

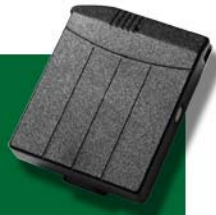
PPM in Pittsburgh



Pittsburgh

July 2009 Pre-Currency PPM Data

Jim Tarantine, Senior Training Services Consultant
David Rice, Senior Account Manager



PITTSBURGH

How do I ask questions?

Email me directly, and I will reply to your questions once the session has ended.

My email is :

Account Manager: David.Rice@arbitron.com

Phone: 312-542-1874





PITTSBURGH

Pittsburgh PPM Is Here!

- The Pittsburgh sample for July is representative of all demos, Race and counties.
- On average **74%** of panelists are carrying their meters for at least 8 hours per day.
- Cume audiences on the weekly and daily levels are significantly higher than what has been seen in the diary.
- Listening levels in Pittsburgh are similar between ethnic groups as well as income levels.
- PPM listening levels compared to diary are similar to other PPM markets. Many different formats are found in top rank positions
- Ratings are more compressed among the top stations in the younger demos for Pittsburgh.
- Granular data continues to provide insight into how consumers use radio.



PPM in Pittsburgh



Sample

**Pittsburgh PPM
July 2009**



PITTSBURGH

Pittsburgh Metro Sample

July 09

Total Persons in Monthly Sample

Monthly Installed Persons	1,469
Monthly In-tab Persons	1,373
Monthly In-tab Rate	93.5%

Total Persons in Daily Sample

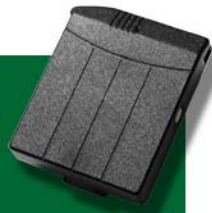
Panel Average Daily Target	1,088
Avg Daily In-tab Persons	1,008
Avg Daily In-tab Rate	74.0%
Installed Cell-Phone-Only Persons	136
Avg. Cell-Phone-Only In-Tab Persons	93

*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

5 © 2009 Arbitron Inc.





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Designated Delivery Index - DDI

- Indicates how close the actual number of intab of a specific demo is to the target number of intab for the demo
- **DDI = (actual intab / target intab) * 100**
 - » The closer the index is to 100, the nearer to delivering the target number for the demo

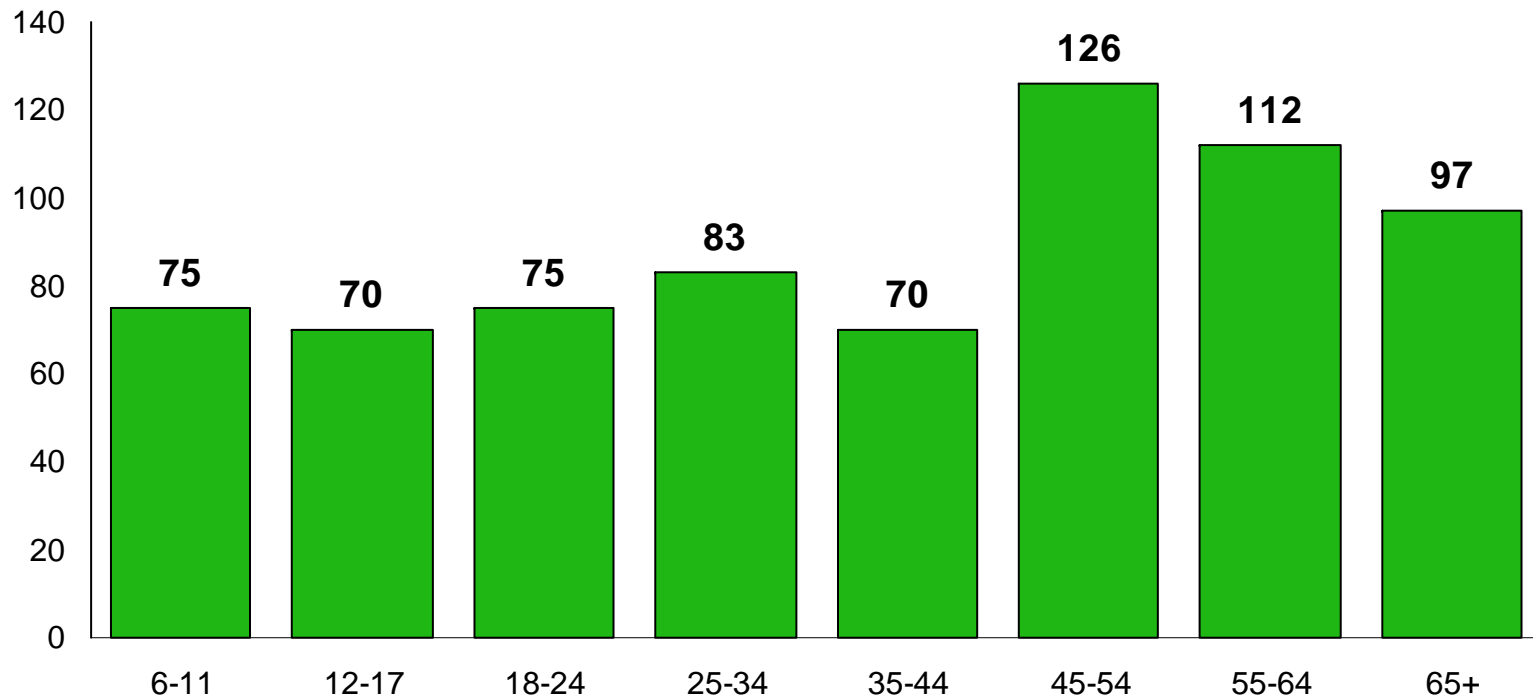




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Pittsburgh Sample Performance by Age Cell

July 09



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

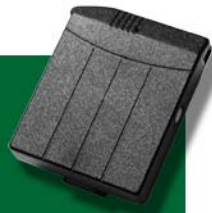


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In-Tab Sample Size, by Demo and Race/Ethnicity

July 2009	Pittsburgh			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,088	1,008	93	1,373
P18+	921	888	96	1,184
P18-54	563	518	92	722
P25-54	458	439	96	594
Black 6+	96	72	75	120
Other 6+	991	937	94	1,253

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



PITTSBURGH

18-34 DDI Performance versus Benchmarks

	Pittsburgh			
July 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	230	182	79	284
Men 18-34	117	90	77	140
Women 18-34	113	92	82	144
Black 18-34	23	13	56	23
Other 18-34	206	169	82	261

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

Benchmark = P18-34 is 80 while for all subsets (M/W/B/O) in 1st 6 months its 70



PITTSBURGH

In-Tab Sample Size, by 25-54 Race/Ethnicity

	Pittsburgh			
July 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	458	439	96	594
Men 25-54	226	197	87	271
Women 25-54	232	243	104	323
Black 25-54	39	31	82	48
Other 25-54	420	408	97	546

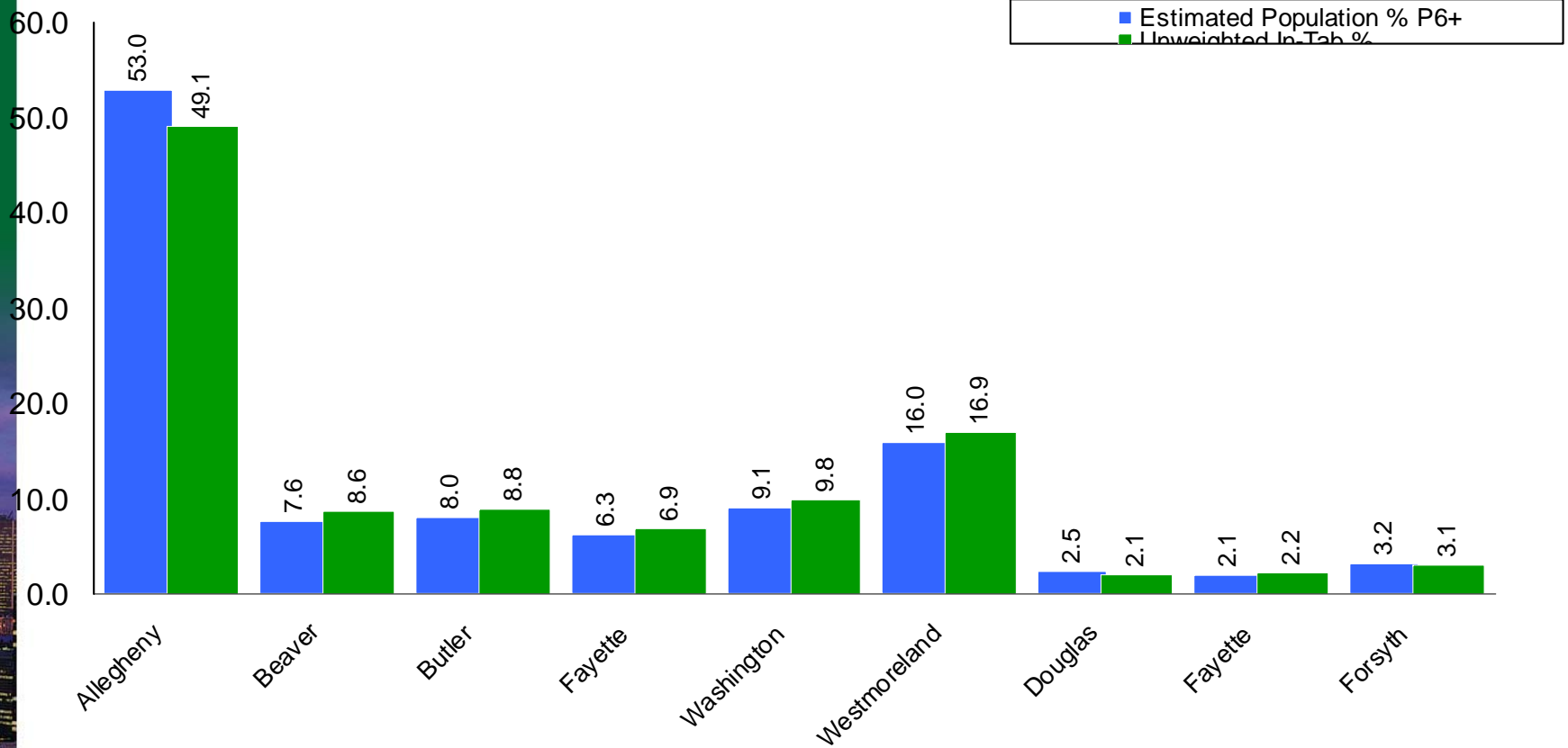
*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$



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Pittsburgh PPM County Sample

July 09



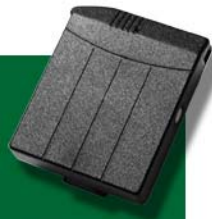
Pittsburgh, PPM July 09 Estimated Pop % 6+; unweighted In-tab % 6+

