

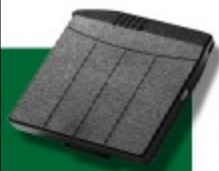
*PPM in Pittsburgh*



# **Pittsburgh Pre-Currency Findings: PPM Pre-Currency Data July 2009**

**Katy Flatau**, Senior Account Manager (Central Region)

**Kevin Fyffe**, Training Service Consultant



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# 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:*

**[katy.flatau@arbitron.com](mailto:katy.flatau@arbitron.com)**

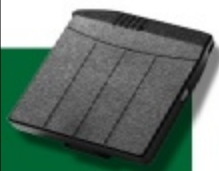
**[kevin.fyffe@arbitron.com](mailto:kevin.fyffe@arbitron.com)**



*PPM in Pittsburgh*



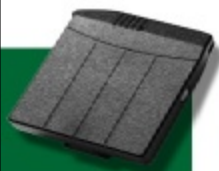
# **Pittsburgh Pre-Currency Findings: PPM Pre-Currency Data July 2009**



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# Agenda

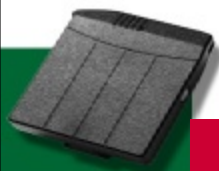
- § **General Findings**
- § **Commercialization Schedule**
- § **Pittsburgh Panel Sample**
  - » Market Representation
  - » Compliance
- § **Estimate Comparisons**
  - » Cume
  - » TSL
  - » AQH
- § **Compression**
- § **Recap**
- § **Next Steps**



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# Pittsburgh PPM Is Here!

- § The Pittsburgh sample for July is representative of all demos, ethnicities 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.

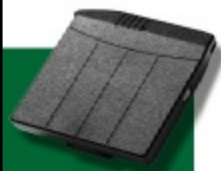


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# Pittsburgh PPM Commercialization Plan

July 2009 (6/25-7/22)	Spring 09 Diary Book Releases (last diary report)
	8/13 : July PPM Pre-Currency Data Release
Aug 2009 (7/23-8/19)	Spring 09 Diary Book Still Currency
	9/10: Aug PPM Pre-Currency Data Release
Sept 2009 (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



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# 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

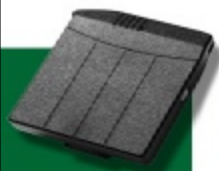
- KMOX-IA .5

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



# PPM Sample

## Pittsburgh July 2009 PPM Pre-Currency Data



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# Metro Population Statistics

## § Pittsburgh Metro Population 6+

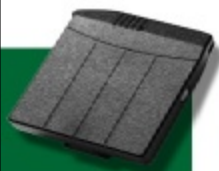
» 2,129,500

### » Ethnic composition

– *African-American: 188,200 (8.8%)*

– *Other: 1,941,300 (91.2%)*





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# Pittsburgh Metro Sample

## July 09

### Total Persons in Monthly Sample

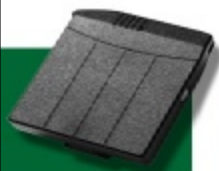
Monthly Installed Persons	1,469
Monthly In-tab Persons	1,373
Monthly In-tab Rate	93.5%

### Total Persons in Daily Sample

Panel Average Daily Target	1,088
Avg Daily In-tab Persons	1,363
Avg Daily In-tab Rate	74.0%
Compliance-Capable*	1,238
Compliance Rate**	<b>81.5%</b>
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

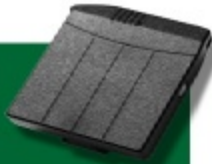


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# In-Tab Sample Size, by Demo and Race/Ethnicity

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

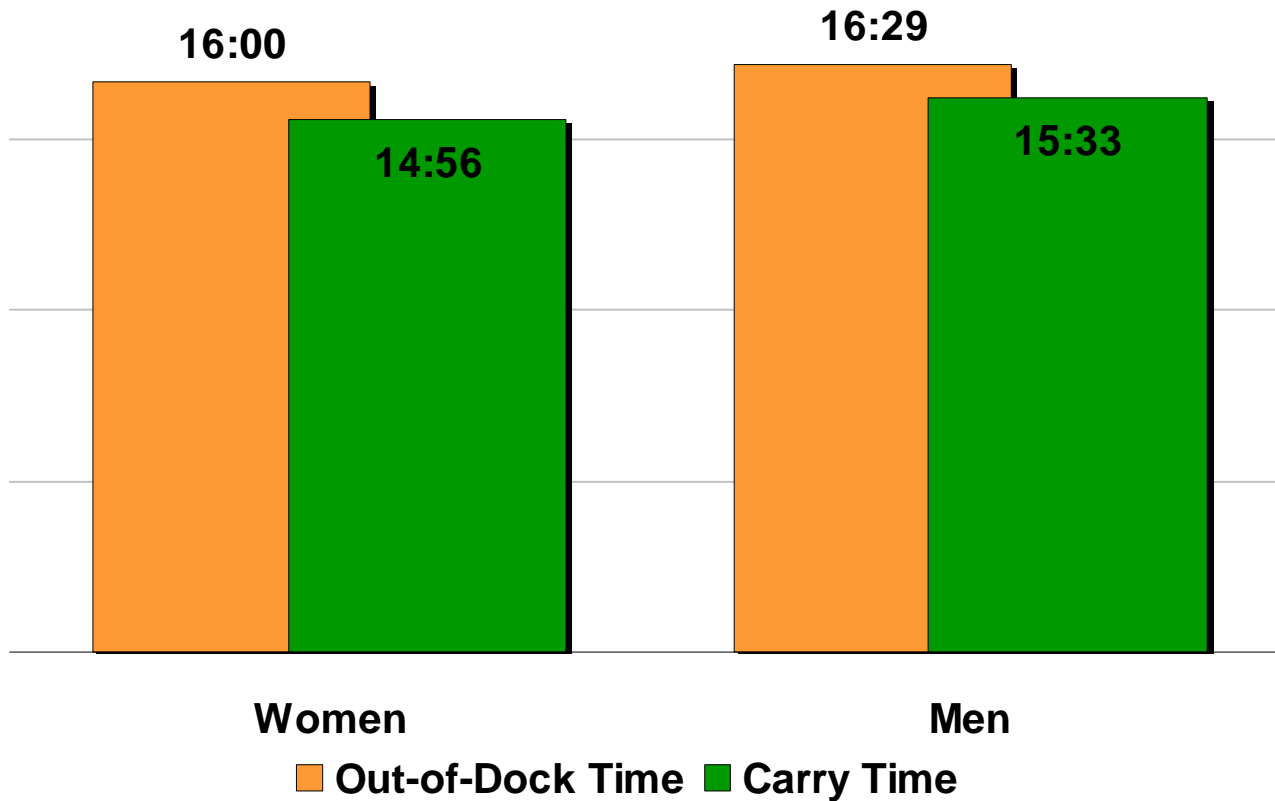
\*Designated Delivery Index:  $DDI = (actual/target)*100$

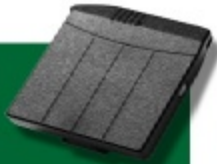


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# Pittsburgh Median Carry Times by Gender

Median Out-of-Dock and Carry Times

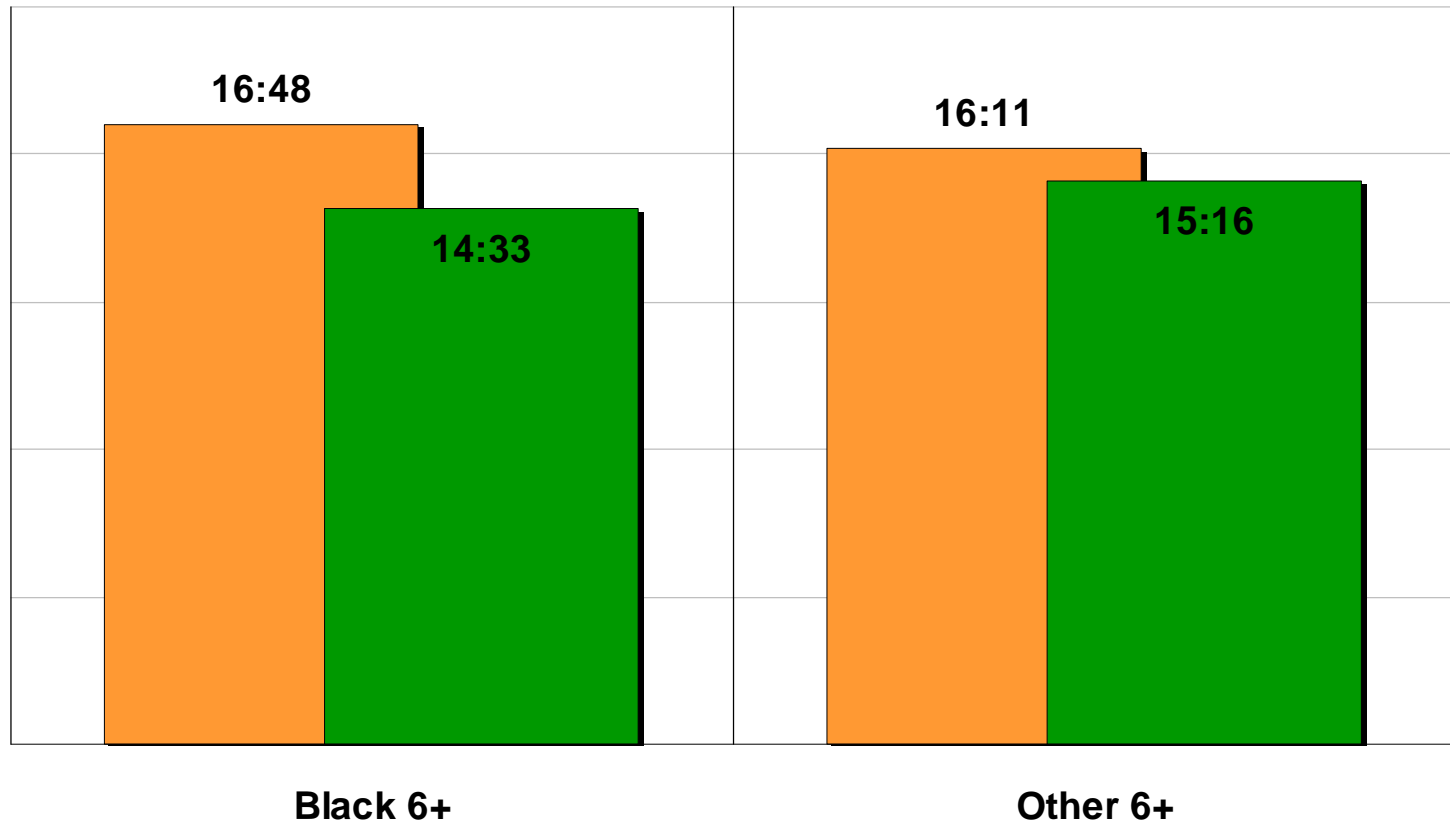




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# Pittsburgh Median Carry Times by Race/Ethnicity

