

URBAN RADIO IN THE PPM™ WORLD

ROI Media
Solutions

A ARBITRON



Urban Radio in the PPM World



- This presentation was prepared by ROI Media Solutions in Los Angeles under the aegis of Arbitron on behalf of NABOB and a joint industry committee of Urban Format Broadcasters.
- This presentation is intended to be “open source” and can be customized to suit your individual group, station or agency needs.

Urban Radio in the PPM World



What does the PPM system look like?

How does PPM work?

The Personal People Meter™ (PPM) Data Collection Unit



The PPM System: Hardware



Station Encoder



Personal Docking Station



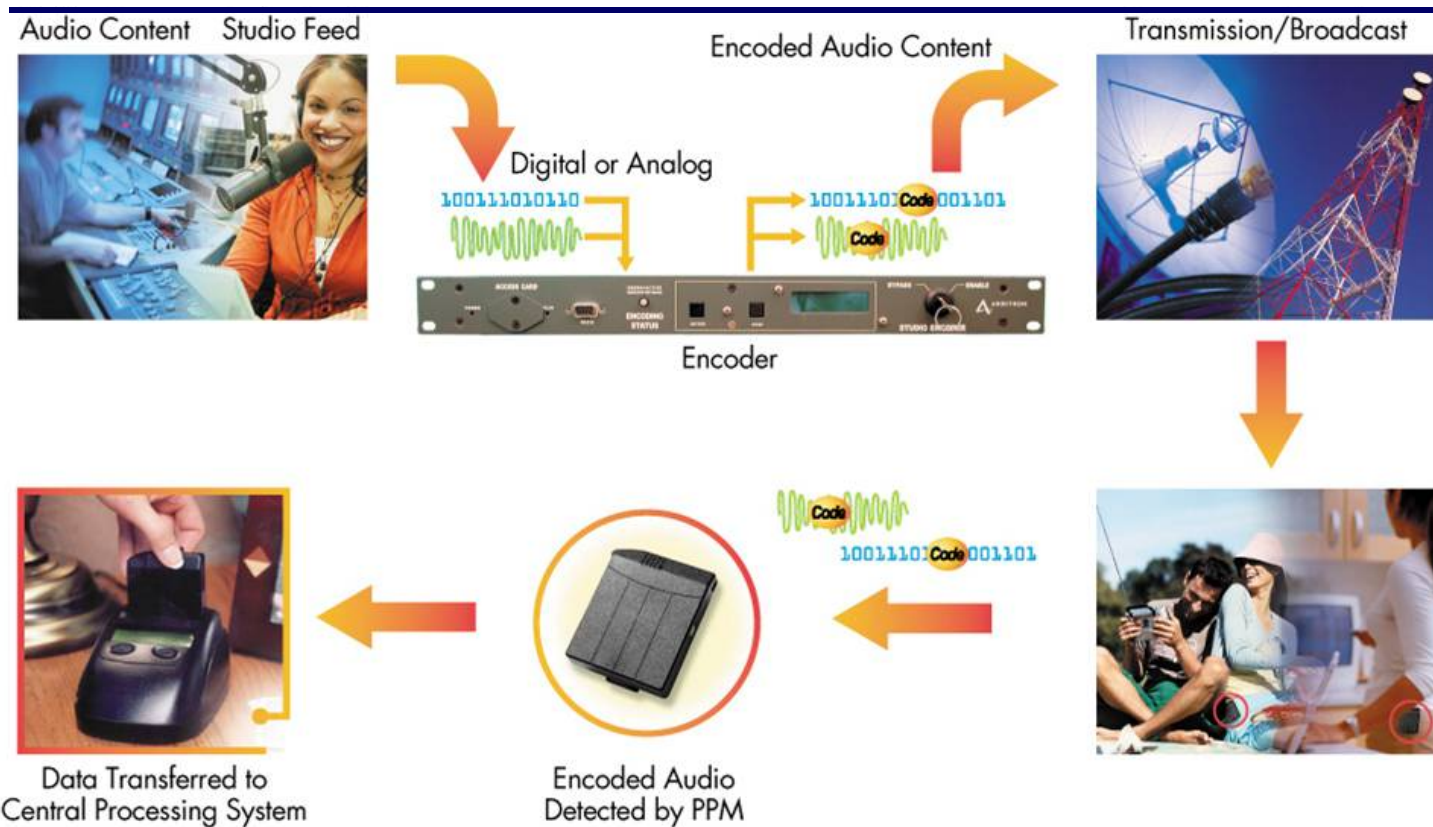
Portable Meter



HH Data Collection (Modem) Unit



PPM (Portable People Meter) Measurement System Basics



Current Diary Measurement

Sample builds over time



PPM Measurement

Same Large Sample Every Day of Every Week



Month 1



Month 2



Month 3



Monthly
Report



PPM Market Rollouts



PPM Rollouts	Currency	Panel Size
Philadelphia	March 2007	2040
Houston	June 2007	2000
New York	December 2007	3720
Los Angeles	March 2008	3275
Riverside, CA	March 2008	1065
Chicago	March 2008	2565
San Francisco	June 2008	2245
Dallas/Ft. Worth	September 2008	1815
Washington	December 2008	1775
Detroit	December 2008	1920



URBAN RADIO IN THE PPM WORLD

ROI Media
Solutions

A ARBITRON

Urban Radio in the PPM World: Headlines



- **Urban Radio is the only way to effectively and efficiently reach the Black Consumer.**
- **The Black Audience is extremely loyal to Urban Radio.**
- **Employment and income drive AQH ratings for Urban Radio in the PPM world.**
- **The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.**