PPM in Pittsburgh



Pittsburgh Compliance and Carry Times

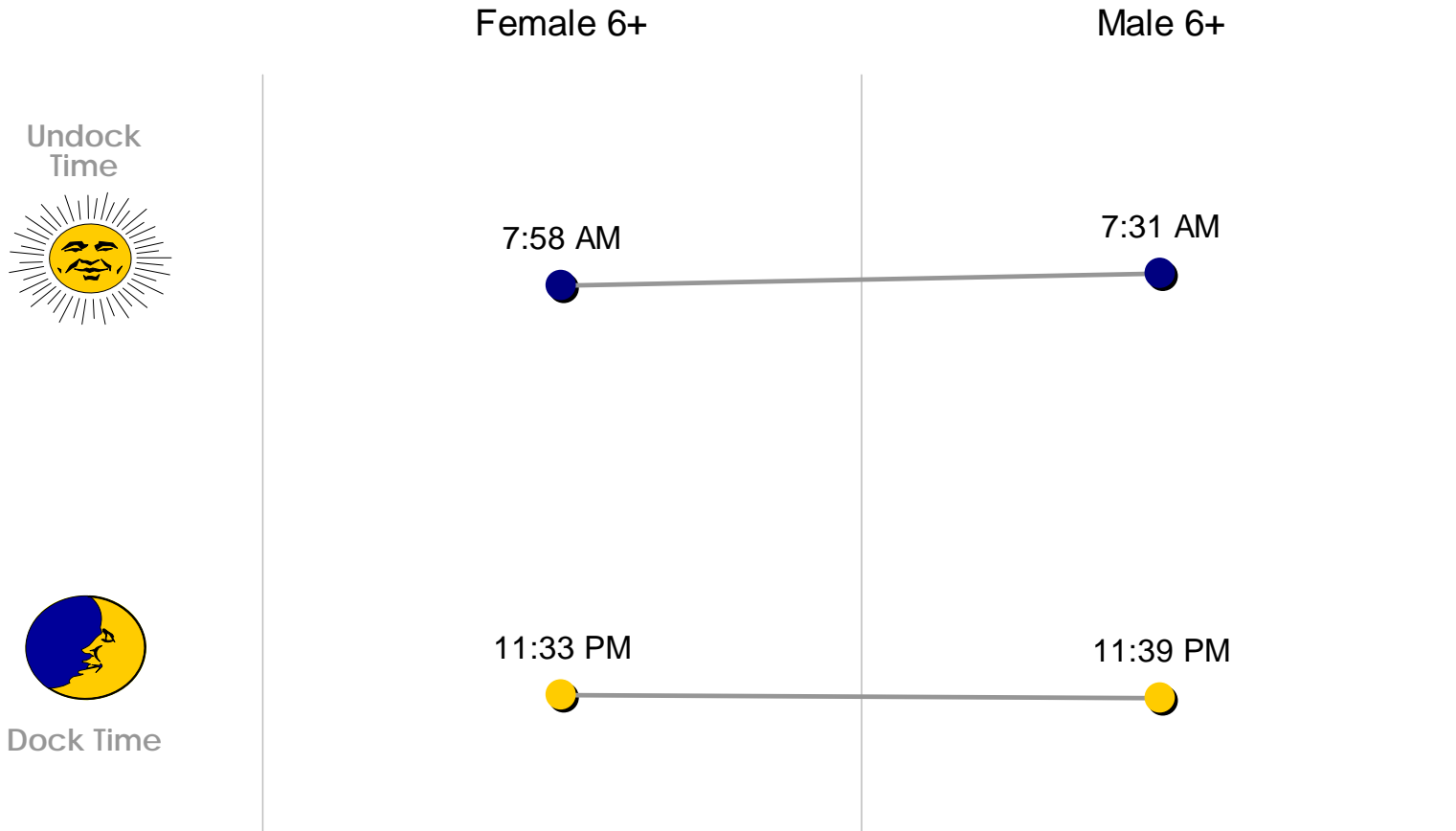
**Pittsburgh PPM
July 2009**

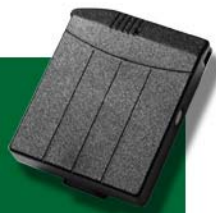


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Median Undock/Dock Times

July 2009 Weekdays

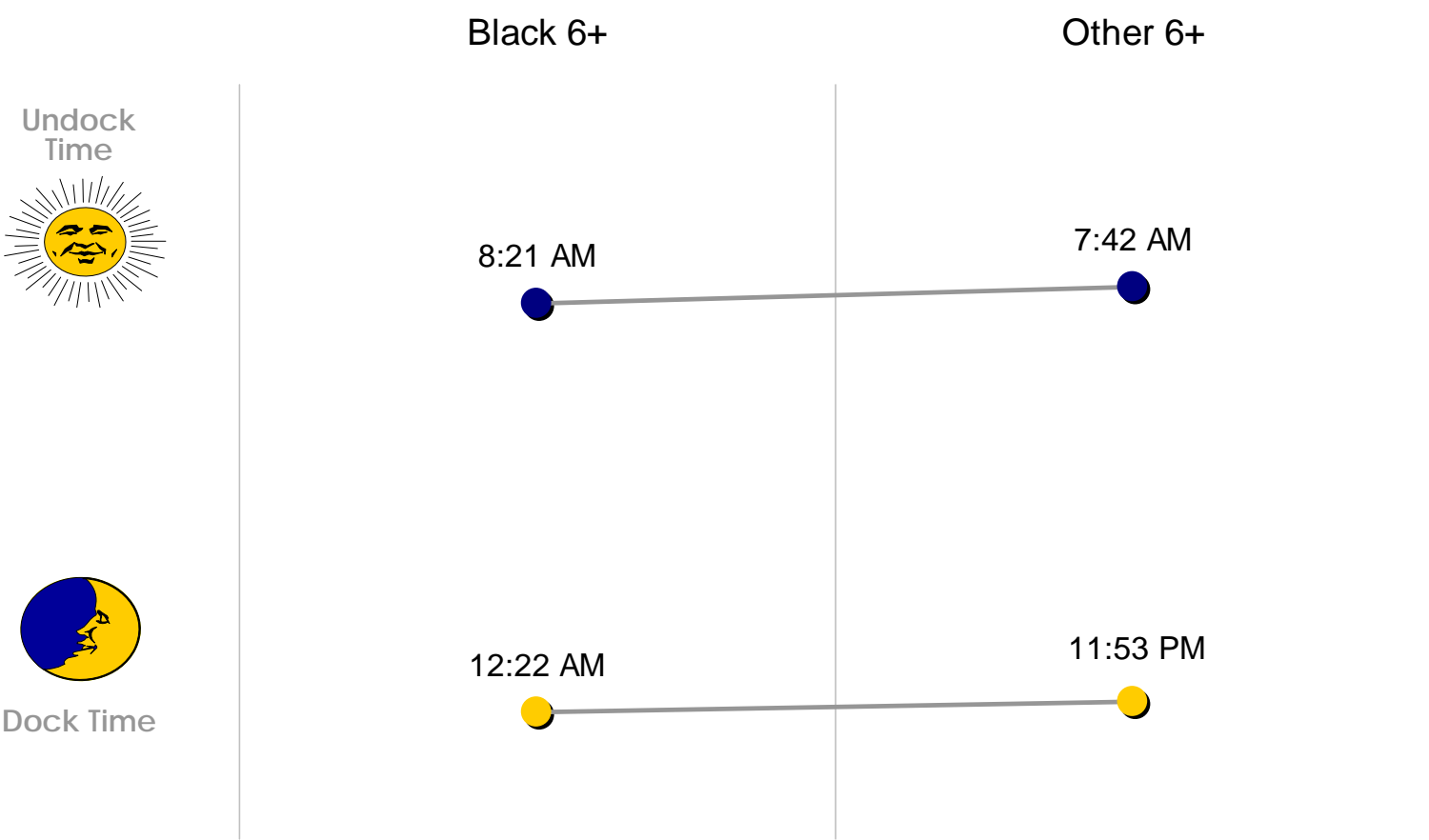


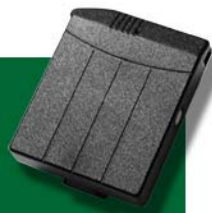


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Median Undock/Dock Times

July 2009 Weekdays

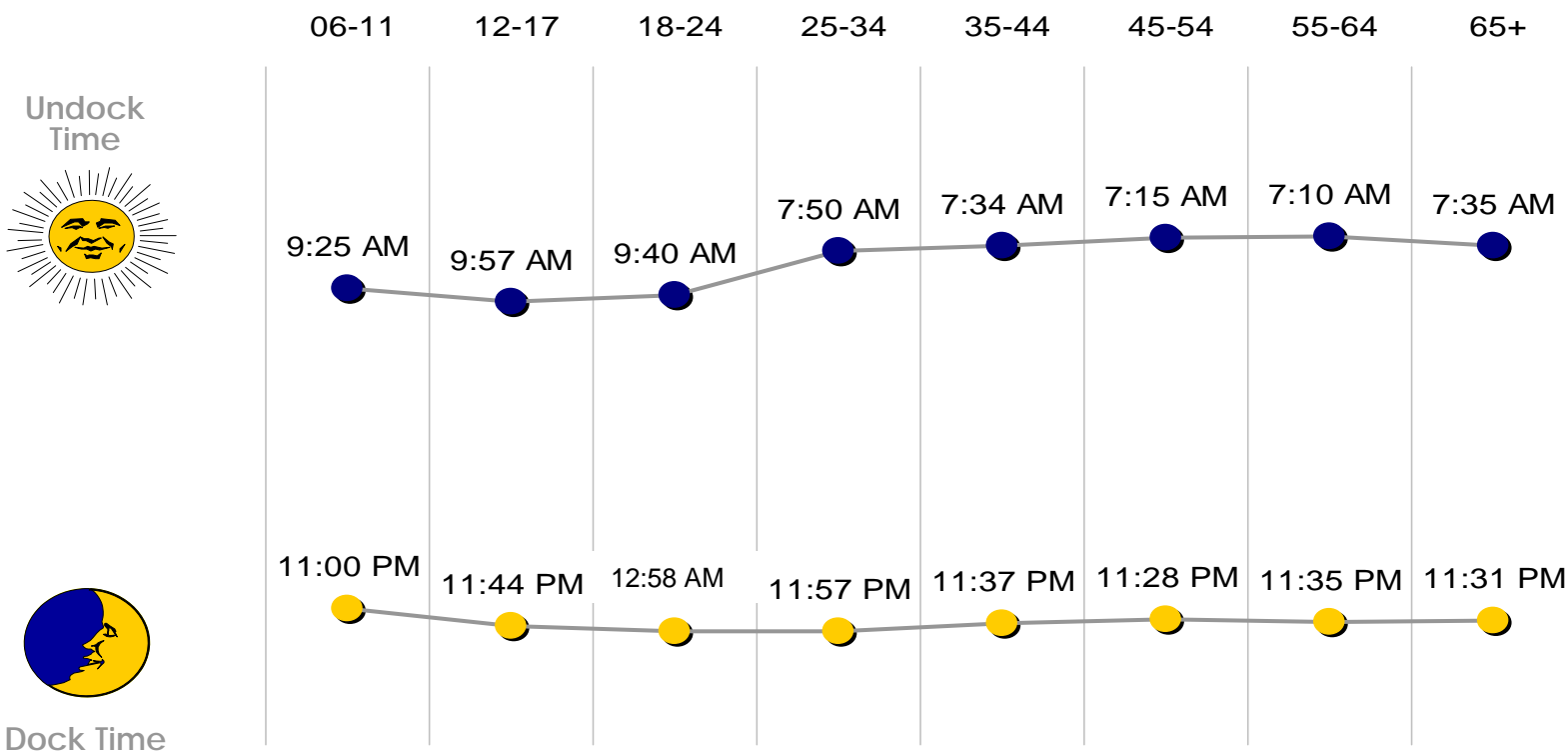




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Pittsburgh Median Undock/Dock Times

July 2009 Weekdays



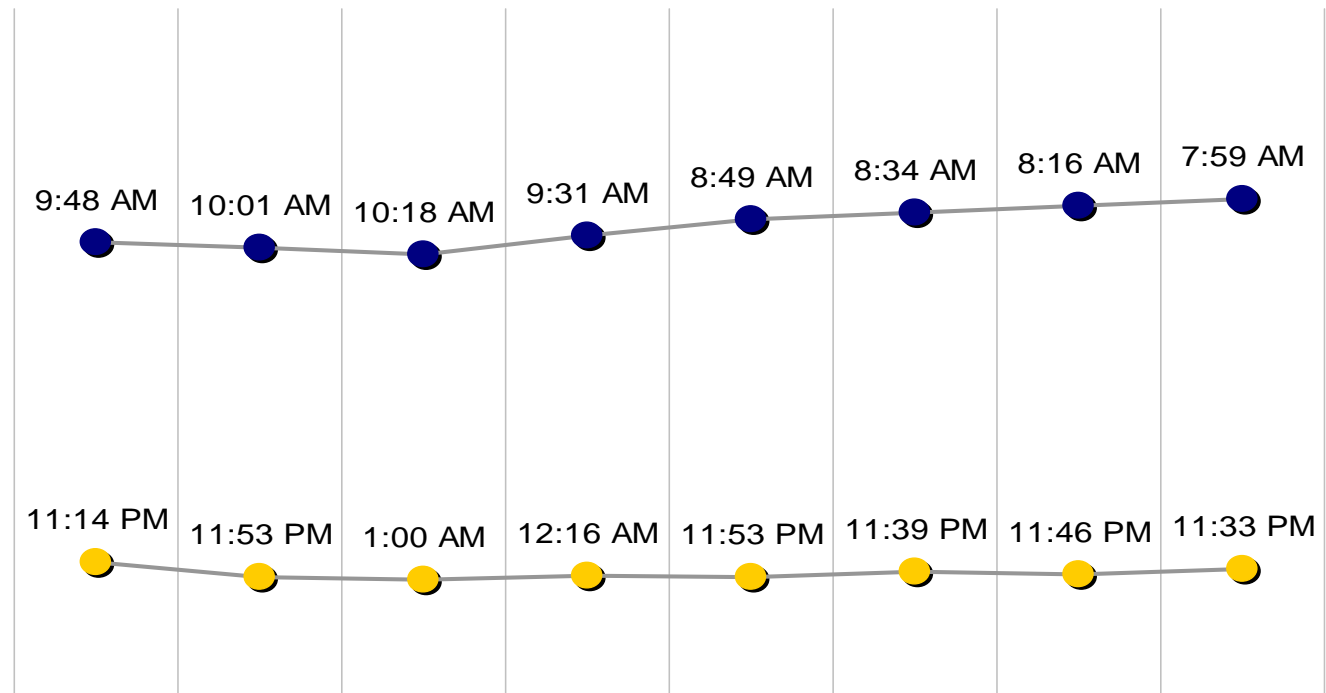


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Pittsburgh Median Undock/Dock Times

July 2009 Weekends

06-11 12-17 18-24 25-34 35-44 45-54 55-64 65+

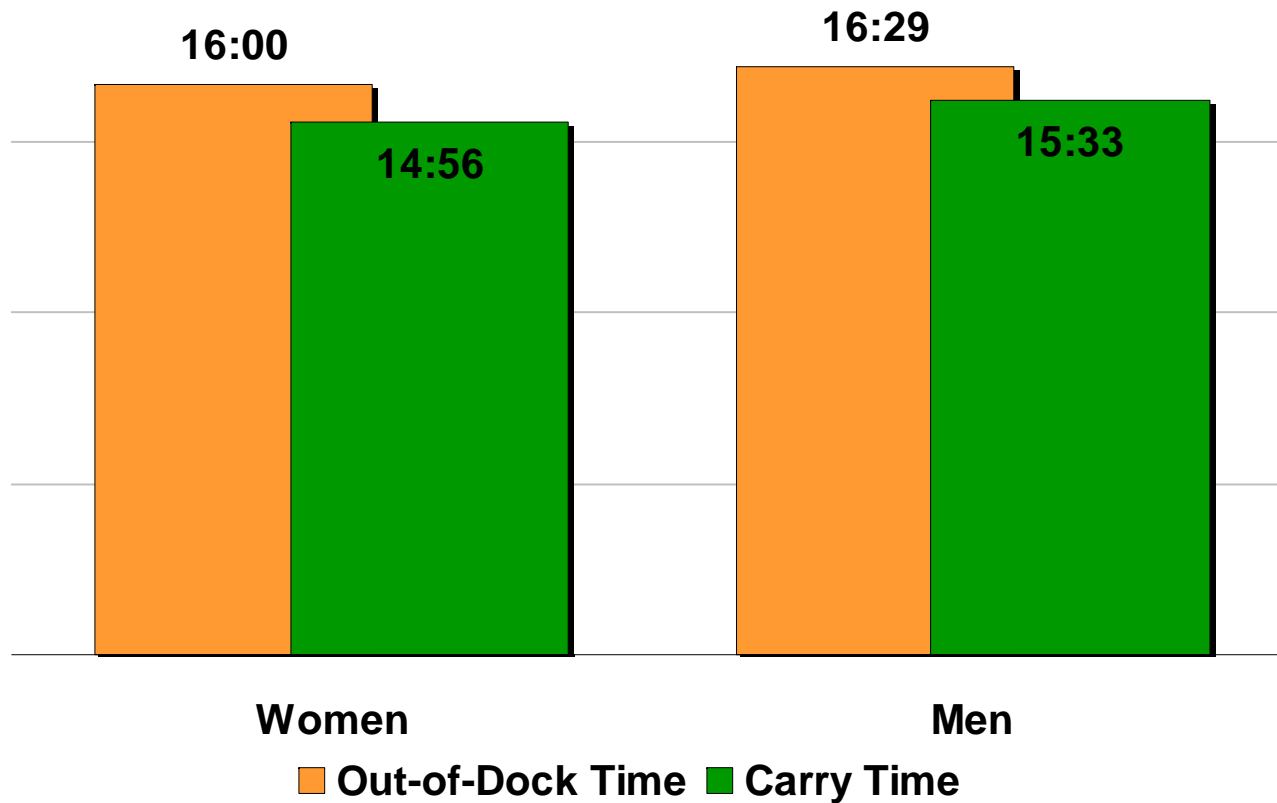




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Pittsburgh Median Carry Times by Gender

Median Out-of-Dock and Carry Times

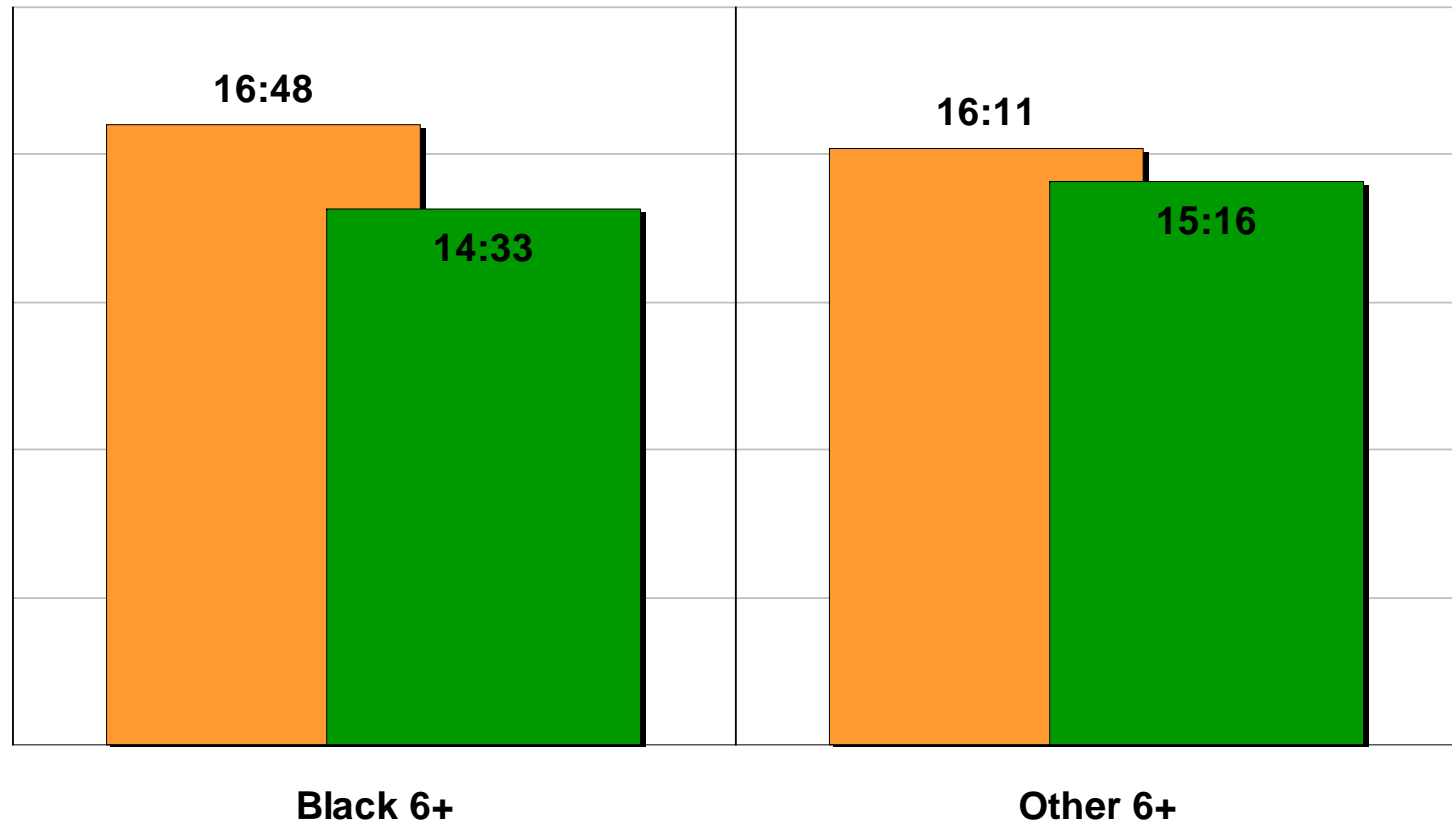




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Pittsburgh Median Carry Times by Race/Ethnicity