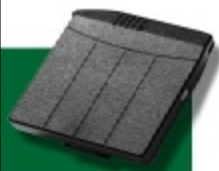
Median Out-of-Dock and Carry Times



■ Out-of-Dock Time ■ Carry Time

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

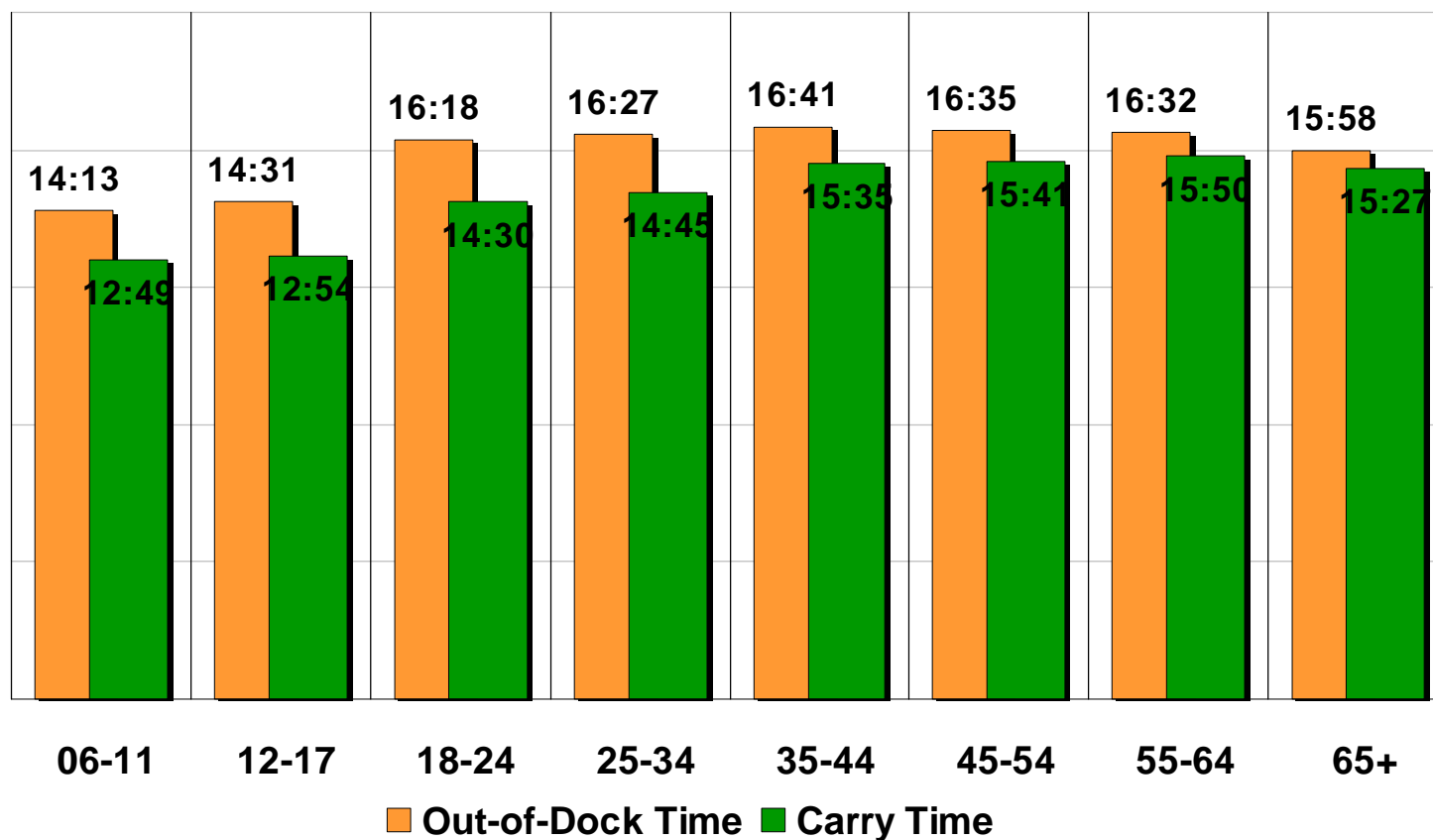




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# Pittsburgh Median Carry Times by Age

Median Out-of-Dock and Carry Times

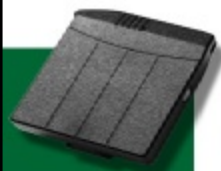




## Estimate Comparisons

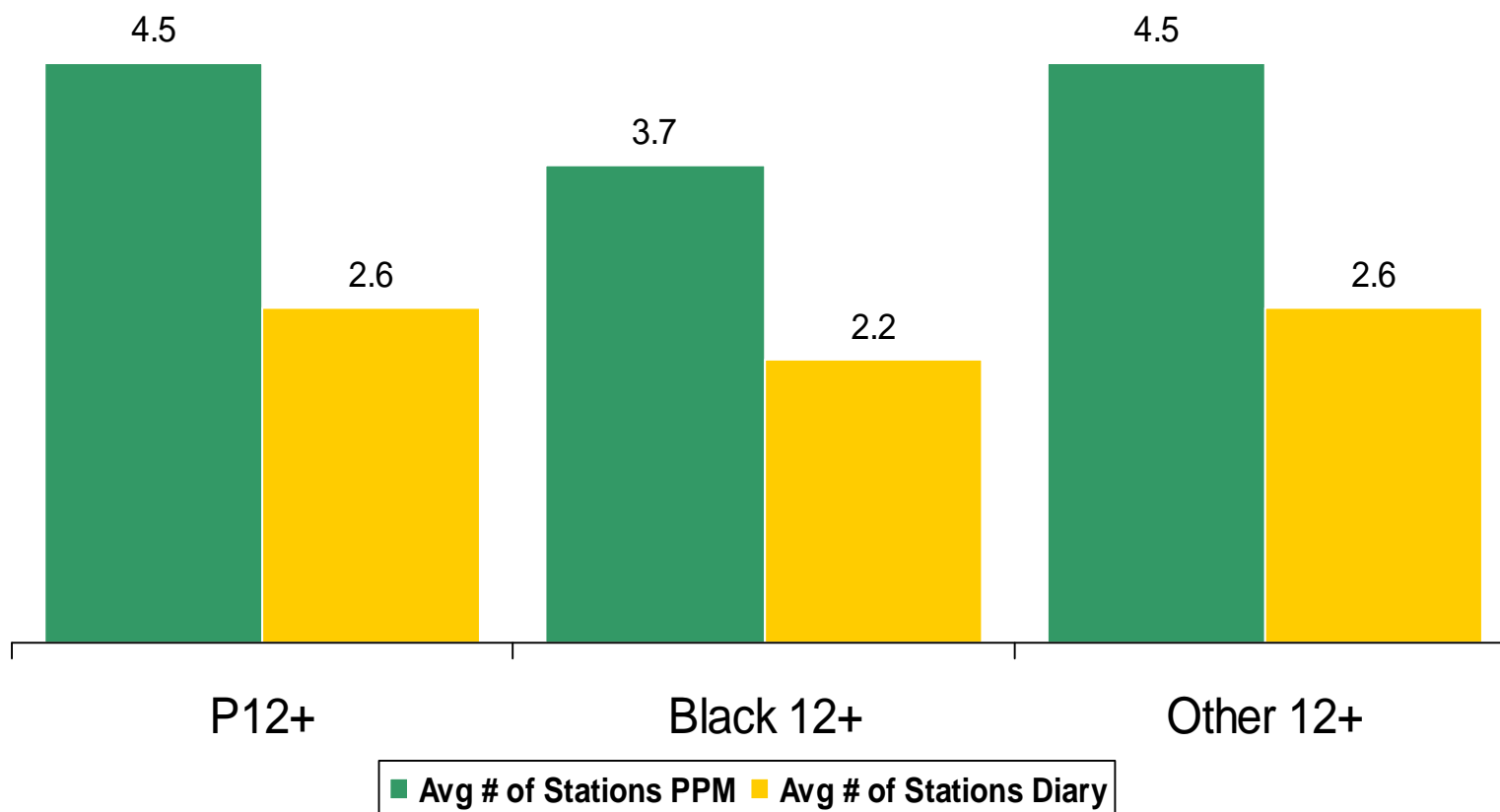
### July PPM Pre-Currency Data

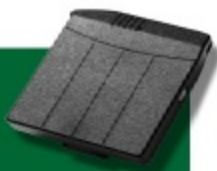
**§ *Pittsburgh July 2009 PPM data compared to Spring 2009 Diary unless noted differently***