- **Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.**



THE BUYING POWER OF BLACK AMERICA

ROI Media
Solutions

A ARBITRON

THE BUYING POWER OF BLACK AMERICA



The number of U.S. residents who are African American is 35.4 million

African Americans make up 13.4% of the U.S. population

The Buying Power of Black America



	2006 GNI in \$ Billions
United States	\$ 12,969
Japan	4,988
Germany	2,852
China	2,263
United Kingdom	2,263
France	2,177
Italy	1,724
Spain	1,100
Canada	1,051
India	793
Korea, Rep	764
Mexico	753
Black America	719
Australia	654
Brazil	644

The Buying Power of Black America



	2006 GNI in \$ Billions
United States	\$ 12,969
Japan	4,988
Germany	2,852
China	2,263
United Kingdom	2,263
France	2,177
Italy	1,724
Spain	1,100
Canada	1,051
India	793
Korea, Rep	764
Mexico	753
Black America	719
Australia	654
Brazil	644

#13

The Buying Power of Black America



	2006 GNI in \$ Billions
United States	\$ 12,969
Japan	4,988
Germany	2,852
China	2,263
United Kingdom	2,263
France	2,177
Italy	1,724
Spain	1,100
Canada	1,051
India	793
Korea, Rep	764
Mexico	753
Black America	719
Australia	654
Brazil	644

	2006 GNI in \$ Billions
Netherlands	598
Switzerland	408
Belgium	373
Sweden	370
Turkey	342
Austria	303
Saudi Arabia	289
Indonesia	282
Norway	275
Poland	271
Denmark	256
South Africa	224
Greece	218
Finland	196
Hong Kong	192

The Buying Power of Black America



City	Earned Income in \$ Billions
New York	\$ 58.6
Chicago	28.0
Detroit	20.3
Philadelphia	17.3
Houston	13.0
Los Angeles	11.4
Baltimore	11.4
Memphis	10.4
Washington, DC	9.0
New Orleans	8.5
Dallas	8.2
Atlanta	6.7
Cleveland	6.4
Milwaukee	6.0
Jacksonville	5.7