Median Out-of-Dock and Carry Times



■ Out-of-Dock Time ■ Carry Time

Pittsburgh Metro, In-Tab Persons 6+, July 2009, Week-day



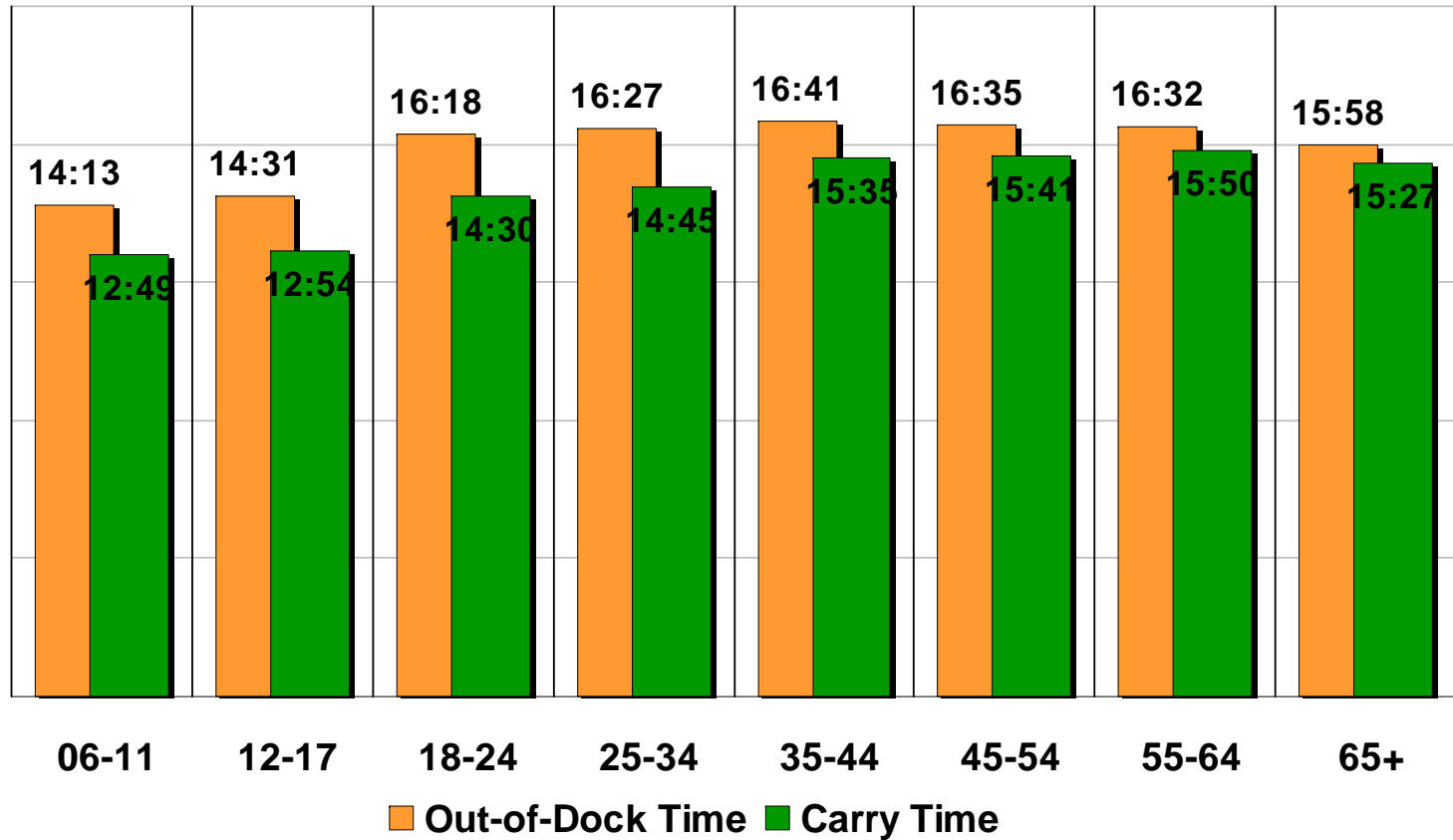


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Pittsburgh Median Carry Times by Age

Median Out-of-Dock and Carry Times

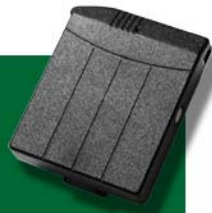


PPM in Pittsburgh



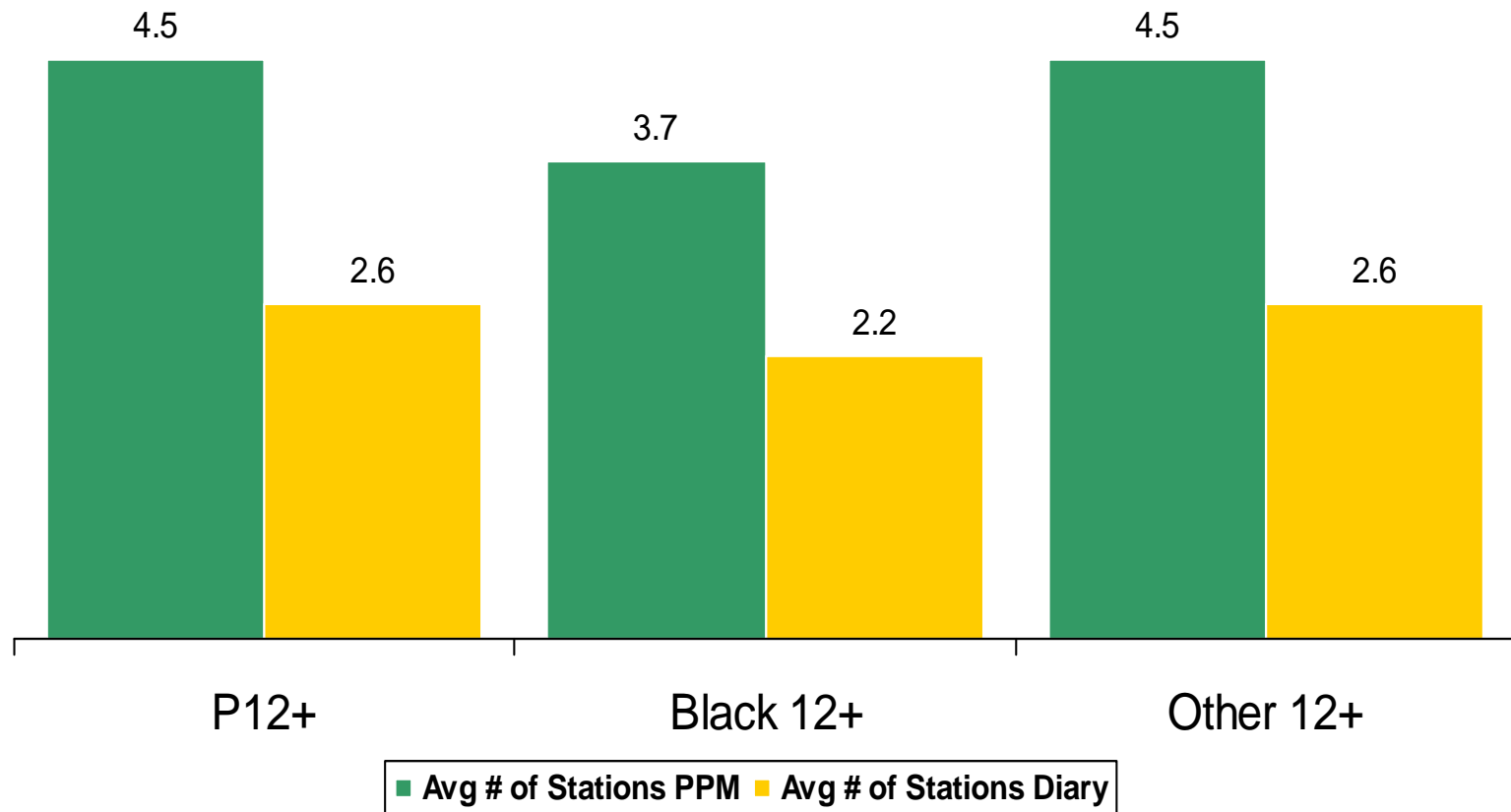
Pittsburgh PPM Cume Estimates

July 2009



PITTSBURGH

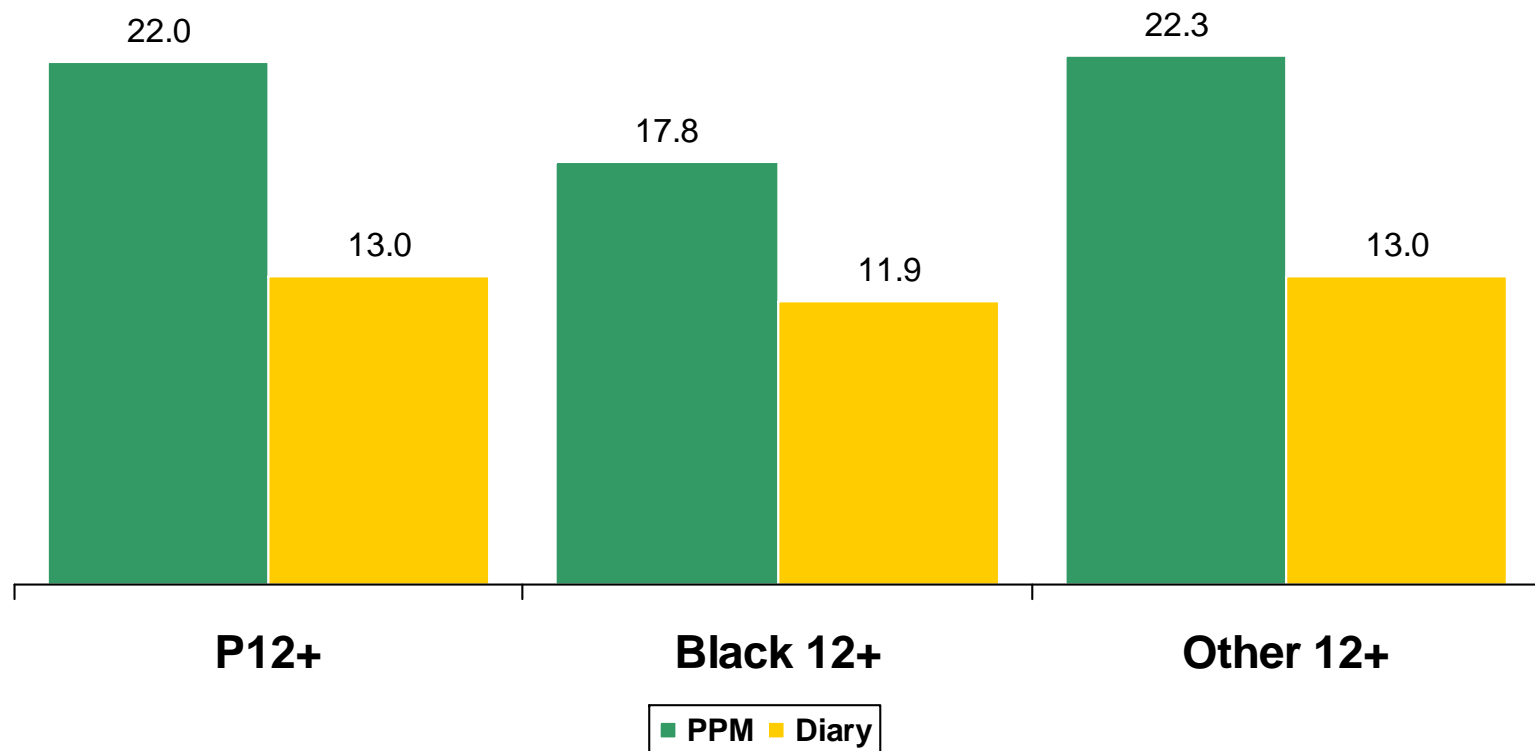
Pittsburgh Average Number Of Stations

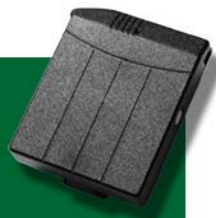




PITTSBURGH

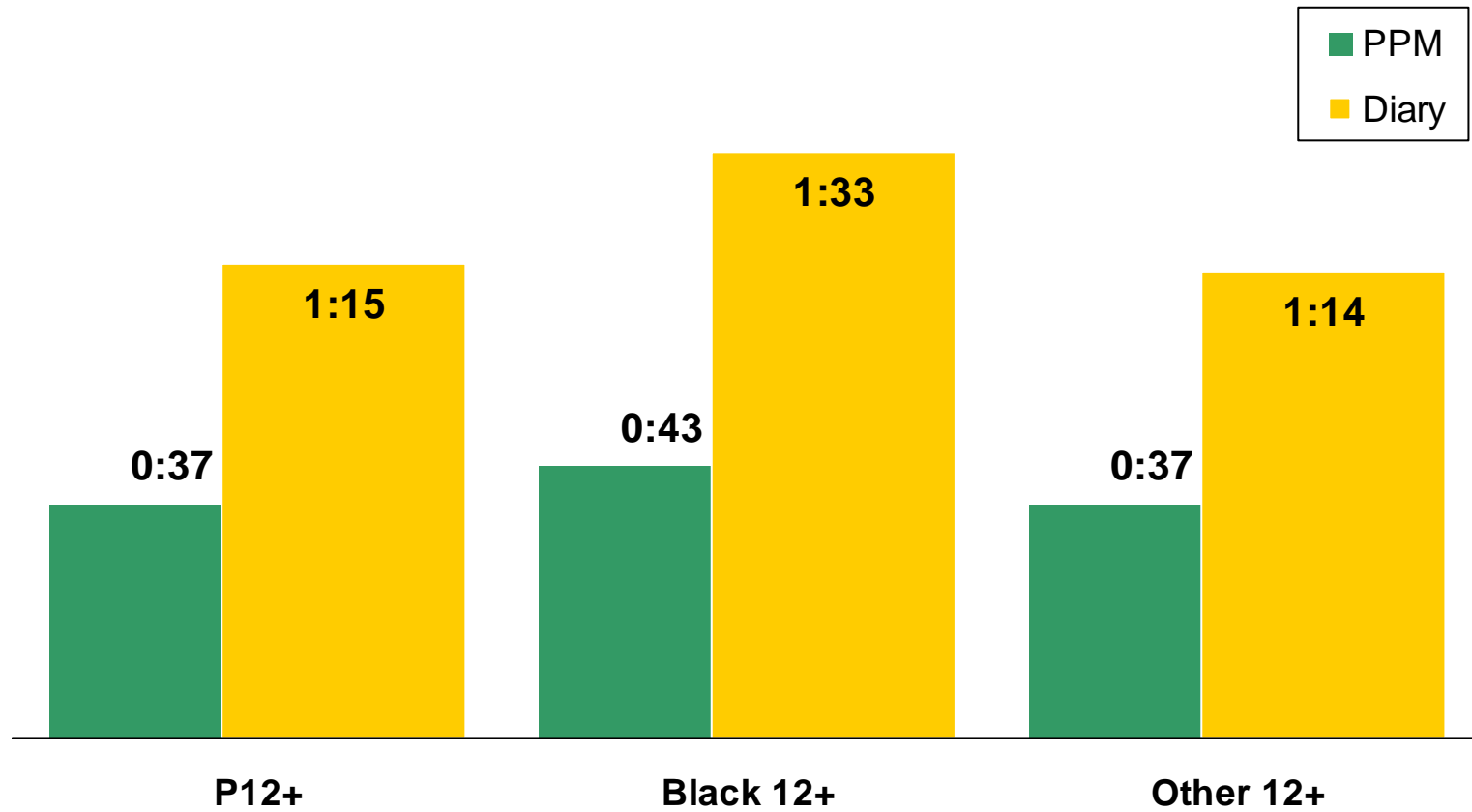
Pittsburgh Number Of Listening Occasions