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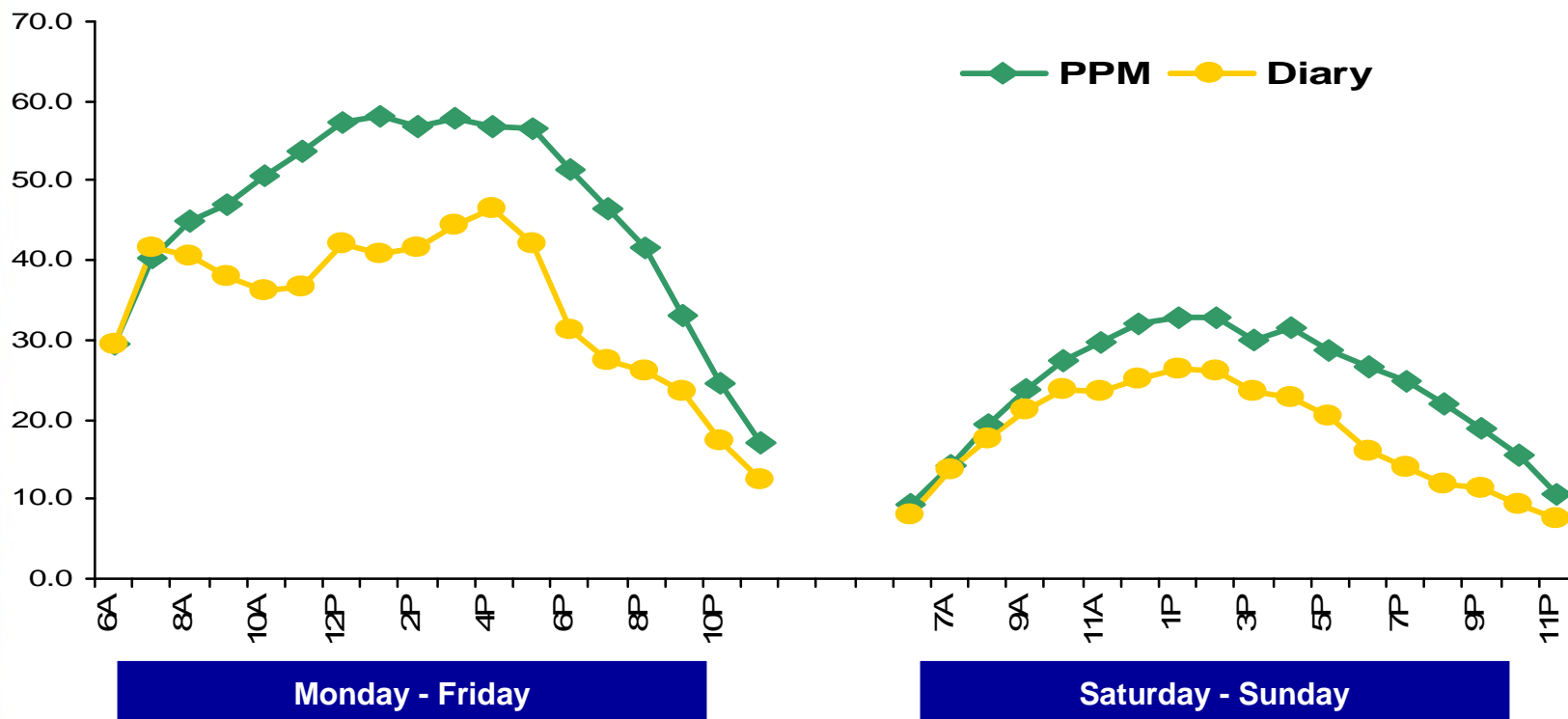
# Pittsburgh Average Number Of Stations





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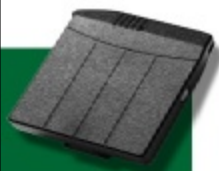
# PPM Vs. Diary Hour-by-Hour Cume Rating Comparison July 09



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+

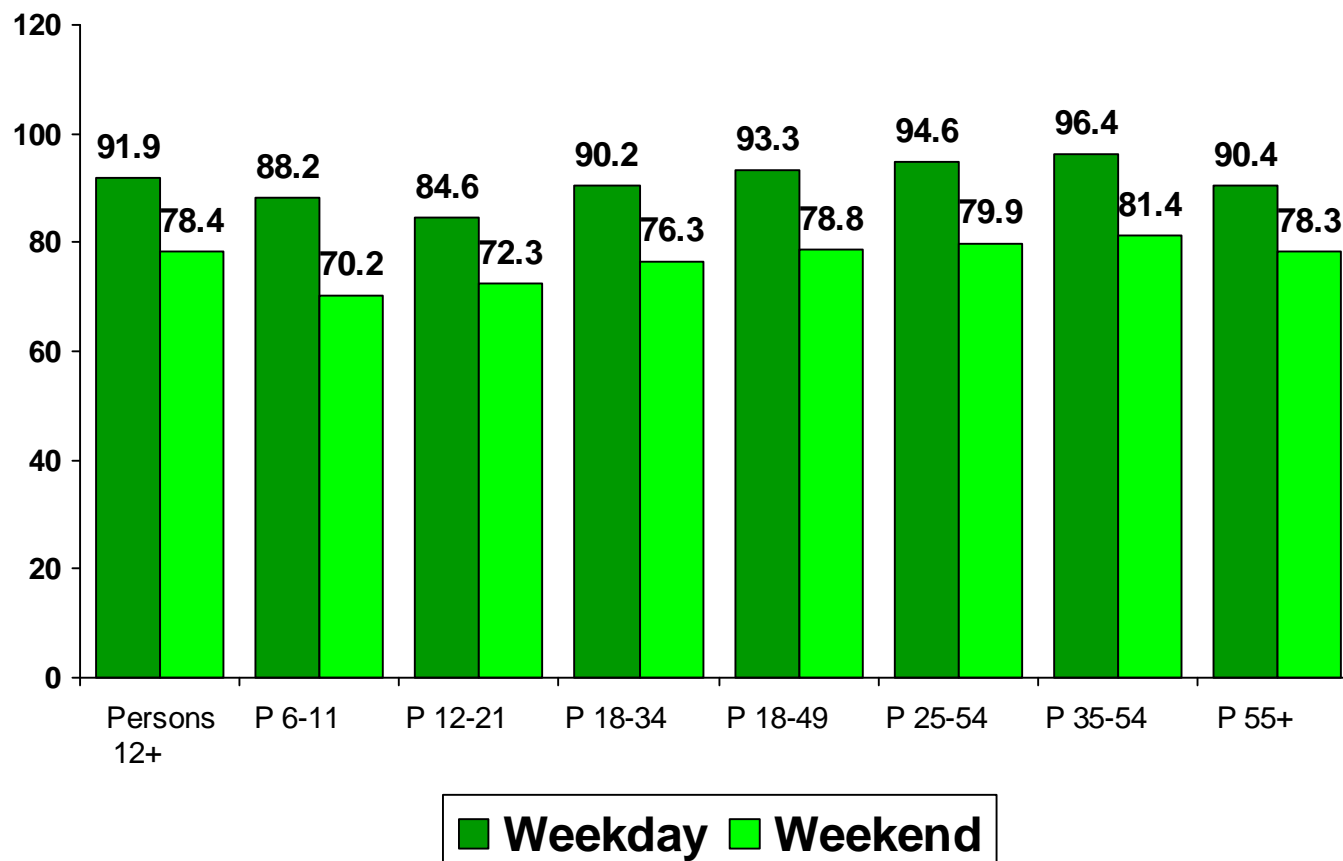


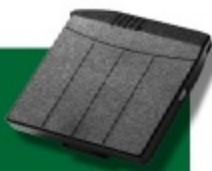


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# Pittsburgh PPM Weekly Cume Rating