Estimates of Black Income

2005 Total Black Earned Income by City

The Buying Power of Black America



City	Earned Income in \$ Billions
New York	\$ 58.6
Chicago	28.0
Detroit	20.3
Philadelphia	17.3
Houston	13.0
Los Angeles	11.4
Baltimore	11.4
Memphis	10.4
Washington, DC	9.0
New Orleans	8.5
Dallas	8.2
Atlanta	6.7
Cleveland	6.4
Milwaukee	6.0
Jacksonville	5.7

Estimates of Black Income

2005 Total Black Earned Income by City



FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER

ROI Media
Solutions

A ARBITRON

Fundamentals of Marketing to the Black Consumer



- In a world where most of our major metros' populations are approaching or have passed the 50% mark in ethnic composition, it is critical for marketers and advertisers to understand “ethnic marketing.”
- In fact, because of the changing complexion of American society, the concept of a “general market” has to be re-evaluated.
- Ethnic consumers, African-American in particular, consume media differently and respond to commercials differently from the “general market.”
- Understanding and embracing these differences can significantly affect the success of a campaign and a marketer's success in creating new customers.

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



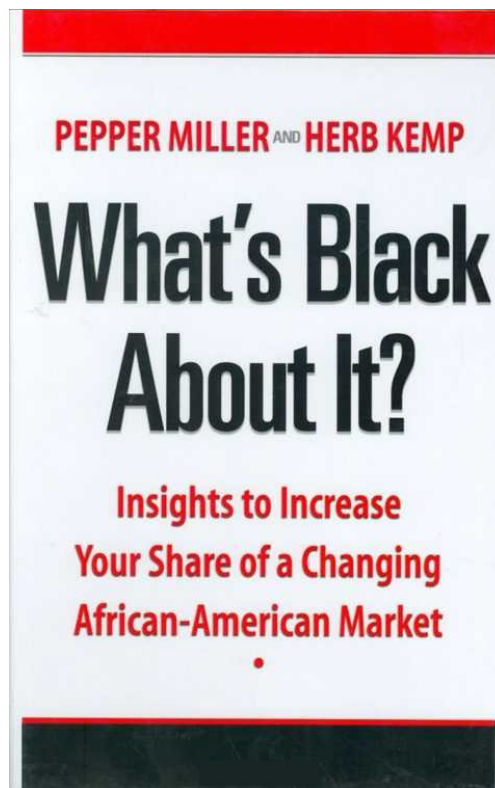
- Marketers have come to know that to effectively reach the Black Consumer, one needs to use Black Media.
- Urban Radio has long been proven as one of the most effective and efficient means of reaching this audience.
- The introduction of Arbitron's PPM Rating Methodology gives us an opportunity to better understand and utilize the power of Urban Radio to reach this market segment.

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



- Extremely Brand Conscious and Brand Loyal
- Feel More Favorably Towards Companies that Support the Community
- High Propensity to Purchase Products and Services from Retailers and Manufacturers Who Extend a Personal Invitation
- Concept of Permission vs. Invitation

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



- The cultural experience that is represented by the carry-over of the historical, social and personal ramifications of pre-civil rights times.
- Miller and Kemp identify this outlook as “The Filter.”
- The Filter is the nucleus of the Black experience and Black culture. It is a common bond among all African Americans that has had an astounding impact on how others see African Americans, and on how they see themselves, in every aspect of their lives.
- The Filter has predisposed many African Americans to become overly sensitive about feeling stereotyped and not feeling valued, respected, included and welcomed.
- This extends to the marketplace and becomes one of the underlying premises of Marketing to the Black Consumer.

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



Effective advertising to Blacks means embracing the values held by the Black community.

Businesses must personally invite Blacks to purchase their products and services; they must create advertising that Blacks see as relevant, realistic and positive.

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



Effective advertising to Blacks means embracing the values held by the Black community.

Businesses must personally **invite** Blacks to purchase their products and services; they must create advertising that Blacks see as **relevant, realistic and positive**.