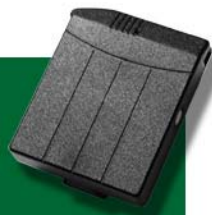




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Pittsburgh Time Spent Per Tune-in



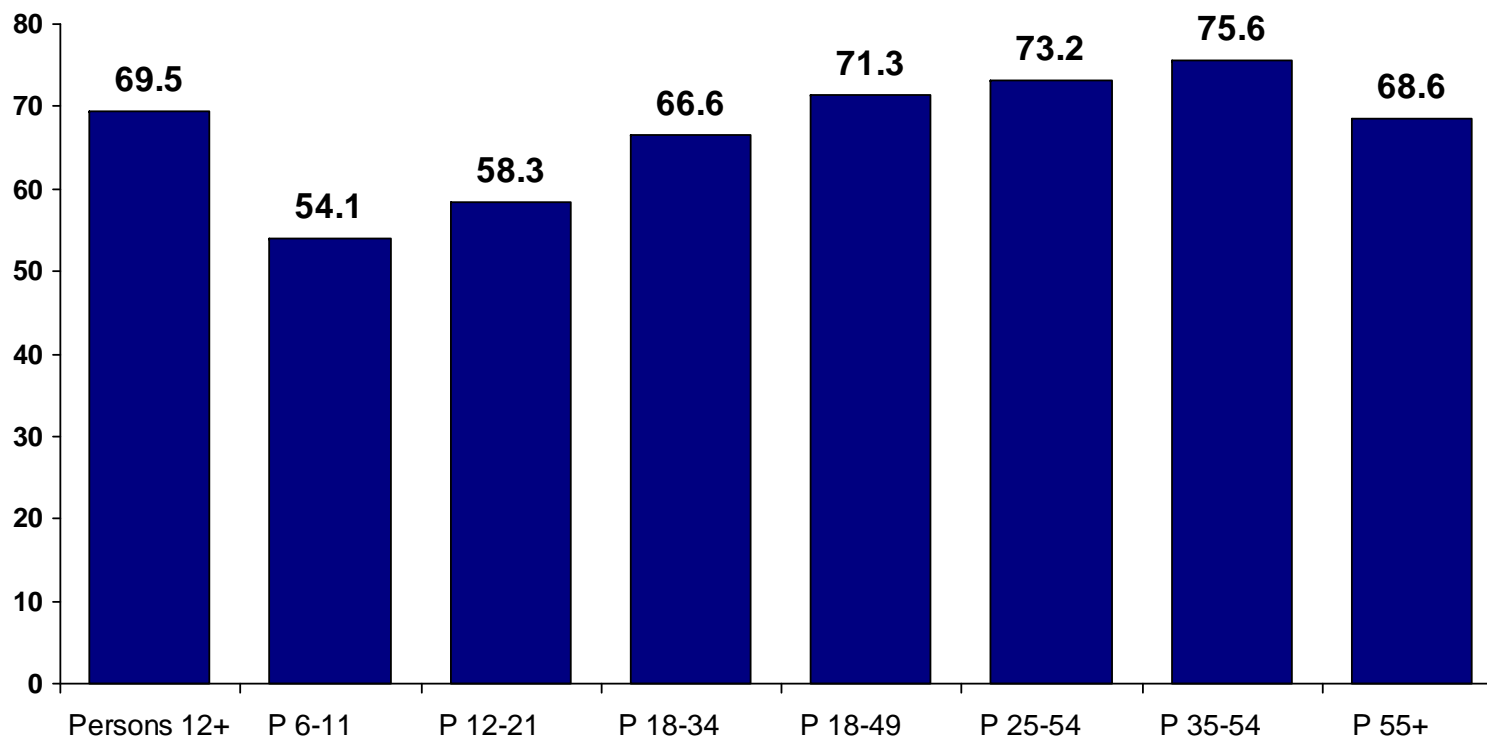


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Pittsburgh PPM

Daily Cume Rating

Mon-Sun 6a-12m



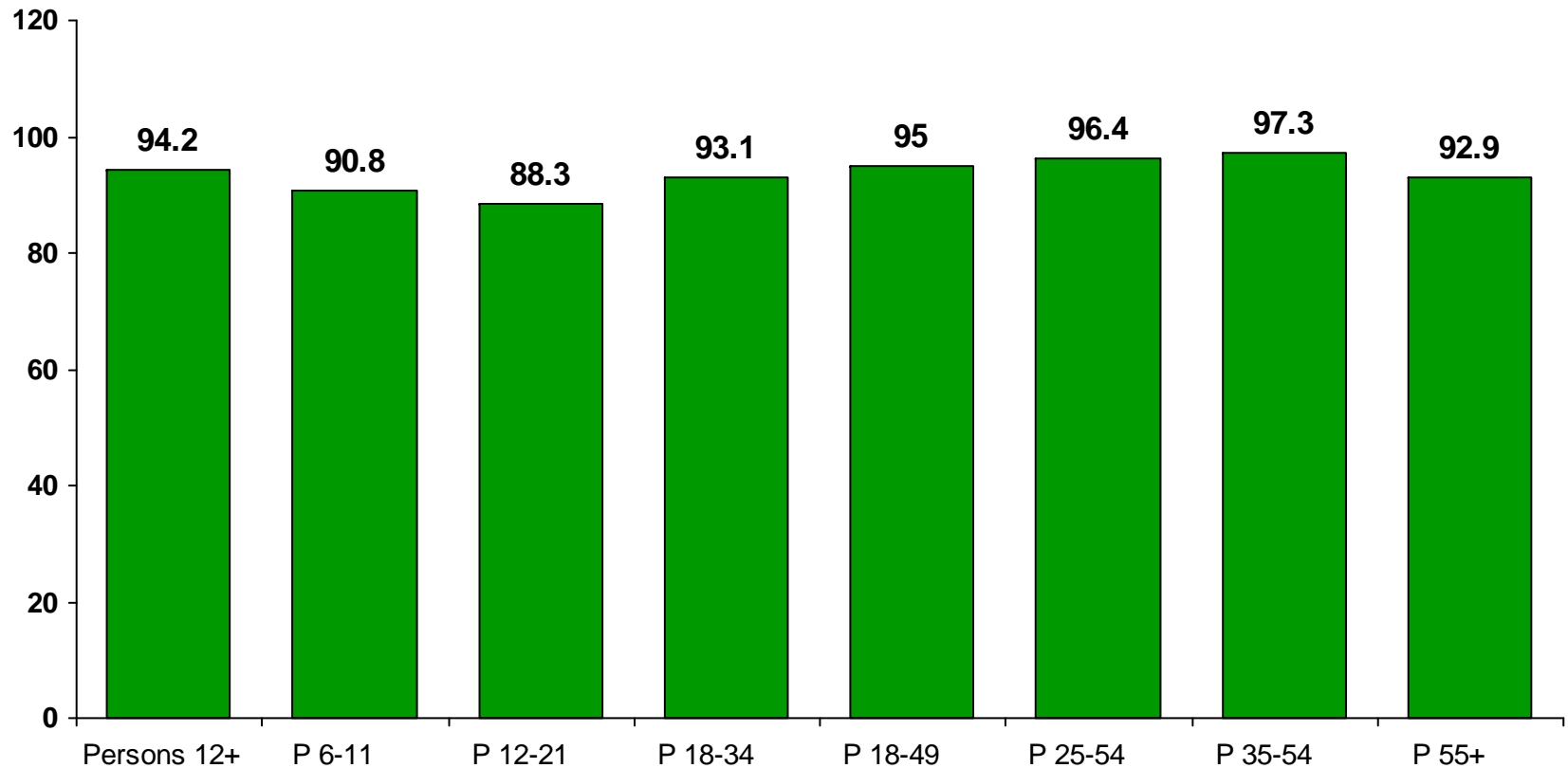


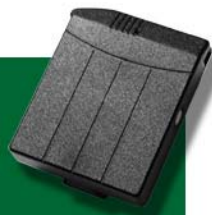
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Pittsburgh PPM

Weekly Cume Rating

Mon-Fri 6a-12m

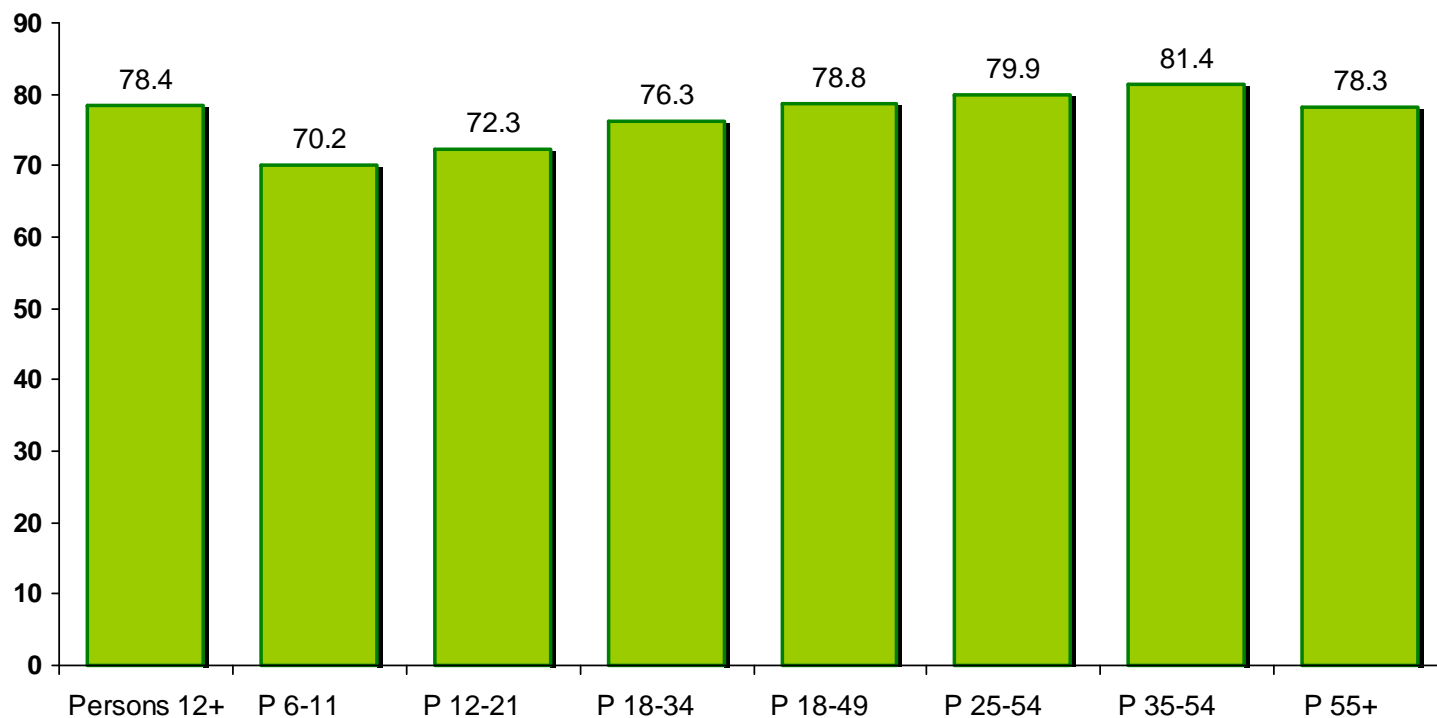


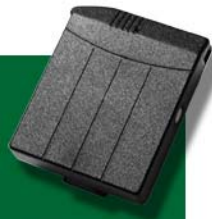


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Pittsburgh PPM Weekend Cume Rating Sat-Sun 6a-12m

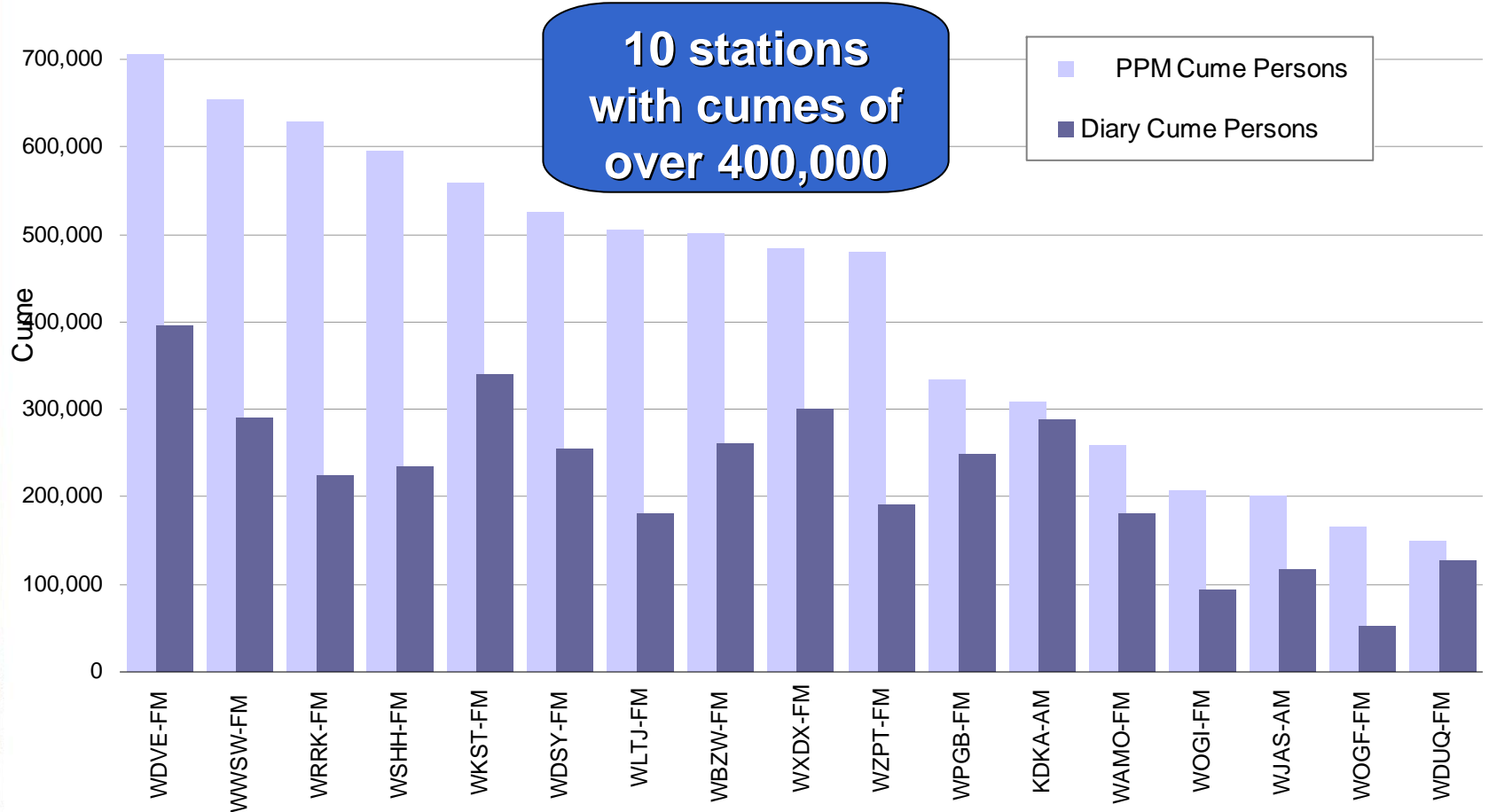




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Pittsburgh Average Weekly Cume Comparison