Mon-Fri 6a-12m

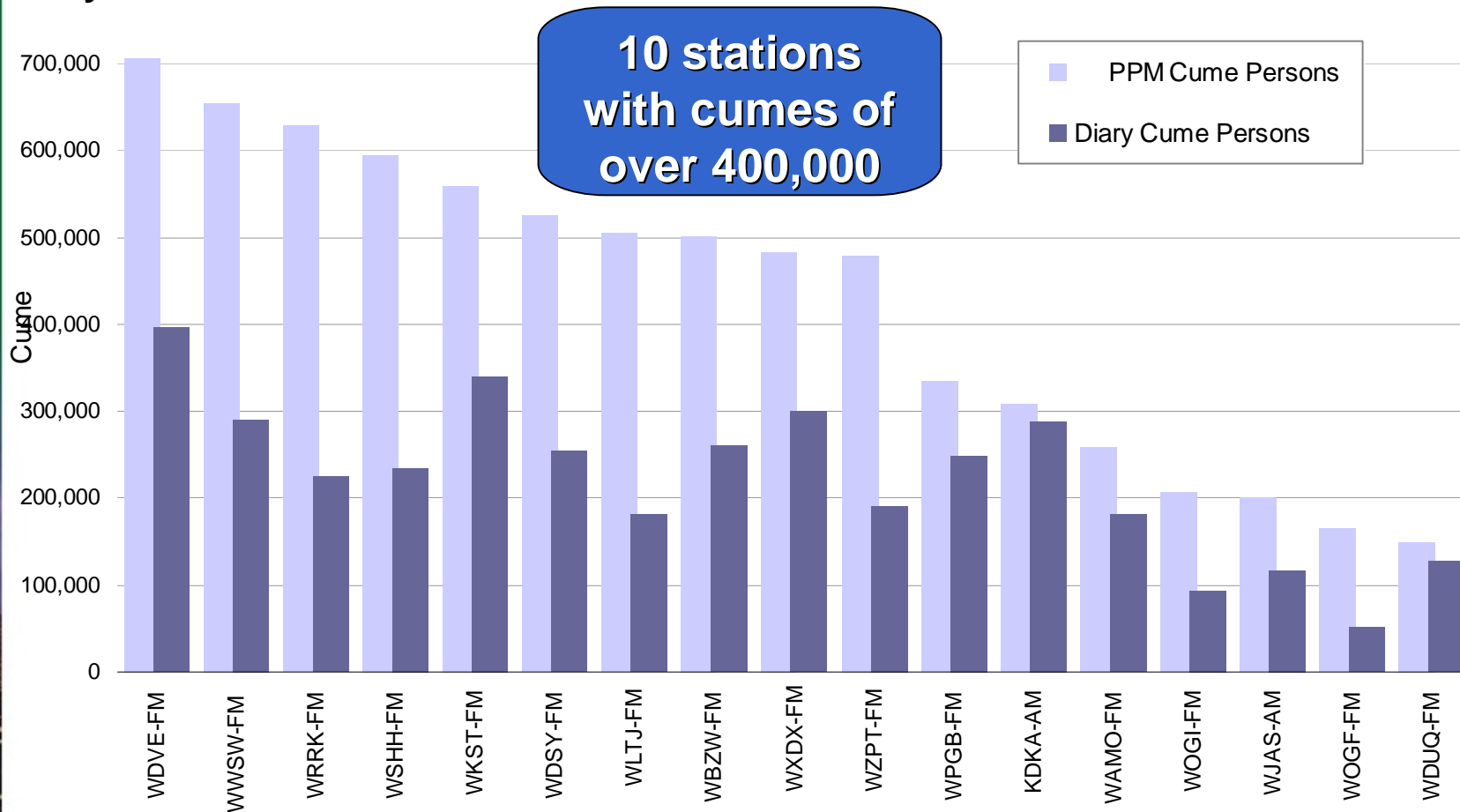




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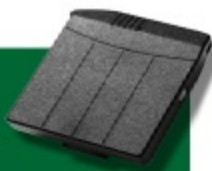
# Pittsburgh Average Weekly Cume Comparison

## July 2009 PPM



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

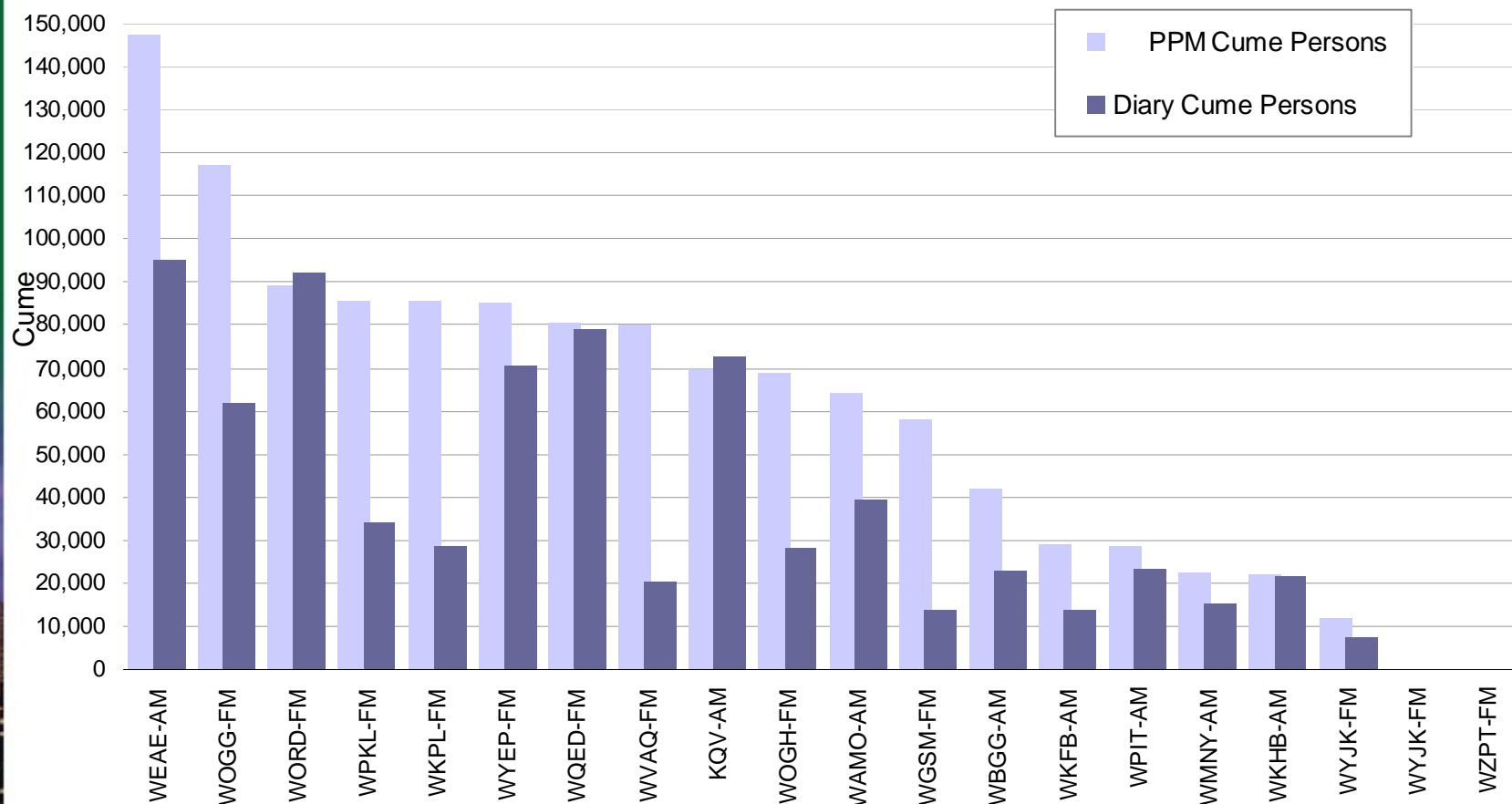




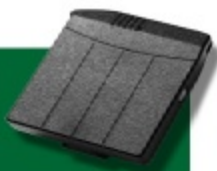
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# Pittsburgh Average Weekly Cume Comparison

## July 2009 PPM



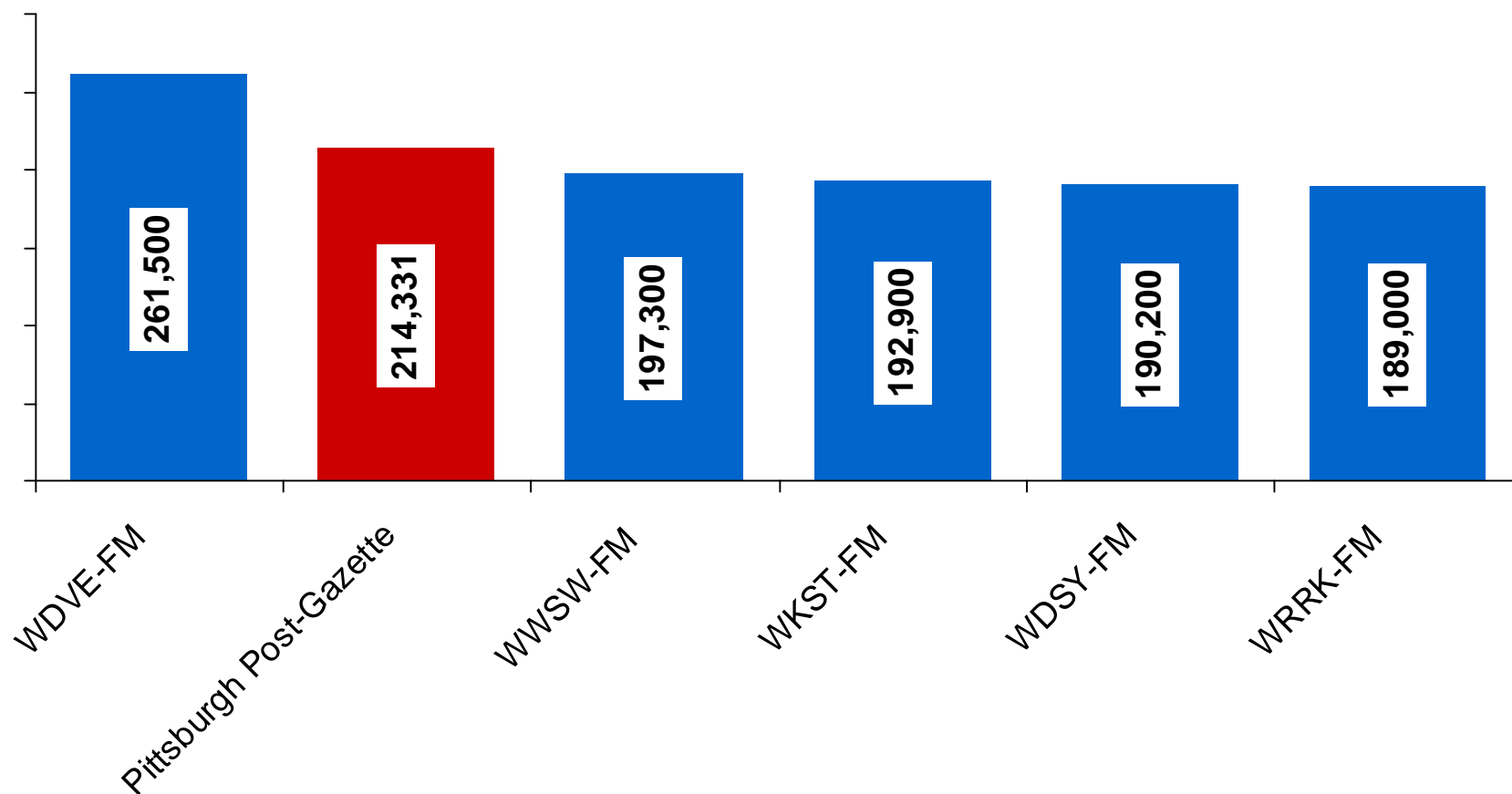
Pittsburgh, Spring 09 Diary to July 08 PPM, Mon-Sun 6AM-MID, Persons 12+



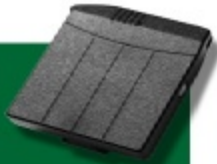
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# How Big Are These Cumes?

