PPM pre-currency data. This re-rating will create a new GRP goal level to which the schedule can then be held accountable for delivery purposes.
- **All posting discussions and decisions should occur and be agreed upon prior to the placement of the schedule.** All parties should agree to the best method of posting for a schedule prior to a schedule running.

We recognize and support that ultimately, all posting decisions will be determined by the industry.