FUNDAMENTALS OF MARKETING TO THE BLACK CONSUMER



- **Personal Invitation**
 - » Deliver a Message that is Specifically Directed to This Audience
 - » Use Media that is Specifically Targeted to This Audience
 - » Permission vs. Invitation
- **Relevant, Realistic, Positive**
 - » Product needs to be relevant to their lives
 - » Real spokesperson(s)
 - » Creative that speaks to this audience

URBAN RADIO IN THE PPM™ WORLD

ROI Media
Solutions

A ARBITRON



Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines



- **Urban Radio is the only way to effectively and efficiently reach the Black Consumer.**
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Myth vs. Reality



Myth vs. Reality



MYTH:

- Listening changed when PPM was introduced
 - » Based on the lower AQH numbers seen in PPM data

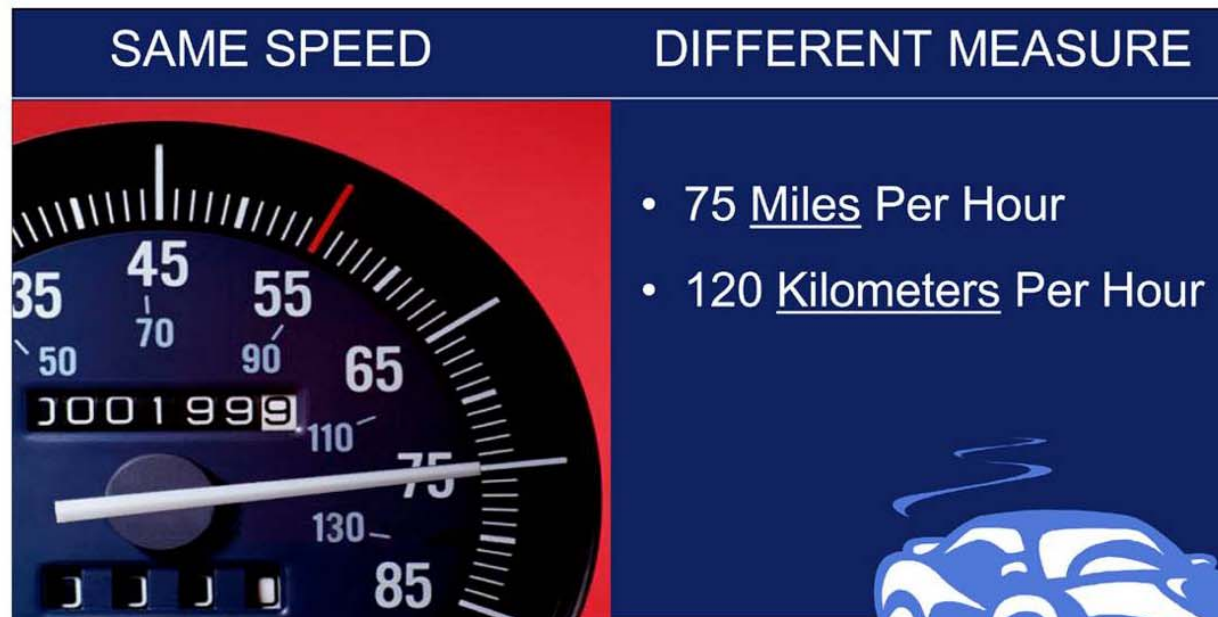
REALITY:

- Listening didn't change – the measurement used to estimate listening changed
- PPM measures exposure whereas the Diary measures recall
- Same Audience – Different Measurement
 - » **Same audience size**
 - » **Same buying power**
 - » **New metrics**
 - Miles per hour vs. kilometers per hour