## Daily Cume Vs. Circulation in Pittsburgh

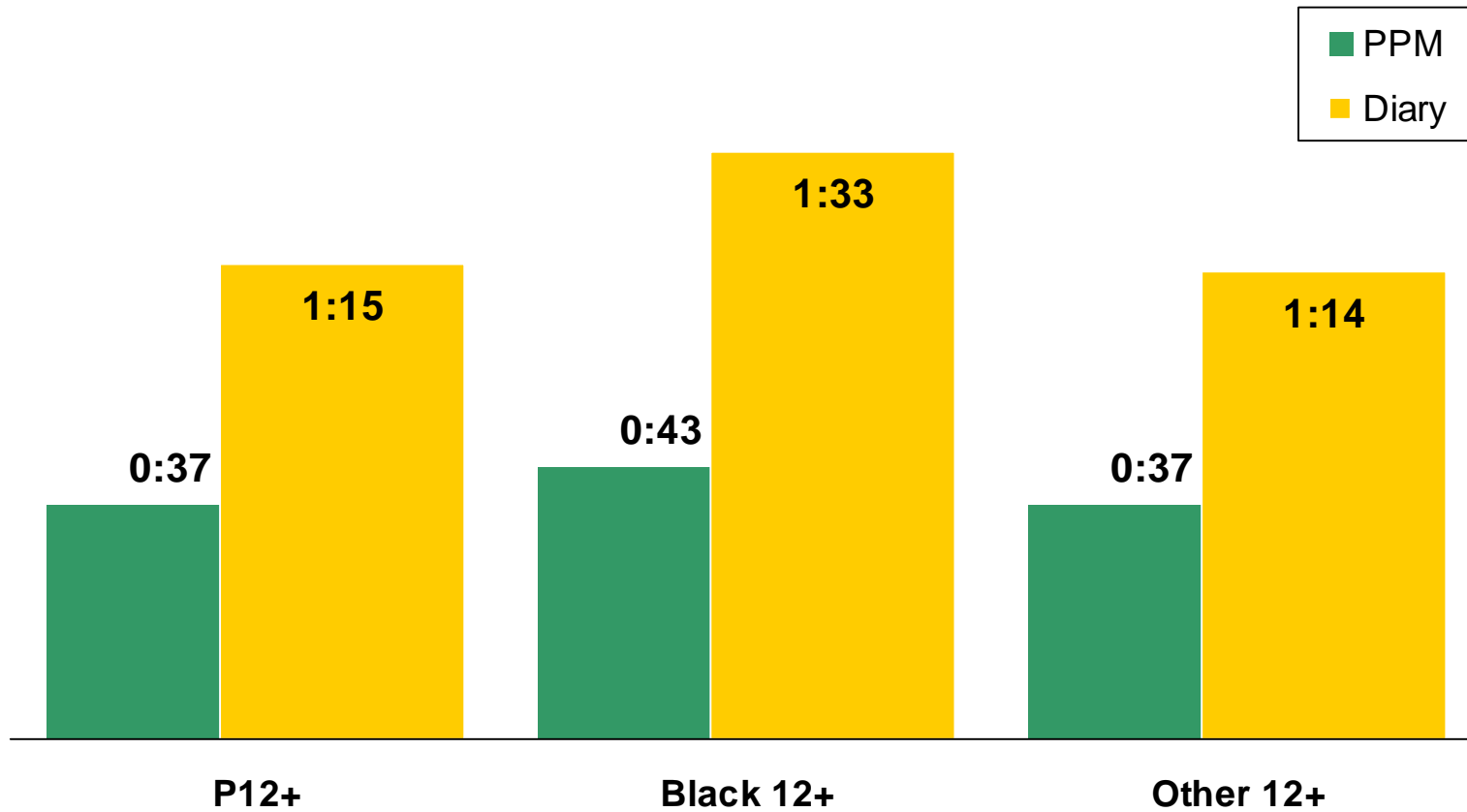


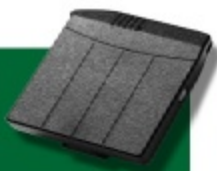
PPM, Pittsburgh Metro Daily Cume July 2009 Pre Currency Data, Mon-Fri 6AM-12Mid, P6+  
Daily Newspaper Circulation from ABC



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# Pittsburgh Time Spent Per Tune-in



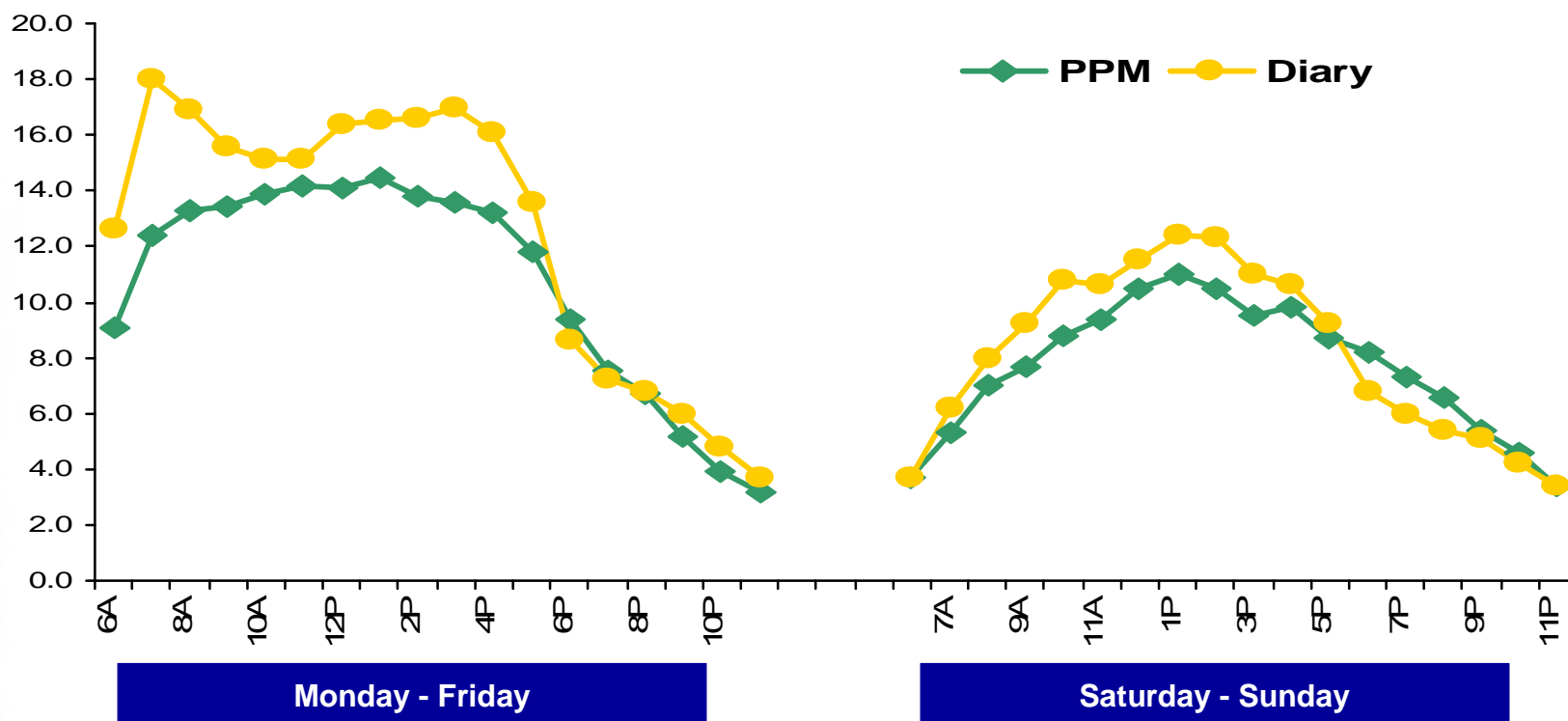


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# PPM Vs. Diary Hour-by-Hour, AQH Rating Comparison

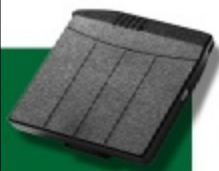
Persons 12+

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+



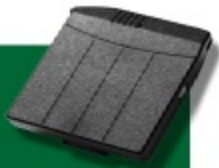
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# AQH Rating Index PPM vs. Diary

<b>Pittsburgh</b>	<b>Persons 12+</b>	<b>Persons 18-34</b>	<b>Persons 18-49 Hispanic</b>	<b>Persons 25-54</b>	<b>Persons 25-54 Black</b>
<b>Mo-Su 6a-12m</b>	<b>87</b>	<b>72</b>	<b>NA</b>	<b>89</b>	<b>67</b>
<b>Mo-Fr 6a-10a</b>	<b>76</b>	<b>63</b>	<b>NA</b>	<b>75</b>	<b>65</b>
<b>Mo-Fr 10a-3p</b>	<b>89</b>	<b>69</b>	<b>NA</b>	<b>89</b>	<b>63</b>
<b>Mo-Fr 3p-7p</b>	<b>87</b>	<b>72</b>	<b>NA</b>	<b>89</b>	<b>63</b>
<b>Mo-Fr 7p-12m</b>	<b>93</b>	<b>76</b>	<b>NA</b>	<b>104</b>	<b>95</b>
<b>Sa-Su 6a-7p</b>	<b>90</b>	<b>75</b>	<b>NA</b>	<b>94</b>	<b>61</b>

