

Total Line Reporting

Effective with the Winter 2006 survey, Arbitron made an important change in the reporting of audience estimates for radio stations that simulcast 100 percent.

Overview

Effective with the Winter 2006 survey, Arbitron started offering Total Line Reporting as an option for stations that simulcast 100 percent. This allows eligible stations to be reported through a single estimate line in all applications and reports.

Arbitron's Total Line Reporting policy:

- ◆ Is available to radio stations in Diary markets that simulcast all content (including programming, commercials, and Public Service Announcements) 100 percent of the time the stations are on the air during each quarterly survey period.
- ◆ Is available to radio stations in PPM markets that simulcast all content (including programming, commercials, and Public Service Announcements) 100 percent of the time the stations are on the air during the entire three-month interval corresponding to each quarterly Diary survey period. (A station's Total Line Reporting status from the preceding Fall quarterly survey period is applied for the Holiday PPM survey month.)
- ◆ Is able to accommodate partnerships of two or more radio stations (including HD-multicasts and Internet streams) that simulcast 100 percent. However, all combos must include at least one AM or FM station and must choose an AM or FM station as the "primary" station.
- ◆ Reports estimates for simulcast partnerships through a single estimate line in all Arbitron local market reporting services for simulcast partnerships that request to do so.
- ◆ Allows the partnership to select the "primary" station from among the simulcast partners under whose call letters the partnership's combined listening will be reported.

Individual estimates for radio stations that are a part of a simulcast partnership that elects Total Line Reporting are not accessible through any of Arbitron's applications or reports.

Total Line Reporting completely replaced all previous simulcast station policies. The Total Line Reporting policy provides consistency in the reporting of audience estimates for 100 percent simulcast radio stations across all Arbitron local market reporting services. Its implementation also eliminated the two-station limit on simulcast partnerships.

Combos that choose Total Line Reporting are identified on the "Station Information" and "Special Notices" pages of the *Radio Market Report*/Arbitron eBook, and on the secure client Web site, my.arbitron.com.

Station Information Collection

Upon completion of processing station information each survey, Arbitron sends a memo to station management for each new combo that has indicated 100 percent simulcast status and requested Total Line Reporting. This memo asks for reconfirmation of the submitted request and provides a reminder that only the primary station will be reported in Arbitron's local market reporting services.

Processing Listening Data for Simulcast Stations

Listening is credited to a combo's individual radio stations during processing. Credit for the combo's partner station(s) is "flipped" or recredited to the primary station(s) of the simulcast partnership prior to the processing of audience estimates.

Reporting Estimates for Simulcast Combos

Audience estimates for Total Line Reporting combos that meet Minimum Reporting Standards (MRS) are reported under the call letters of the primary station of the combo. MRS applies to the stations' combined

estimates. Stations must simulcast 100 percent for all 12 weeks of a quarterly survey period (or for the entire time that both stations are on the air during the quarter) to be eligible for Total Line Reporting.

The partner station(s) of a Total Line Reporting combo is not included in the lineup in any of Arbitron's reporting services, and audience estimates for these individual radio stations are not available in any application or report.

Simulcast stations are flagged on the "Station Information" page of the *Radio Market Report*/Arbitron eBook. Report users should refer to the "Special Notices" page of the *Radio Market Report*/Arbitron eBook for a listing of the stations that are included in each Total Line Reporting combo that qualifies for the report. There are no special footnotes or flagging of Total Line Reporting combos on audience estimates pages or reports.

The Total Line Reporting page on the Arbitron Web site lists all combos, identifies the primary station of each, the primary station's home Metro (if applicable), and the primary station's home DMA®.

Reporting Prior-Survey Estimates for Simulcast Combos

The historical information used for trend reports and multibook average estimates will always reflect the audience estimates originally published for the primary station of the combo, until the combo builds its own trends over a period of multiple surveys. This will occur regardless of whether the simulcast was in effect during the prior survey(s). Consequently, during transition periods, trends and multibook averages for Total Line Reporting combos may include surveys that were simulcast and surveys where the primary station was a stand-alone.

When a Total Line Reporting combo ceases to simulcast (or elects to report each station's estimates independently for another reason), the combo's primary station will retain the historical data of the combo, while the partner stations will have no historical data associated with them for the surveys during which they were simulcast.

A list of Frequently Asked Questions relating to Total Line Reporting is available at www.arbitron.com/radio_stations/TLR_FAQ.asp.

 Contact information follows should you have any questions or need any additional information regarding Total Line Reporting:

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