July 2009 PPM



Pittsburgh, Spring 09 Diary to July 08 PPM, Mon-Sun 6AM-MID, Persons 12+

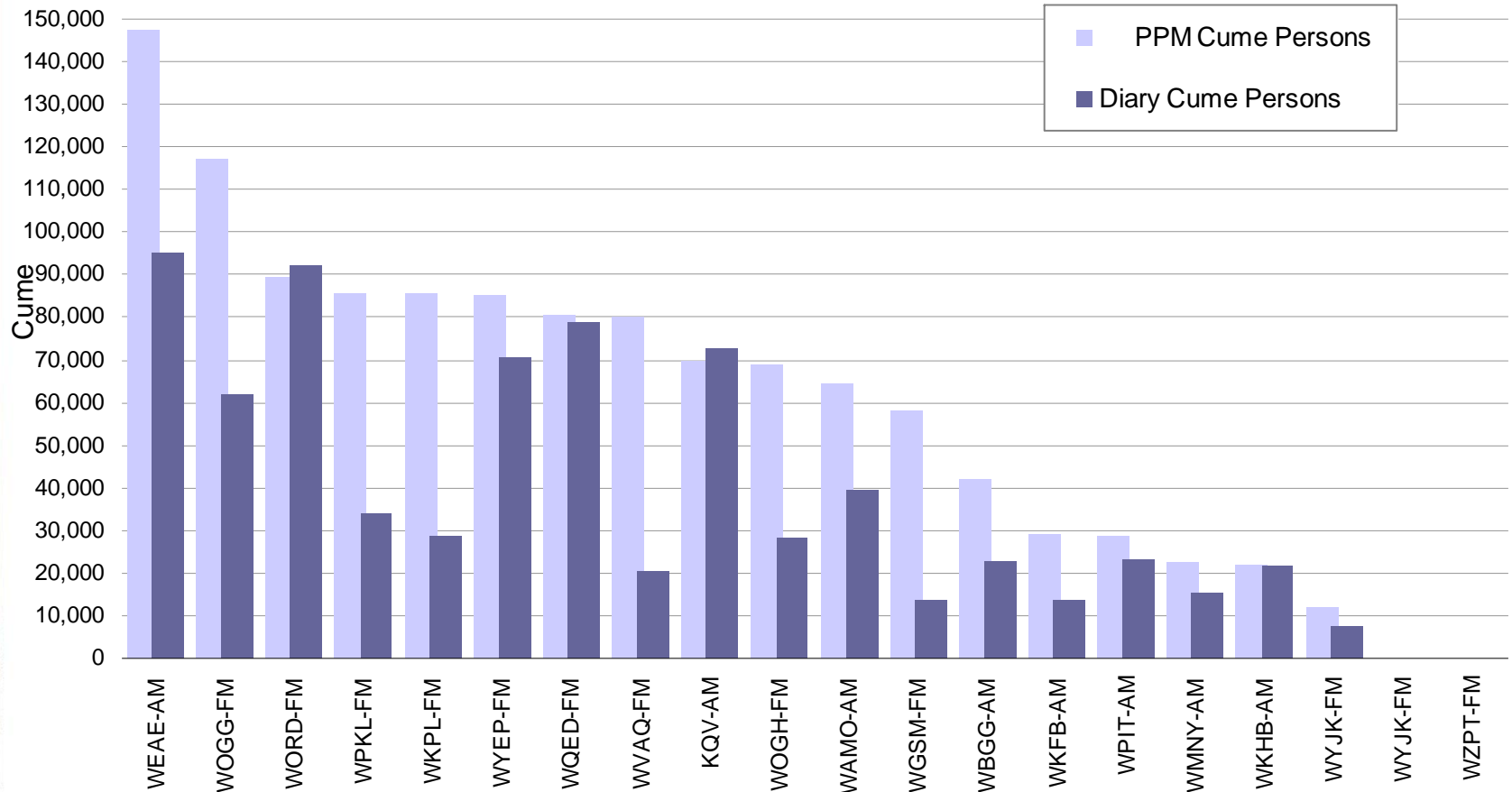




PITTSBURGH

Pittsburgh Average Weekly Cume Comparison

July 2009 PPM



Pittsburgh, Spring 09 Diary to July 08 PPM, Mon-Sun 6AM-MID, Persons 12+

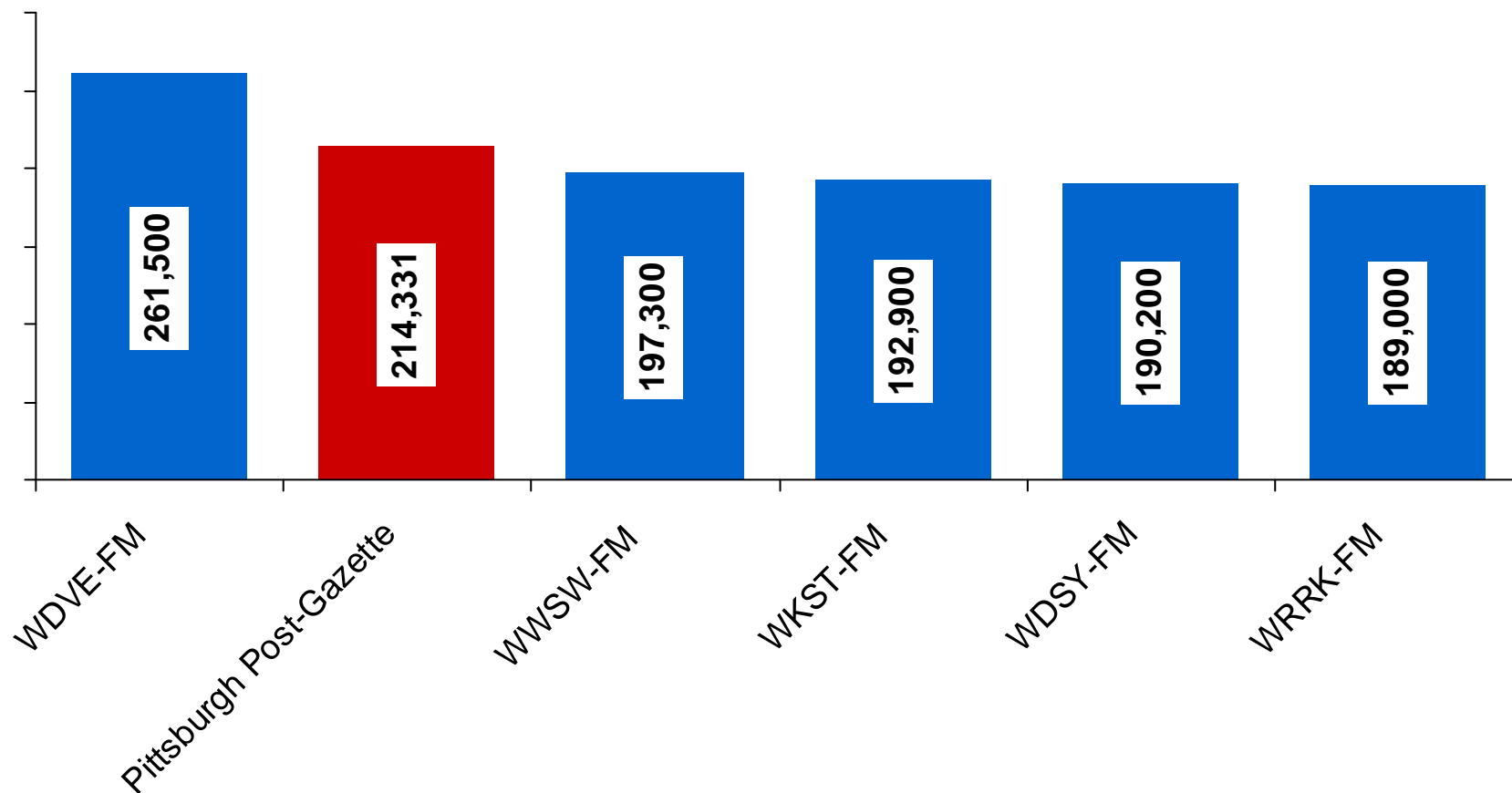




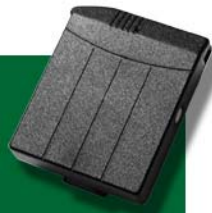
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How Big Are These Cumes?

Daily Cume Vs. Circulation in Pittsburgh

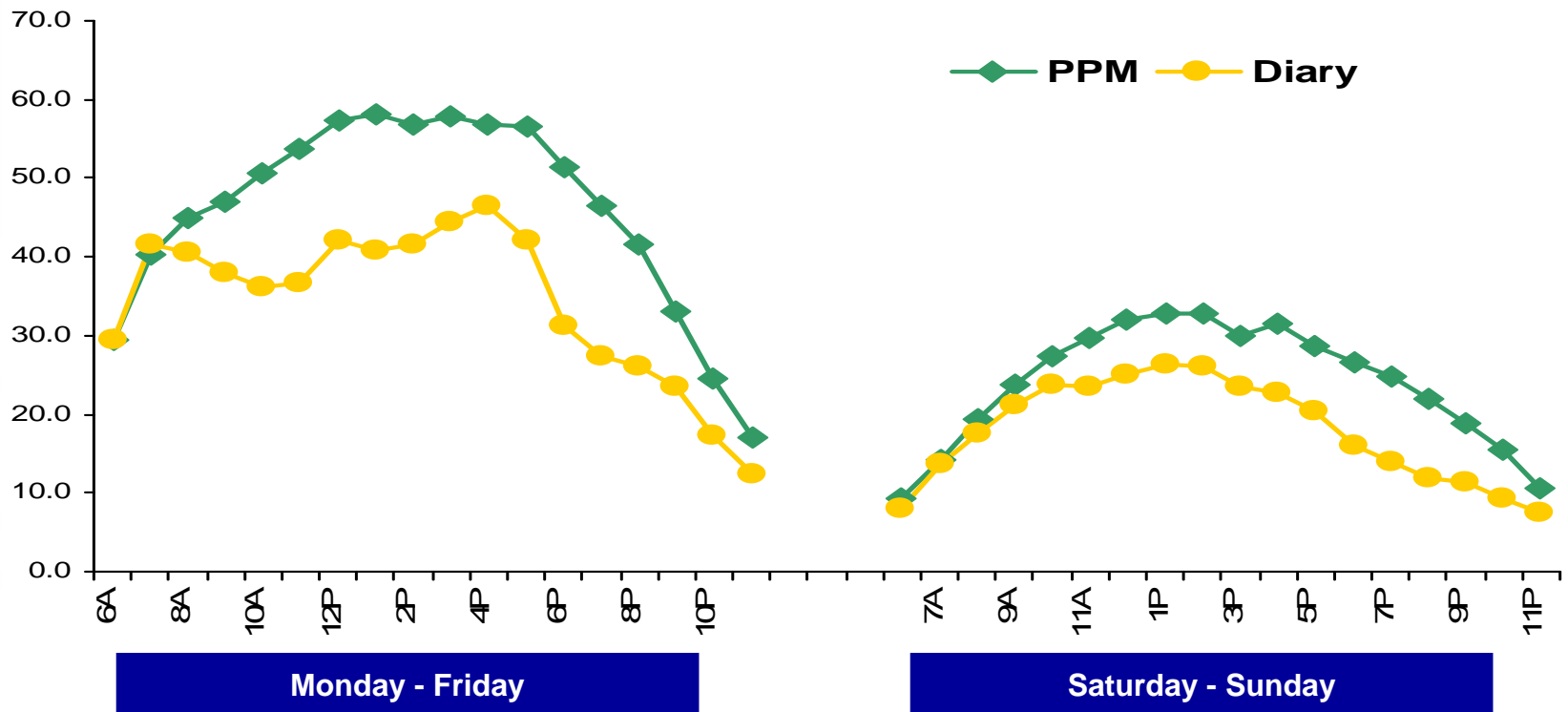


PPM, Pittsburgh Metro Daily Cume July 2009 Pre Currency Data, Mon-Fri 6AM-12Mid, P6+
Daily Newspaper Circulation from ABC



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PPM Vs. Diary Hour-by-Hour Cume Rating Comparison July 09



PPM, Pittsburgh PPM, July 09 Preliminary Data, Mon-Sun 6AM-MID, Persons 12+ vs.

Diary, Pittsburgh Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+



PPM in Pittsburgh



Rating Comparisons

**Pittsburgh PPM
July 2009**

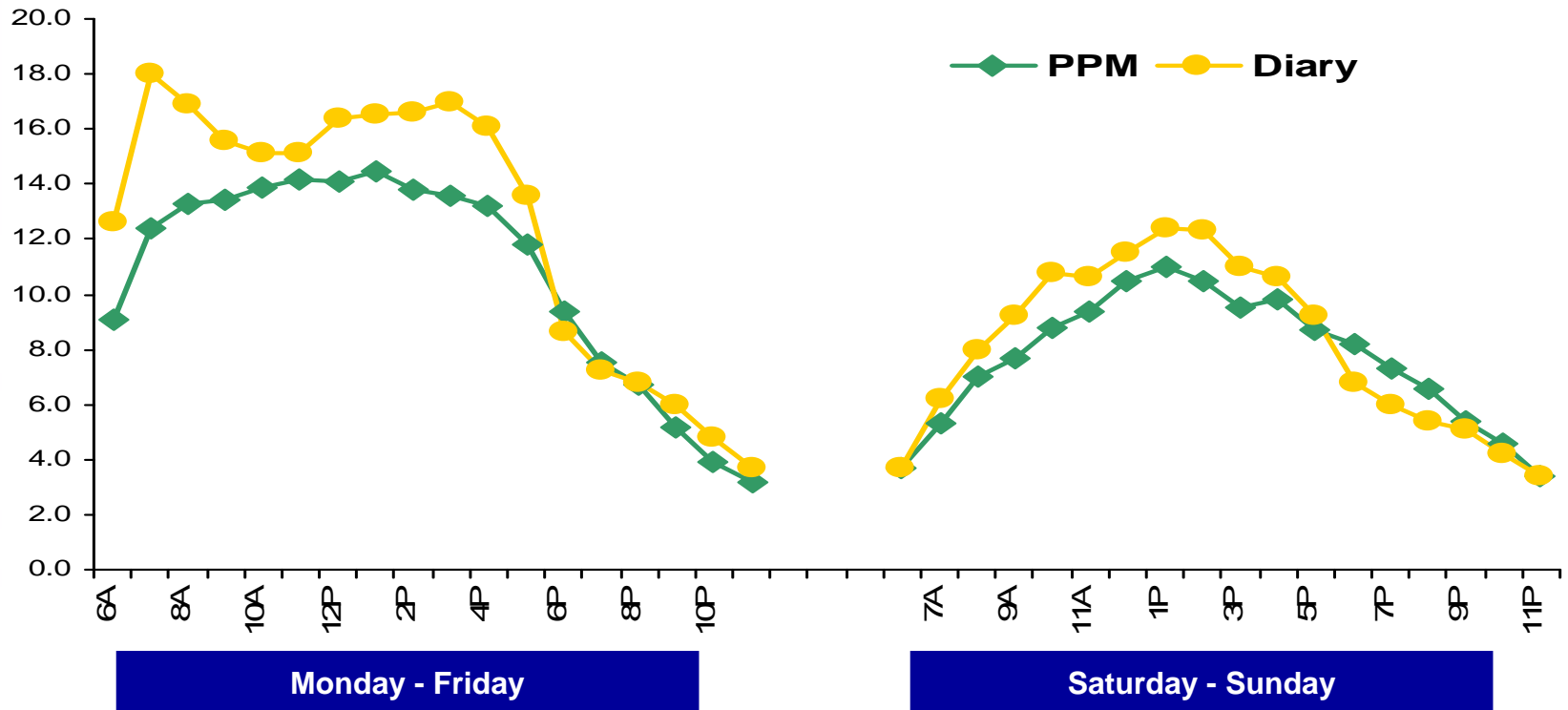


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PPM Vs. Diary Hour-by-Hour, AQH Rating Comparison

Persons 12+

July 09



PPM, Pittsburgh PPM, July 09 Preliminary Data, Mon-Sun 6AM-MID, Persons 12+ vs.