Pittsburgh July 2009 PPM to Spring 09 Diary; AQH Rating

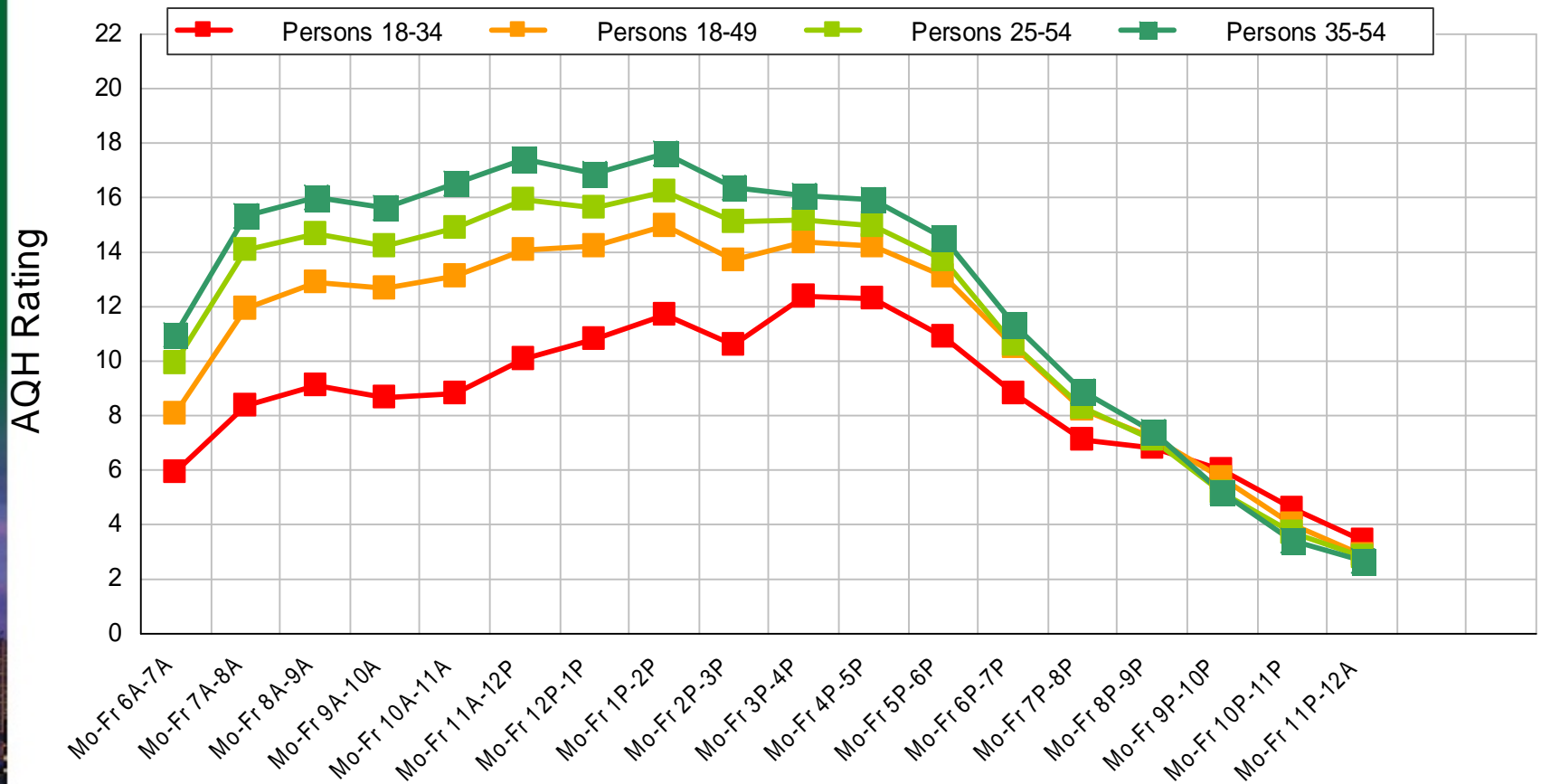




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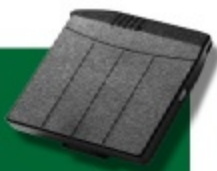
# Pittsburgh Listening By Demo

Monday-Friday 6AM-MID



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

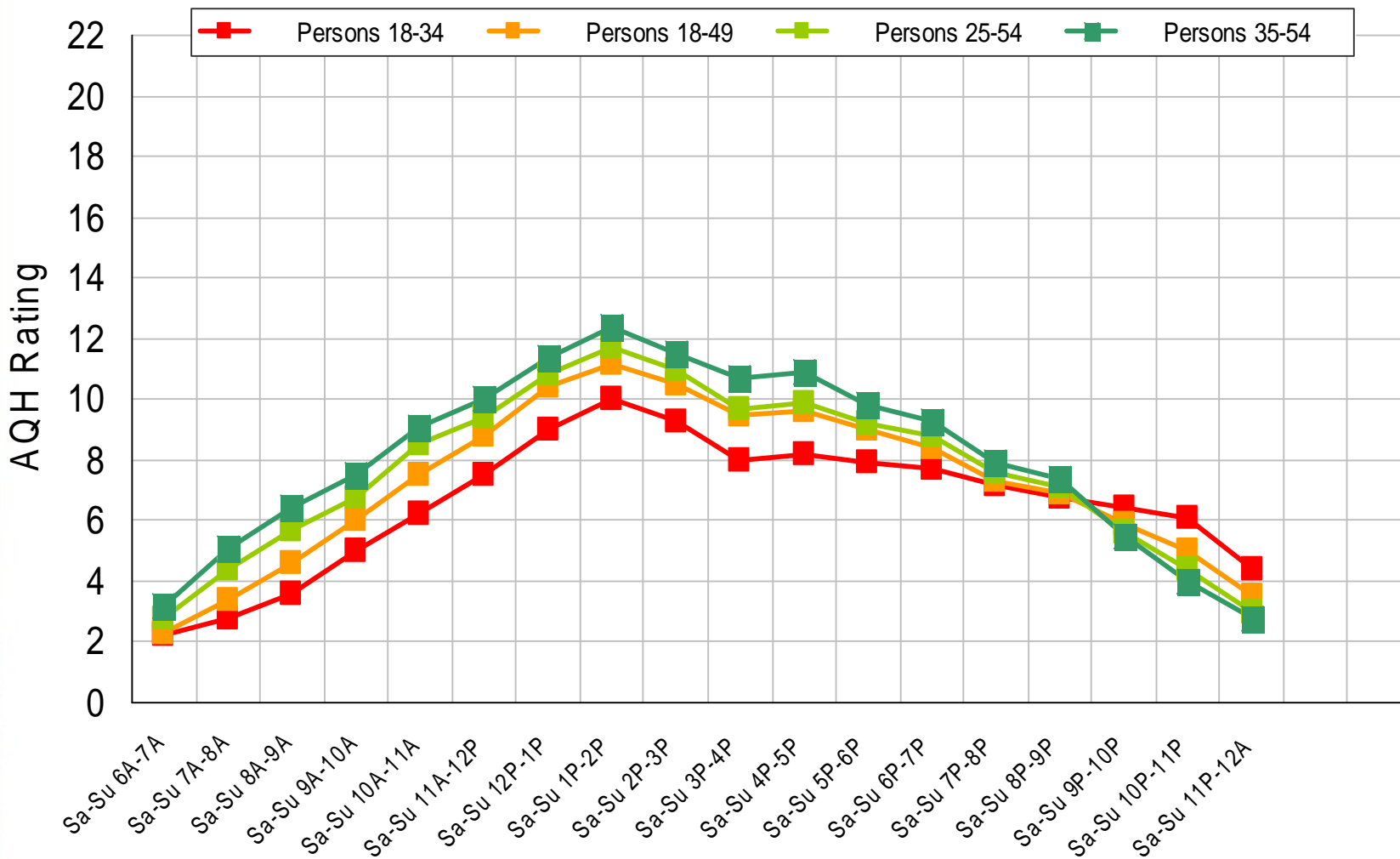




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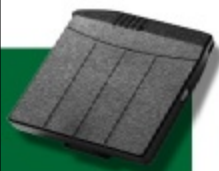
# Pittsburgh Listening By Demo

## Sat-Sun 6AM-MID



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





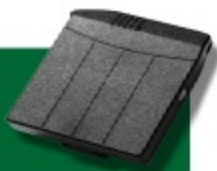
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# PPM Daypart Delivery May Lead to New Daypart Options

## Daypart Ranks Diary to PPM

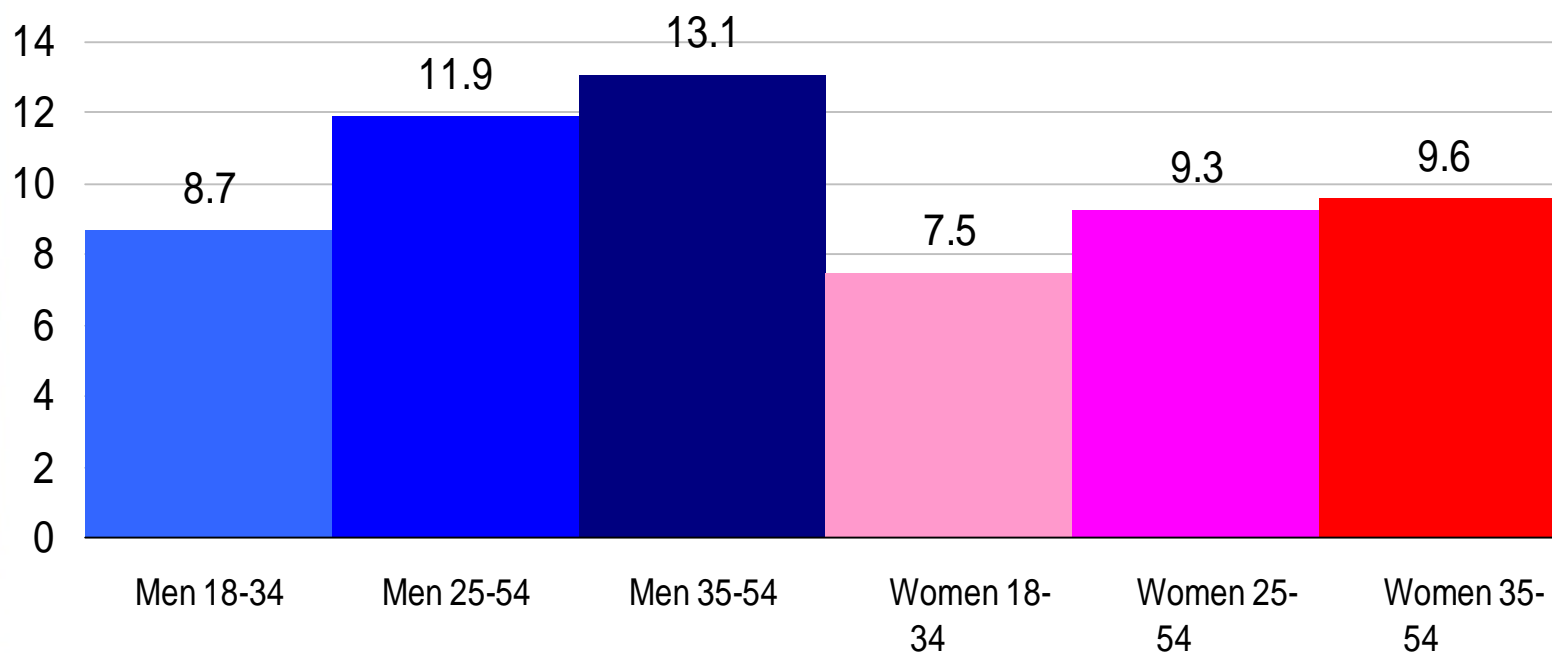
	Pittsburgh	
	Diary	PPM
M-F 6a-10a	2 (15.7)	2 (12.0)
M-F 10a-3p	1 (15.8)	1 (14.1)
M-F 3p-7p	3 (13.7)	2 (12.0)
M-F 7p-12m	5 (5.7)	4 (5.3)
Sa-Su 6a-7p	4 (9.3)	3 (8.5)