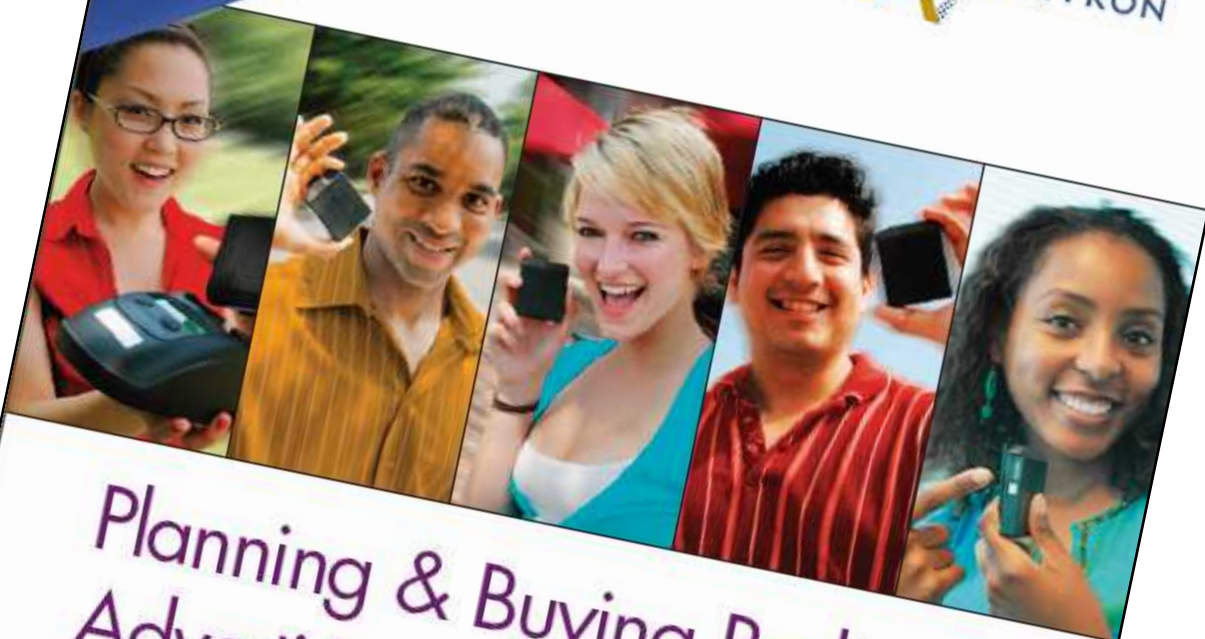
Myth vs. Reality



Different Scale, Same Result



You Can't Spell **RADIO** Without **R.O.I.**



Planning & Buying Radio Advertising in a PPM™ World
.....
How 70 Meter Target Rating Points Can Equal 100 Diary Rating Points



New Language for New Metrics



- Cost-Per-Point Confusion at Currency Conversion
 - » CPP appears to increase
 - » Not trendable from Diaries to PPM
 - » Station pricing challenges
 - » Agency comparison challenges
 - Planning software
 - Explaining lower GRP goals across markets during rollout
- Problem Lies in the Label: CPP
- CPDP – Cost Per Diary Point
- CPMP – Cost Per Meter Point
- Eliminate Direct Comparison and Confusion

Myth vs. Reality



**Listening didn't change
nor did
the value of the
audience**

Market	PHILADELPHIA	Demo:	PERSONS 12+
Book	April 2007 ARBITRON 12+ PPM	Daypart	M-SU 6A-12M
Survey Area	METRO	Pop/Sample:	4,359,800/1,174
Maxim\$er	Not Available	Ranked by:	Retail Spending Power
Category	Total Retail Sales	Stations	All Stations
Ranker	5 PHIL Urbans (All Categories)		
STATIONS	ANNUAL SPENDING POWER	MONTHLY SPENDING POWER	WEEKLY SPENDING POWER

- Retail Spending Power
- Advertisers looking for ROI based on sales of products
- Established ad budgets/radio budgets
- Same amount of goods and services sold for same radio budget
- Same radio budget/same spot levels would yield same results
- Think Communications/Philly Radio Presentation

Myth vs. Reality



- This new look at radio by measuring “actual behavior” is consistent and compelling when compared to a listener’s ability to recall his or her media consumption in a diary.
 - » Diary Cume vs. engaged listening
- The key is “engagement”
 - The choice to listen
 - The choice to engage

Myth vs. Reality



The measurement of listening
changed

Comparison of Diary Cume
to PPM “Engaged Listener”