Diary, Pittsburgh Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+

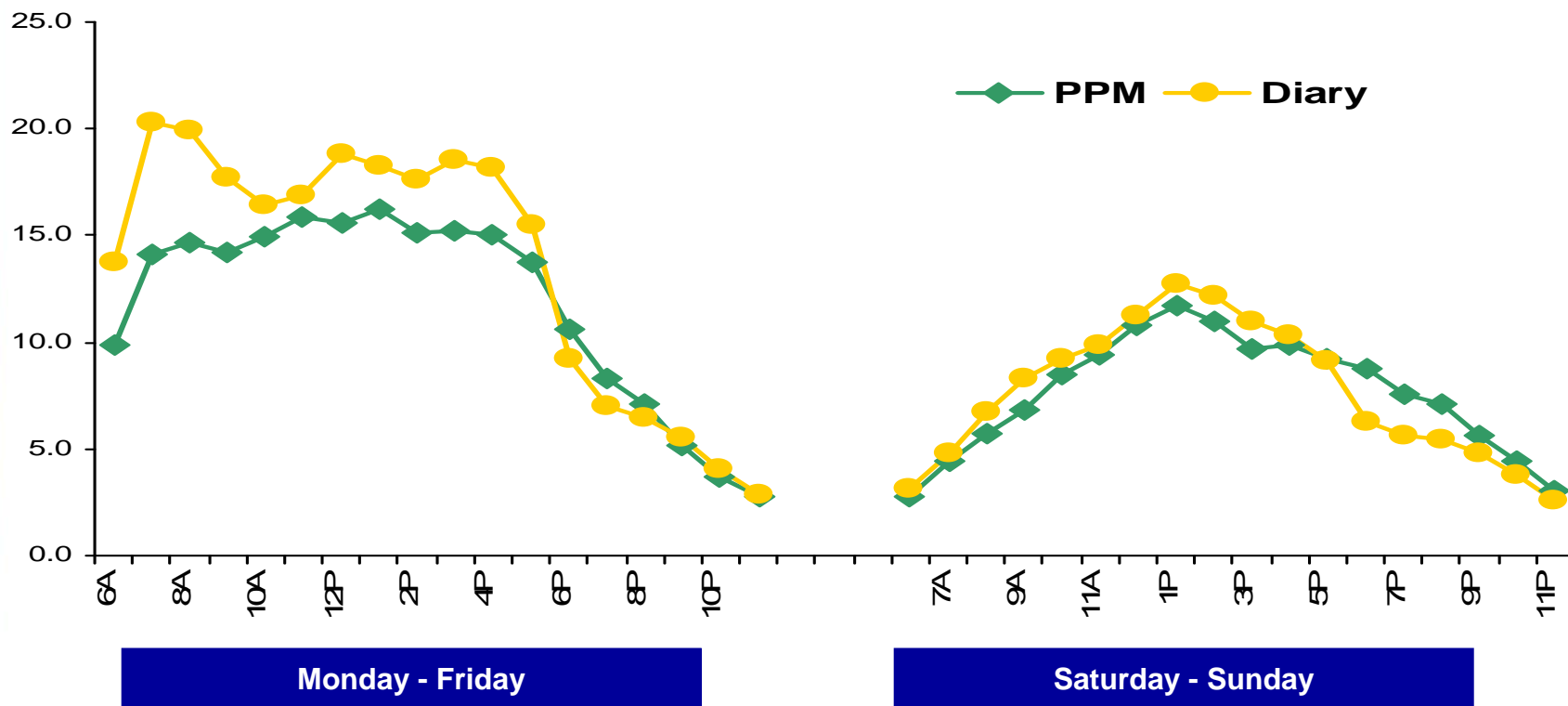




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PPM Vs. Diary Hour-by-Hour, Persons 25-54 AQH Rating Comparison

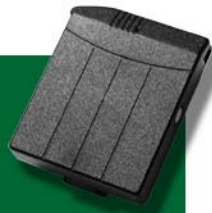
July 09



PPM, Pittsburgh PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 25+ vs.

Diary, Pittsburgh Metro, SP 07, Mon-Sun 6AM-MID, Persons 25-54

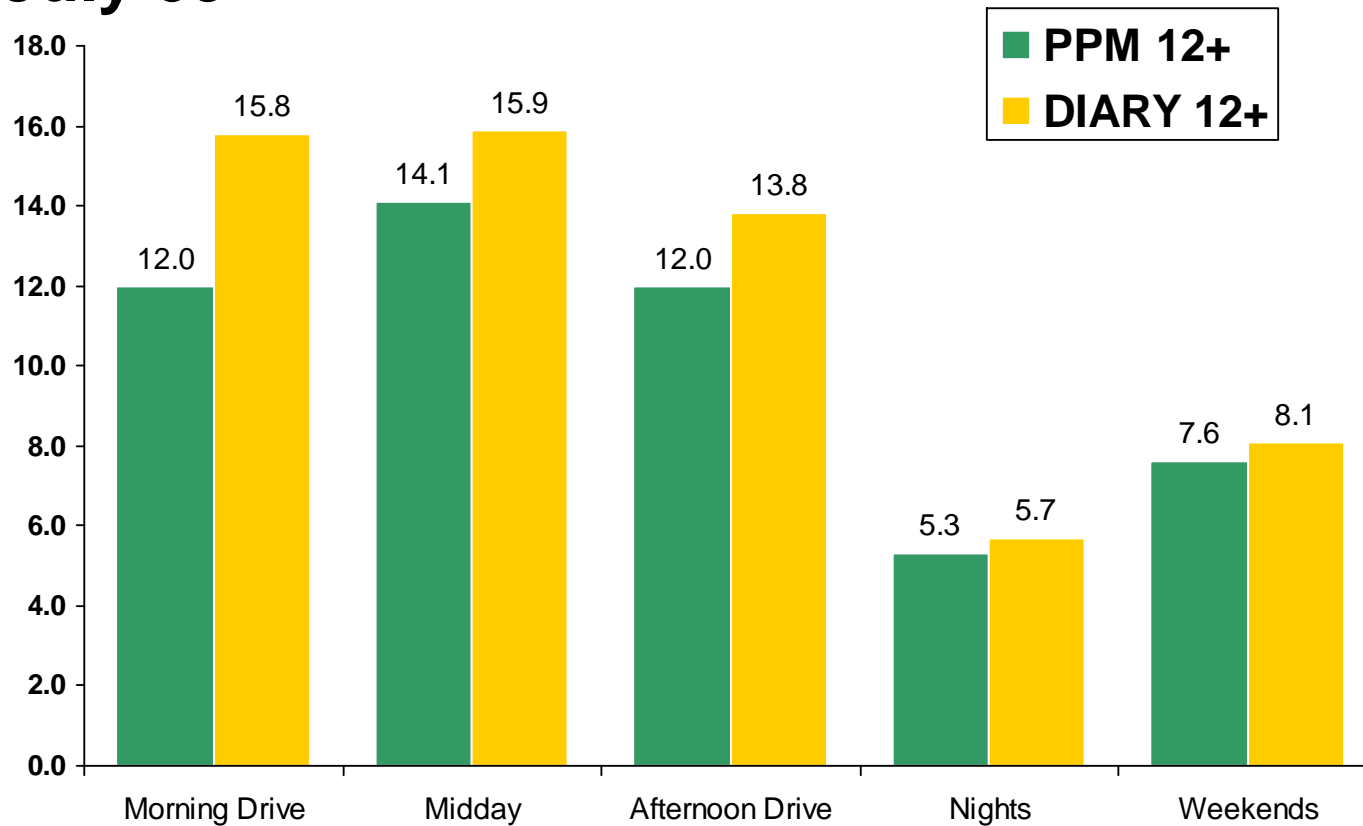




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Pittsburgh PPM Vs. Diary AQH Ratings By Daypart

July 09



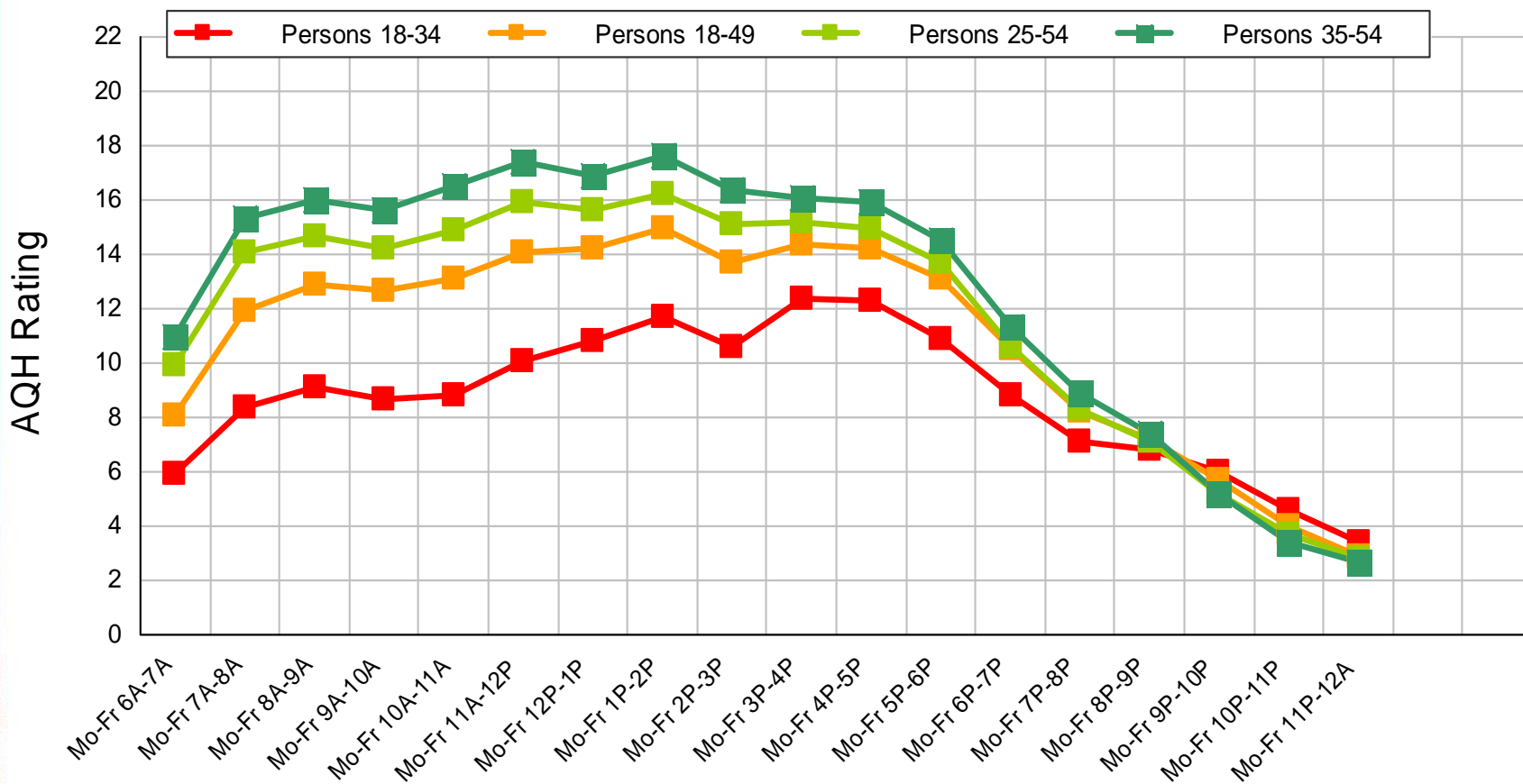
Pittsburgh AQH Ratings, July 09 vs. Spring 2009, P12+ Market totals.



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Pittsburgh Listening By Demo

Monday-Friday 6AM-MID



Pittsburgh PPM, July 09 Data, Mon-Fri 6AM-MID,

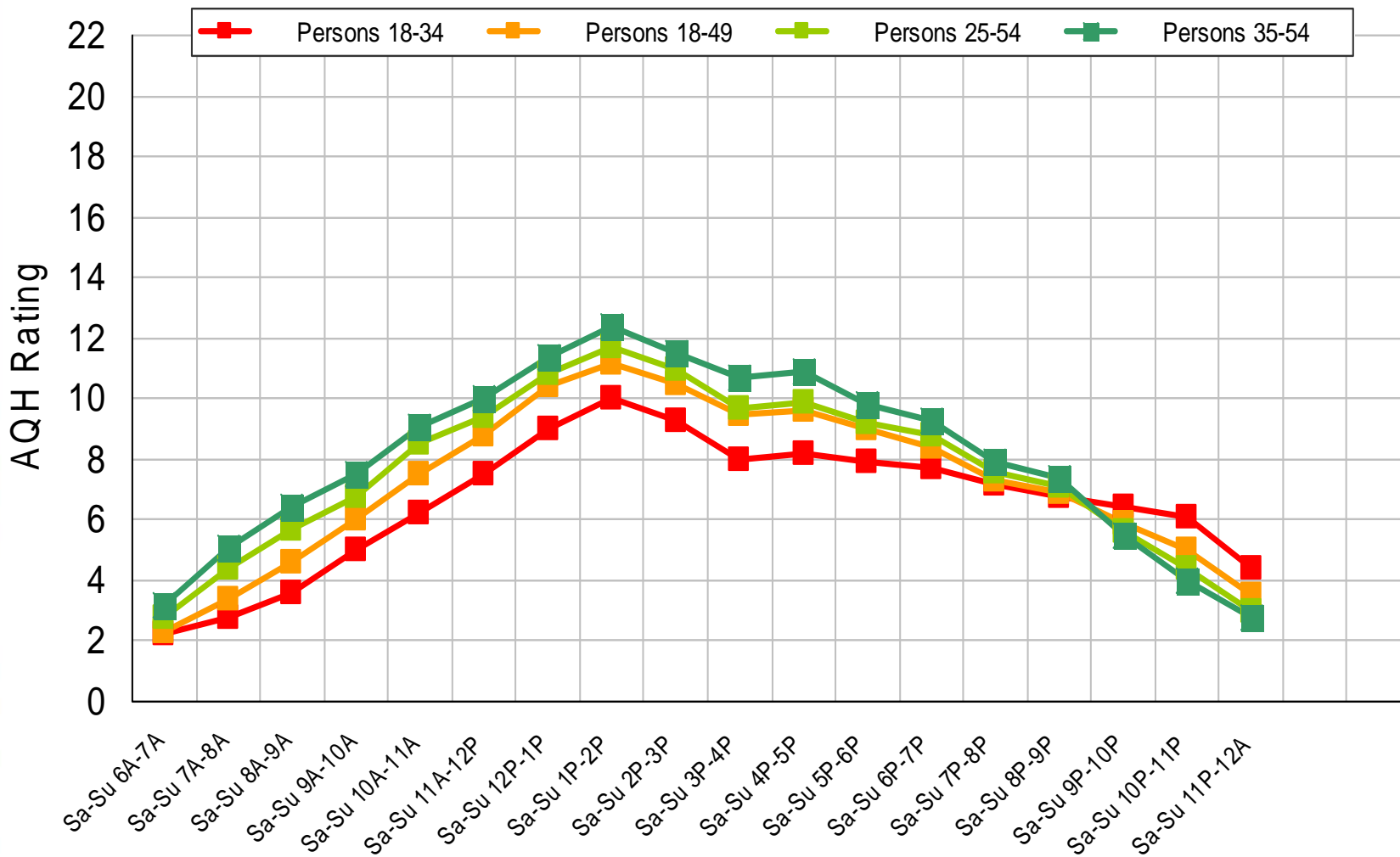




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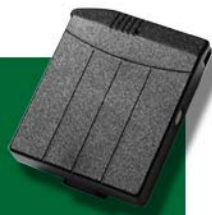
Pittsburgh Listening By Demo