Pittsburgh July 2009 PPM to Spring 09 Diary; Persons 12+; AQH Rating

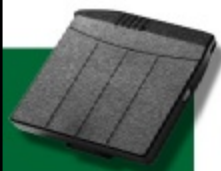


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# Pittsburgh PPM AQH Ratings by Age/Gender

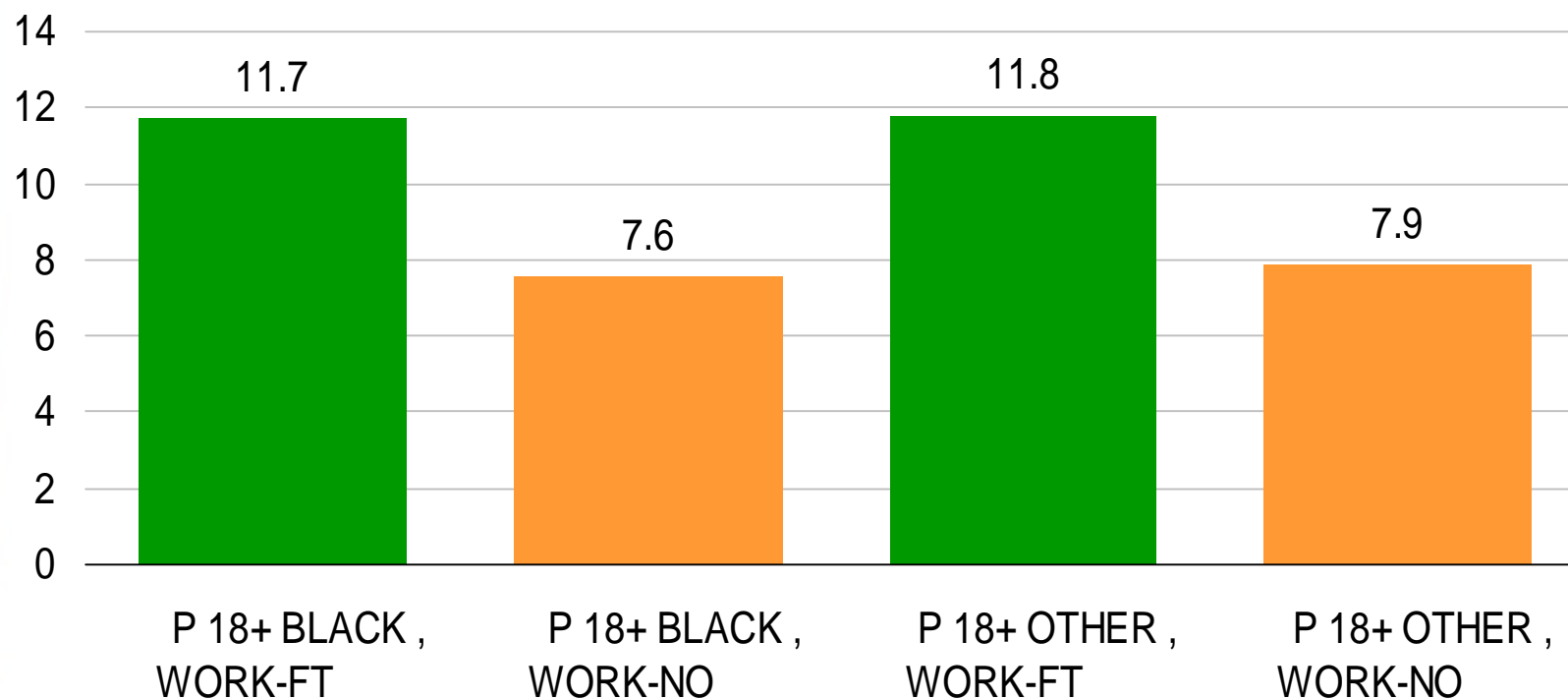


*PPM, July PPM, July 08 Preliminary Data, Mon-Sun 6AM-MID*

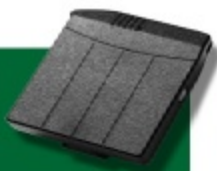


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# Pittsburgh Listening Levels by Race/Ethnicity and Employment Status



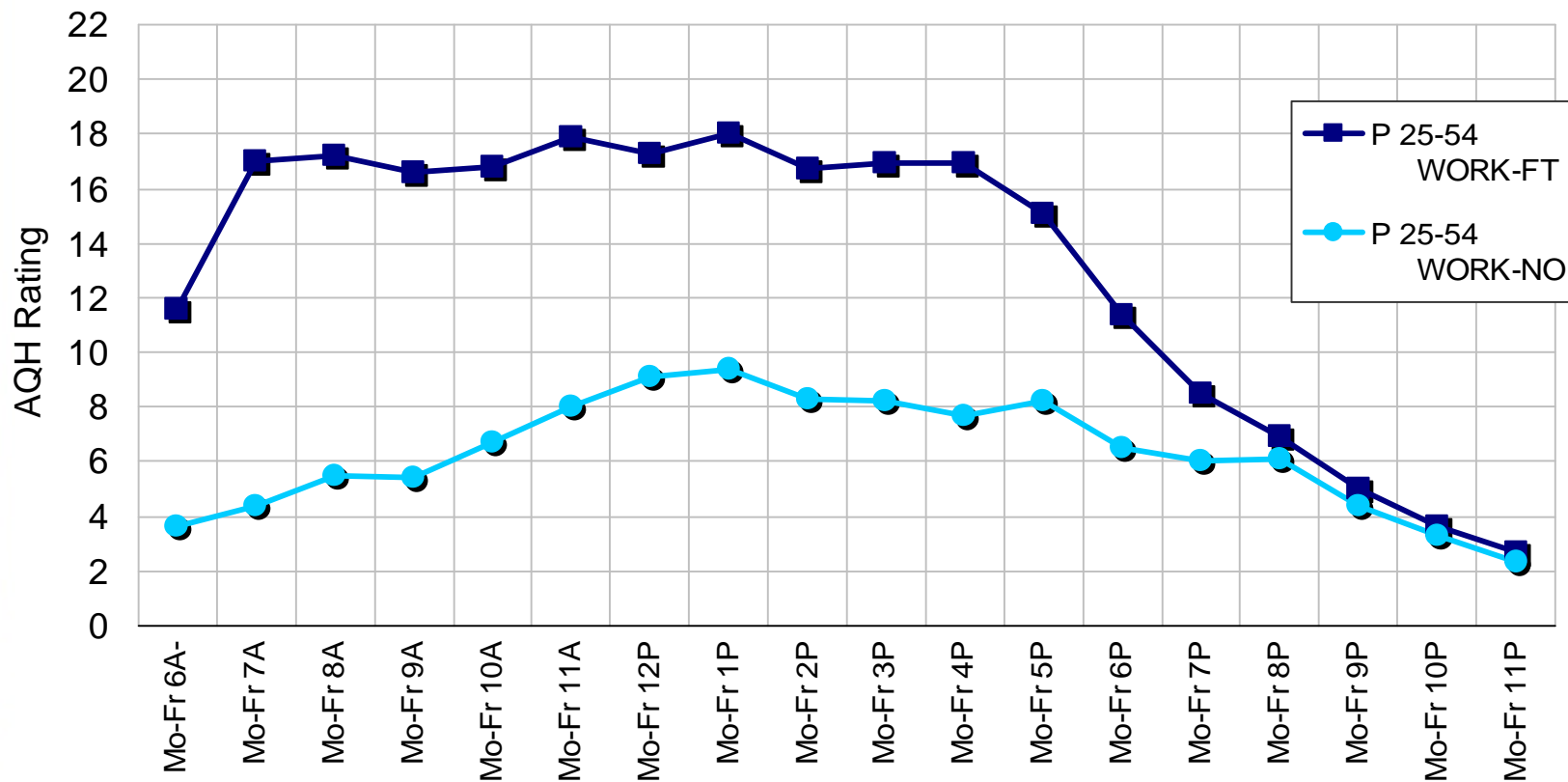
*PPM, Pittsburgh, July 2009 preliminary data, Mon-Sun 6AM-MID, AQH Rating*



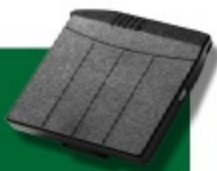
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# Pittsburgh Employed Vs Not Employed Listening

Mon-Fri 6AM-MID



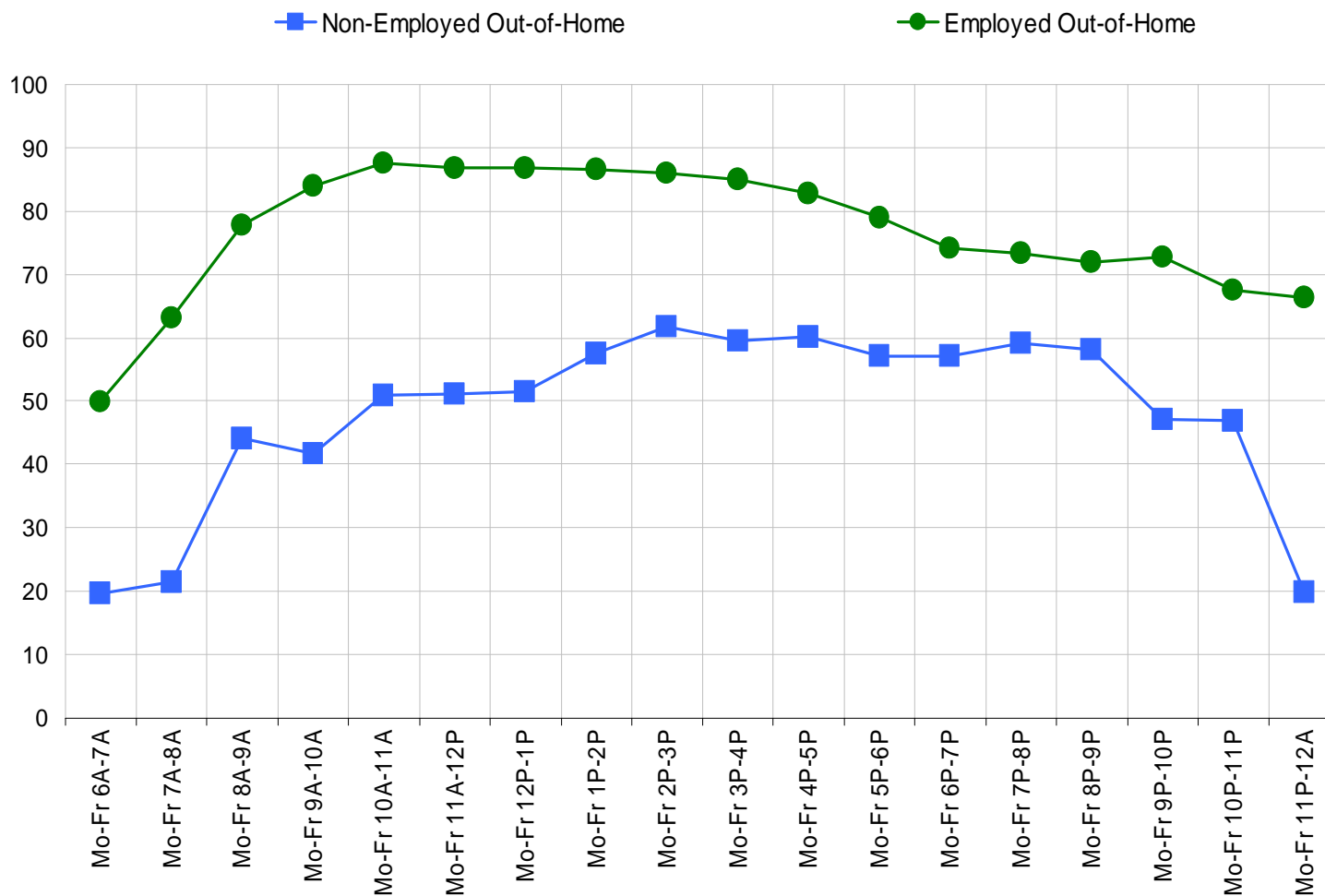
Source: PPM, Pittsburgh July 2009 data, Mon-Fri 6AM-MID



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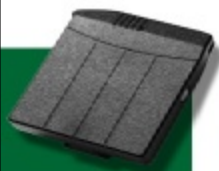
# Out-of-Home Listening By Employment

## 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%





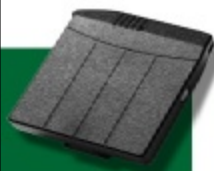
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# Ratings Are More Compressed In PPM

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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# Pittsburgh Rank Positions. Top Five Stations Represented by Format

July 2009 Mon-Sun 6a-12m

## Persons 12+

Album Oriented Rock  
News Talk Information  
Country  
Classic Hits  
Adult Hits

## Persons 25-54

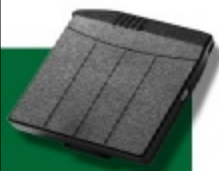
Album Oriented Rock  
Adult Hits  
Alternative  
Classic Hits  
Country

## Persons 18-34

Alternative  
Pop CHR  
Album Oriented Rock  
Adult Hits  
Pop CHR

## Persons 35-54

Album Oriented Rock  
Adult Hits  
Alternative  
Classic Hits  
Country



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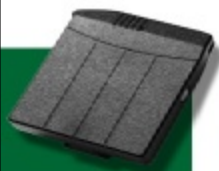
# Summary:

- 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 PPM; 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 that were not possible with the diary service.



# Next steps...



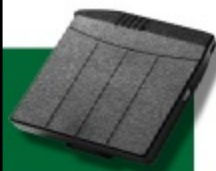


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# Next Steps...

- **Discuss changes with clients and set their expectations**
  - *Arbitron offers marketing materials and reports to help you with this*
- **Talk with your station reps**
  - *Everyone's goal is to ensure the client has good ROI with Radio*
- **PLAN FOR PPM TODAY**
  - *PPM will be the only form of currency in 2009*
- **Learn the PPM Analysis tool if you use MediaPro**
  - *PPM RLD can't be used in MediaPro; PPM Analysis tool only*





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# Want to be an Agency PPM Expert on the forefront of research, planning and buying?



This complimentary training program consists of two pre-requisite PPM sessions and several advanced sessions.

**Pre-requisites:**

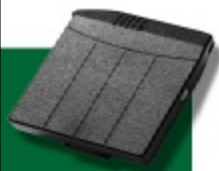
- PPM 101 Overview for Agencies
- Planning & Buying in a PPM World

**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

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# PPM Training Tools

## Market-Specific Web Sites

**PPM in Atlanta**

**Monthly Updates**  
Latest Monthly PPM Client Update

**New to the PPM?**

- New Age for Radio – Electronic Audience Measurement with the PPM System (*Start here for an overview of the Arbitron PPM*)
- PPM Pre-Currency Data Usage and Posting Guidelines
- Get a Technical Briefing of the PPM
- PPM Agencies/Advertisers Subscriber List

**Frequently Asked Questions about the PPM in Atlanta**

133

days until PPM currency data!

**Atlanta PPM Status:**

Total Panel In-Tab Goal: **1,755**

Actual In-Tab Installed: **1,618\***

Average Daily In-Tab Target: **1,335**

[View Atlanta Radio Subscribers and Encoders](#)

## Preference Level Trender

	JAN09
<b>Total Audience</b>	
Cume Persons	973,900
Avg Qtr Hr Pers (AQH)	31,800
Time Spent (Hr:Min)	4:30
<b>P1 Preference</b>	
P1 % of Cume	26%
P1 % of AQH	61%
P1 Time Spent (Hr:Min)	10:30
P1 Cume Persons	256,400
P1 AQH Persons	19,400
<b>P2 Preference</b>	
P2 % of Cume	30%
P2 % of AQH	29%
P2 Time Spent (Hr:Min)	4:00
P2 Cume Persons	296,400
P2 AQH Persons	9,100
<b>P3 Preference</b>	
P3 % of Cume	7%
P3 % of AQH	3%
P3 Time Spent (Hr:Min)	1:30
P3 Cume Persons	71,200
P3 AQH Persons	1,100
<b>P4+ Preference</b>	
P4+ % of Cume	36%
P4+ % of AQH	7%
P4+ Time Spent (Hr:Min)	1:45
P4+ Cume Persons	350,000
P4+ AQH Persons	2,200

## PPM Passport for Agencies

## FAQ Document

Philadelphia PPM | Radio Stations

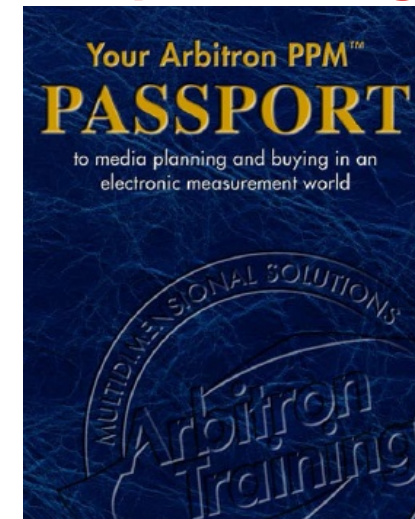
### Frequently Asked Questions About the PPM™

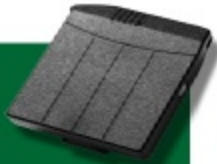
**1. What are the data release dates for Philadelphia?**  
January pre-currency PPM data release February 28. February pre-currency PPM data release March 28. March CURRENCY PPM data release April 25.

**2. What can pre-currency data be used (and not be used) for?**  
The January and February pre-currency data are to be used for analysis and comparison purposes only. Stations and agencies MAY NOT use these data to conduct transactional business. Our agencies list subscribers to PPM and also have retained the data.

**6. Can I use the pre-currency data when currency data kick in?**  
Once the March PPM data release on April 25 and becomes currency, subscribers will be able to use January and February data for averaging.

**7. Are everyone's AQH Ratings going to decline in PPM?**  
No. Certain stations saw increases in AQH Ratings, some saw no changes and others saw decreases. The changes vary by format, daypart, demo and market.





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# Explaining The Change In Currency

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
Norfolk-Suffolk (Long Island)	9/08
Riverside-San Bernardino	9/08
San Jose	9/08
Middlesex-Somerset-Union	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

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## PPM in Pittsburgh



# Questions?

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