Sat-Sun 6AM-MID



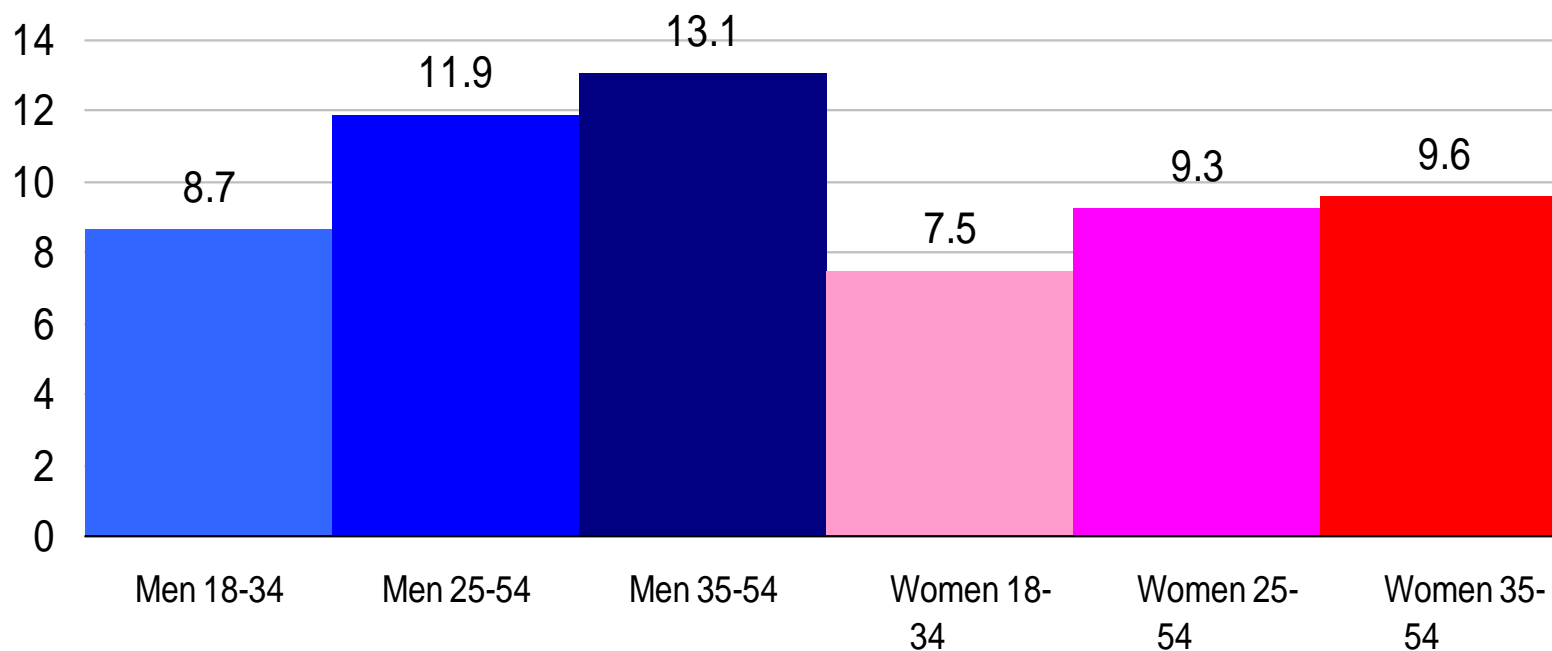
Pittsburgh PPM, July 09 Data, Sat-Sun 6AM-MID,





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Pittsburgh PPM AQH Ratings by Age/Gender



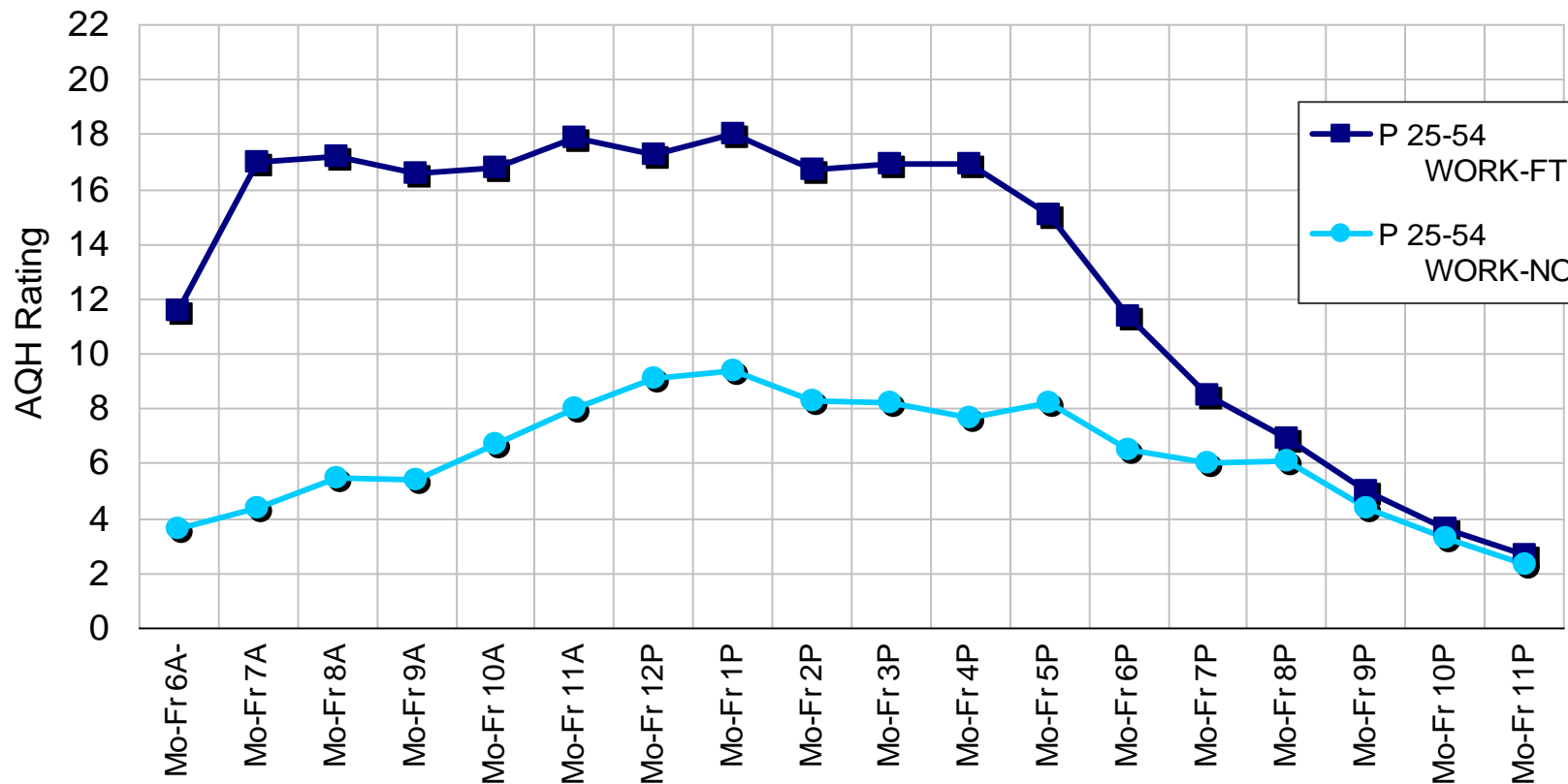
PPM, July PPM, July 08 Preliminary Data, Mon-Sun 6AM-MID



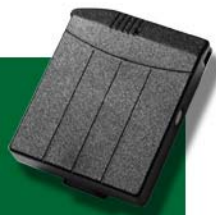
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Pittsburgh Employed Vs Not Employed Listening

Mon-Fri 6AM-MID



Source: PPM, Pittsburgh July 2009 data, Mon-Fri 6AM-MID

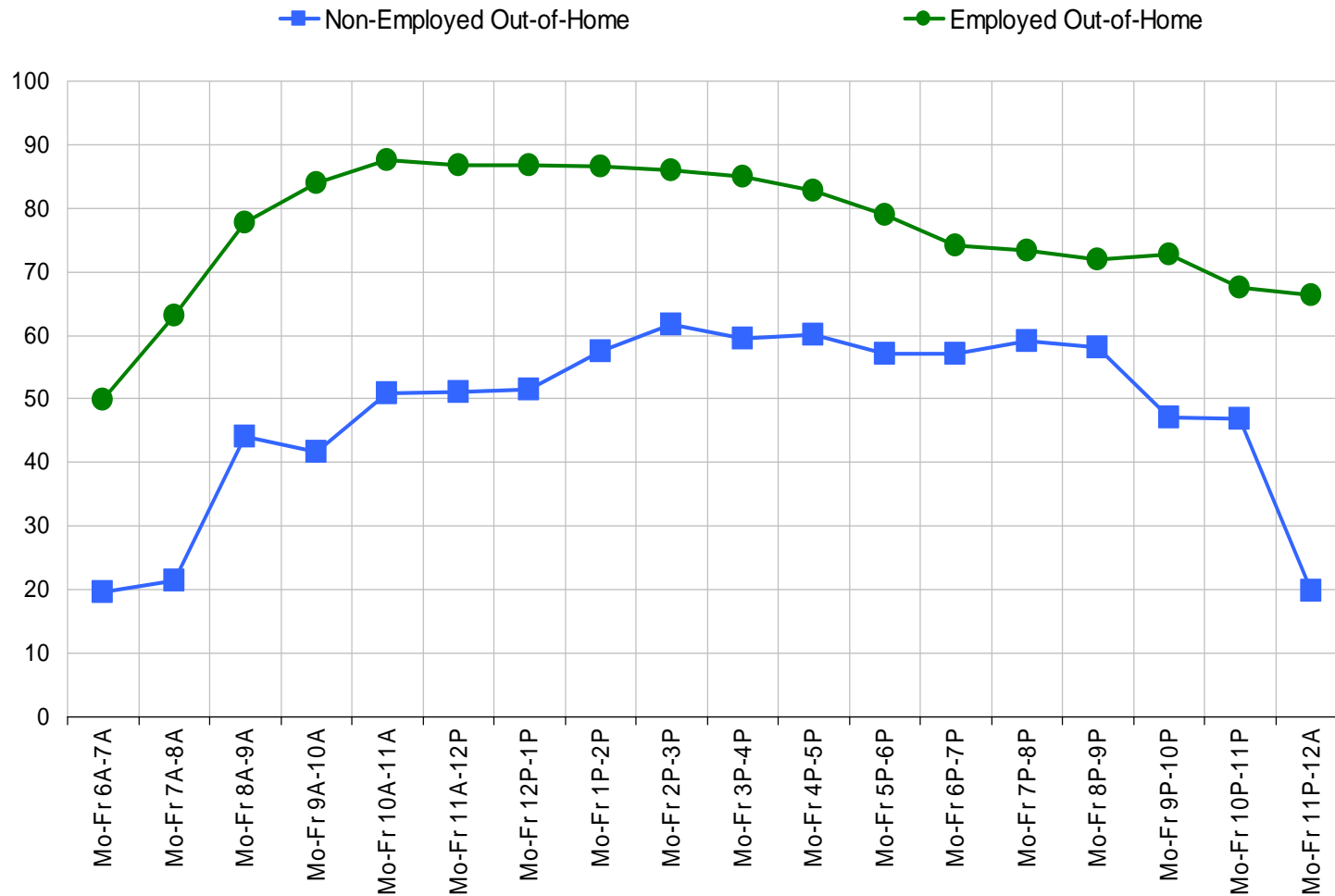


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Out-of-Home Listening By Employment

Hour-by-Hour Persons 25-54, Mon-Fri 6a-12m

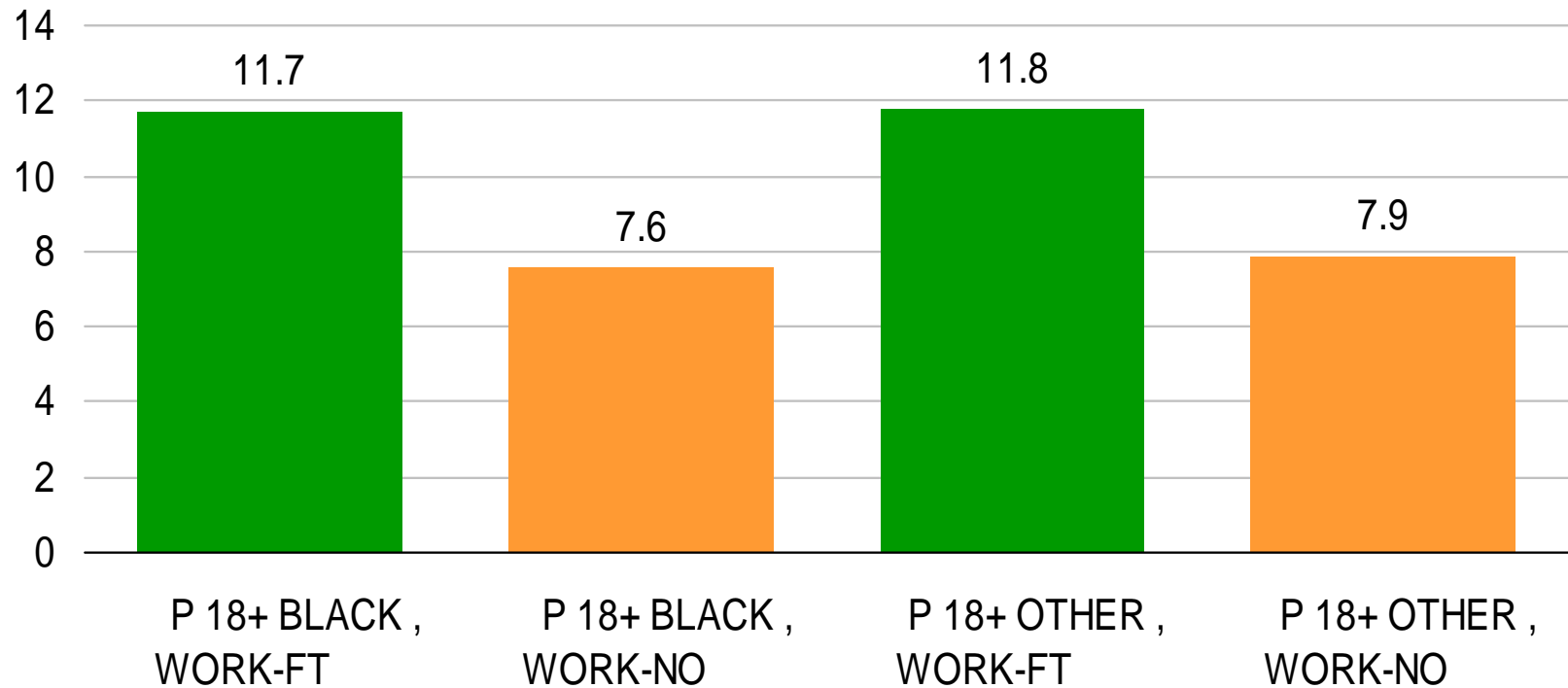


Source: Pittsburgh Metro July 2009 PPM; P 25-54; Mo-Fr 6a-12m; AQH Comp%

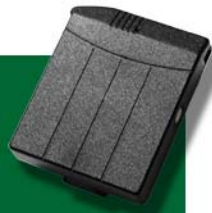


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Pittsburgh Listening Levels by Race/Ethnicity and Employment Status

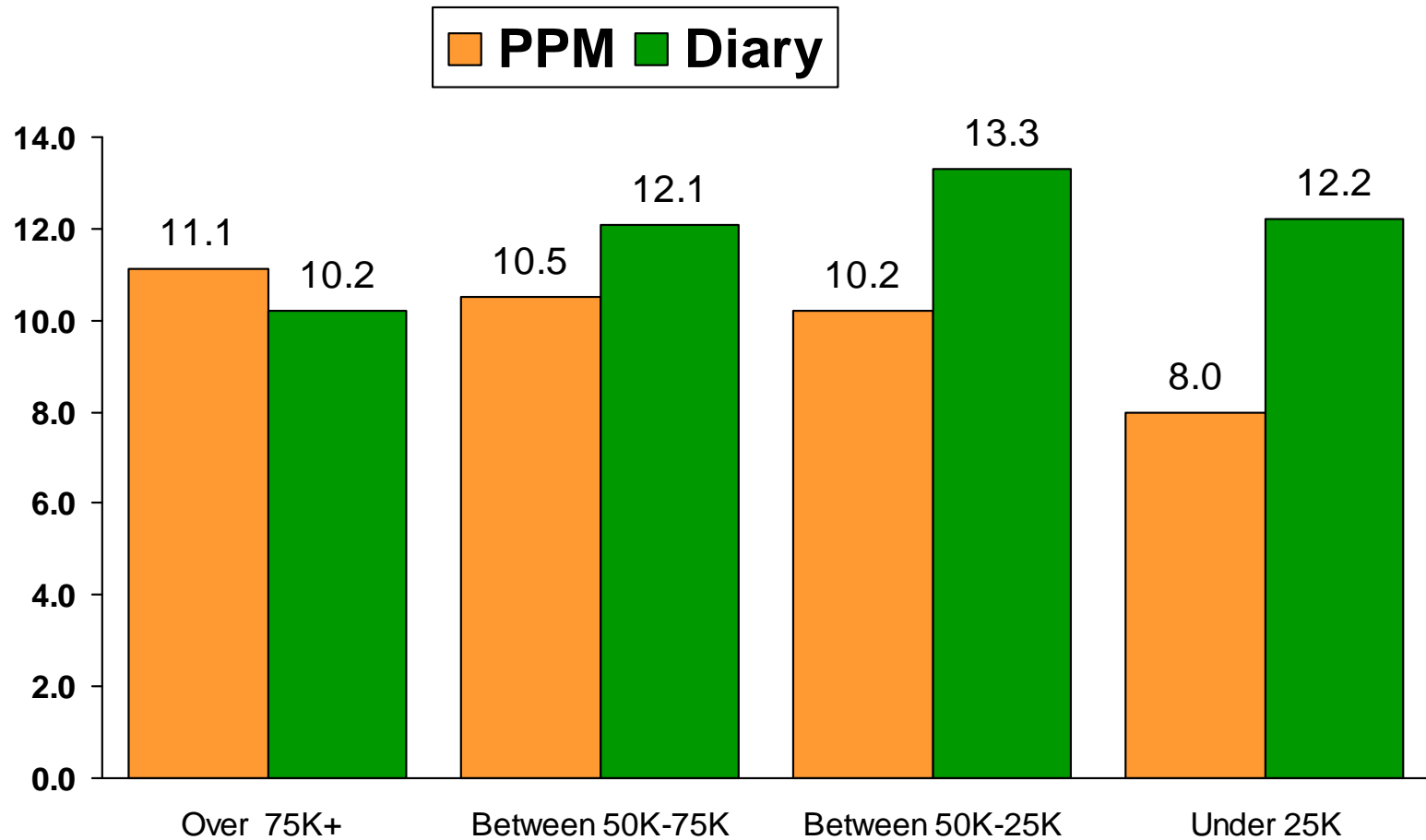


PPM, Pittsburgh, July 2009 preliminary data, Mon-Sun 6AM-MID, AQH Rating



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Listening Levels by Income Level PPM Vs. Diary



*PPM, Pittsburgh PPM, July 09 Preliminary Data, Mon-Sun 6AM-MID, Persons 18+ vs.
Diary, Pittsburgh Metro, SP 09, Mon-Sun 6AM-MID, Persons 18+, AQH Rating*



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Compression

Ratings Are More Compressed In PPM

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

	Pittsburgh 18-34		Pittsburgh 18-49		Pittsburgh 25-54		Pittsburgh 35-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	1.8	.6	2.2	1.5	2.4	1.8	2.4	2.3
M-F 10a-3p	1.7	.8	1.6	1.4	1.6	1.9	1.6	2.7
M-F 3p-7p	1.9	.9	1.4	1.2	1.3	1.3	1.1	1.7
M-F 7p-12m	1.2	.6	.9	.5	.8	.4	.5	.5
Mo-Fr 6a-7p	1.6	.8	1.7	1.3	1.8	1.7	1.7	2.3

•Diary data based on Spring 2009

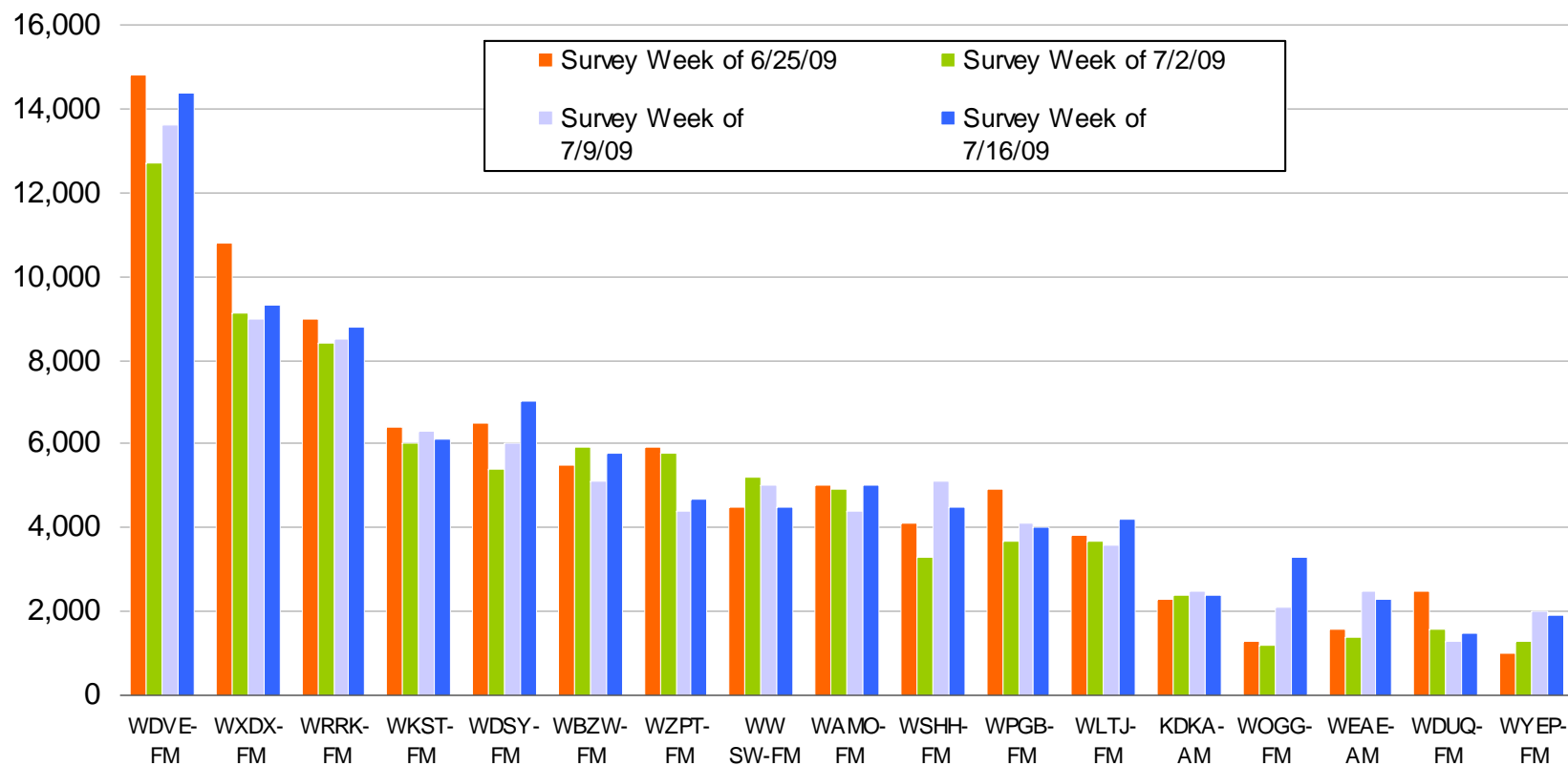
PPM data based on Pittsburgh, July 2009 preliminary data



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Weekly AQH Persons Estimates

Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 09



PPM, Pittsburgh PPM, July 09 Data, Mon-Sun 6AM-MID

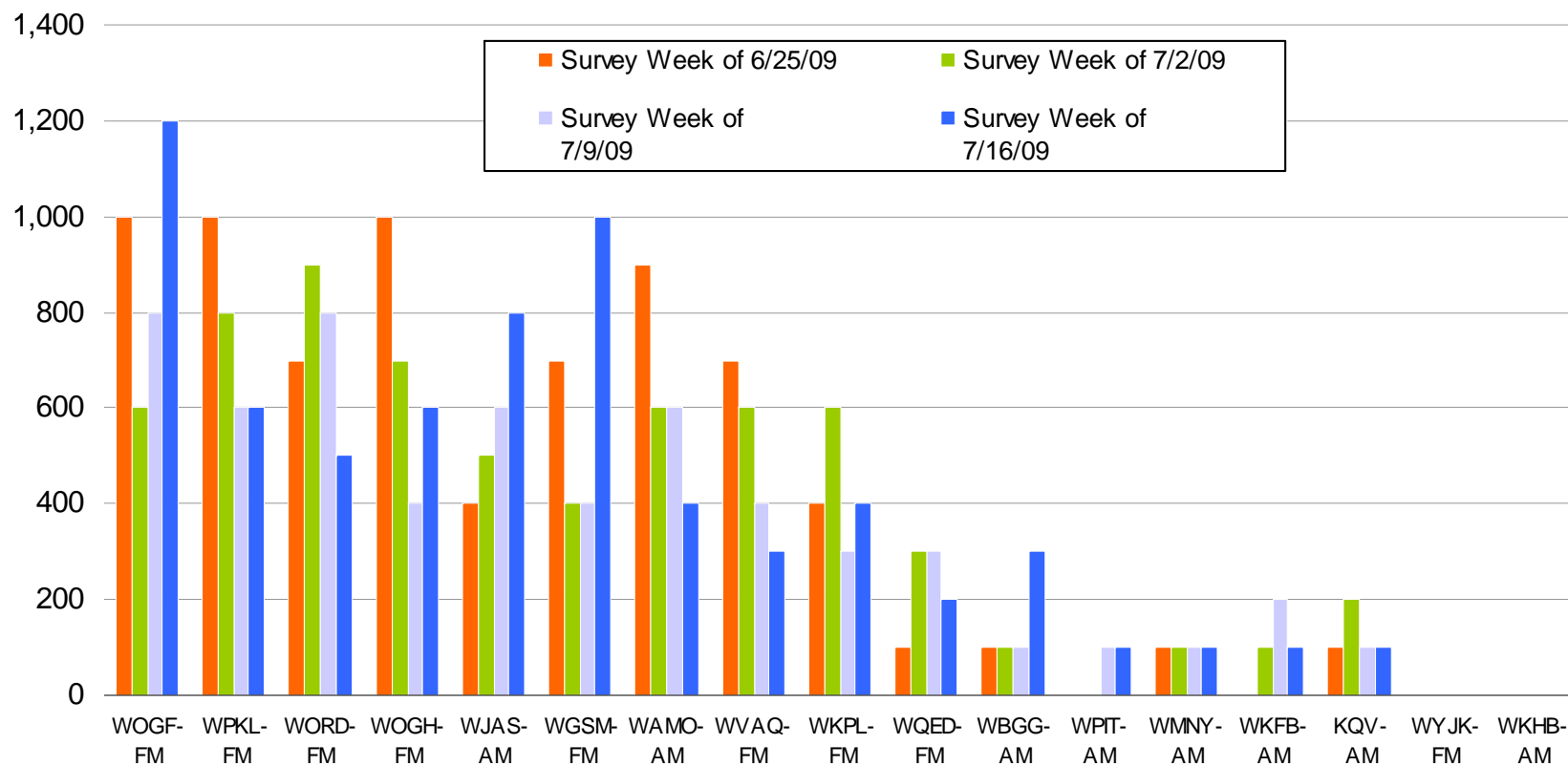




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Weekly AQH Persons Estimates

Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 09



PPM, Pittsburgh PPM, July 09 Data, Mon-Sun 6AM-MID





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Digital Listening in PPM

- PPM does report of internet digital radio
- No stations in the Pittsburgh areas met Minimum Reporting Standards (0.495 Cume rating)
- Only a few stations came in for PPM markets (including the embedded metros)
- Does not mean that there is no listening to digital radio – just that they didn't meet MRS.
- Does it impact Share? A little... but not much.





PITTSBURGH



Digital Reporting in July

Nine Stations Reported – Weekly Cume Rtg

Atlanta

- » WWWQ-HD2 4.5
- » WVEE-IF .6

Chicago

- » WLIT-IF .7

Los Angeles

- » KROQ-IF .5

Nassau-Suffolk

- » WABC-IF .6

New York

- WCBS-IF .6

San Diego

- KDFC-IF .8

Seattle-Tacoma

- KISW-IF .6

St. Louis

- KMOX-IA .5

PPM July 2009 PPM, Mon-Sun 6AM-MID, P6+, Weekly Cume Rating



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Summary:

- Listening levels among numerous groups are very similar to what has been seen in other PPM markets. Employment continues to be the major driver in listening levels.
- Overall market (P 12+) listening levels of nights and weekend come the closest to matching the diary estimates while middays are now the most listened to daypart.
- Radio's reach into the Pittsburgh market is extensive. Even on weekends almost 80% of the Pittsburgh metro is reached by radio
- Ratings are more compressed among the top stations for the younger demos in PP; older demos do not see as much compression in PPM.
- The granular data provided by PPM will allow Programmers to improve the product in ways there were not possible with the diary service.



PITTSBURGH

Thank You For Joining

- A copy of this presentation will be available this afternoon at the Pittsburgh PPM website:
http://www.arbitron.com/ppm_Pittsburgh.htm
- Data will also be available via Arbitron's Downloader & within Tapscan Web at 12p ET.
- On Wednesday, August 19th at 12p ET, you will be able to access your first Weeklies data
- A new version of the the Analysis Tool and Weeklies was released on July 24th
 - *Analysis Tool version is: 12.1.9 Weeklies version is: 9.1.3*



PPM in Pittsburgh



Pittsburgh

July 2009 Pre-Currency PPM Data

Arbitron, Inc.