Diary Cume as a measure of
“Recall,” “Passion,” “Choice”

PPM Cume as a measure of
exposure and opportunity

TSL vs. AWTE
Average Weekly Time Exposed

Exposure vs.
Choice or Engagement

Myth vs. Reality



The measurement of listening changed

Comparison of Diary Cume to PPM “Engaged Listener”

Diary Cume as a measure of “Recall,” “Passion,” “Choice”

PPM Cume as a measure of exposure and opportunity

TSL vs. AWTE
Average Weekly Time Exposed

Exposure vs.
Choice or Engagement

Outlet	FA06 Diaries P12+ Total Cume	APRIL 2007 PPM		
		Total Cume	4+ QHs Cume	<4 QHs Cume
KYW-A	1,055,400 → 1,233,800	789,025	444,775	
WBEB-F	860,600 → 1,892,707	922,300	970,407	
WBEN-F	444,200 → 1,121,752	464,269	657,483	
WDAS-F	446,000 → 740,153	437,691	302,462	
WMMR-F	536,200 → 947,727	571,526	376,201	
WOGL-F	548,800 → 1,284,532	596,823	687,709	
WPHI-F	481,400 → 740,298	357,528	382,770	
WPPZ-F	282,900 → 342,898	203,457	139,442	
WRDW-F	559,900 → 987,302	495,431	491,871	
WRNB-F	258,300 → 485,648	233,458	252,189	
WXTU-F	428,300 → 791,896	437,129	354,767	

Myth vs. Reality



MYTH:

- Listening changed when PPM was introduced

REALITY:

- Listening didn't change – the measurement used to **estimate** listening changed
- Same Audience – Different Measurement
 - » **Same audience size**
 - » **Same buying power**
 - » **New metrics**

Myth vs. Reality



MYTH:

“The Black Listener can be effectively and efficiently reached using general market stations”

Myth vs. Reality



MYTH:

“The Black Listener can be effectively and efficiently reached using general market stations”

- Cume rating for Black 12+ for Urban stations
 - » Analysis total for five Philly Urban stations
- Cume rating for Black 12+ for non-Urban stations
 - » Analysis total for all Philly stations minus five Urban stations

Myth vs. Reality

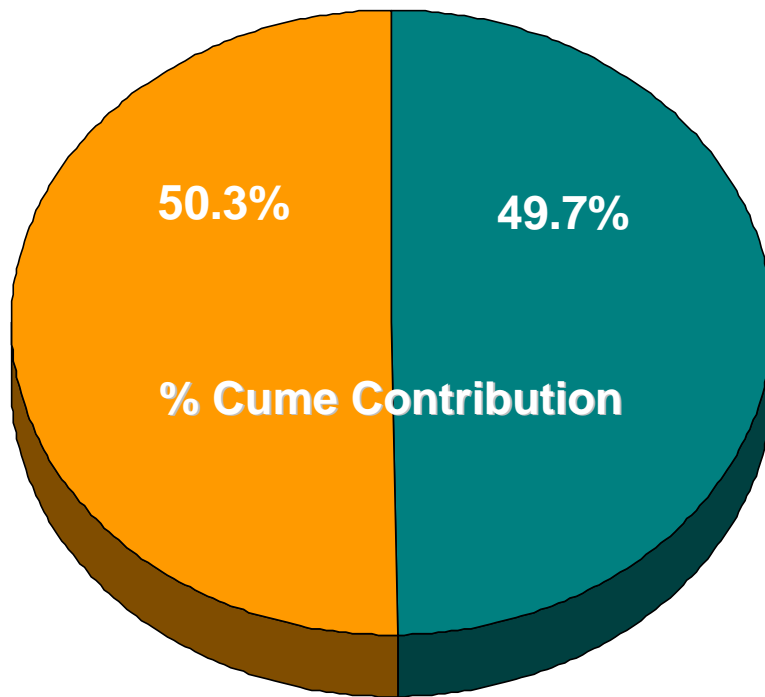


MYTH:

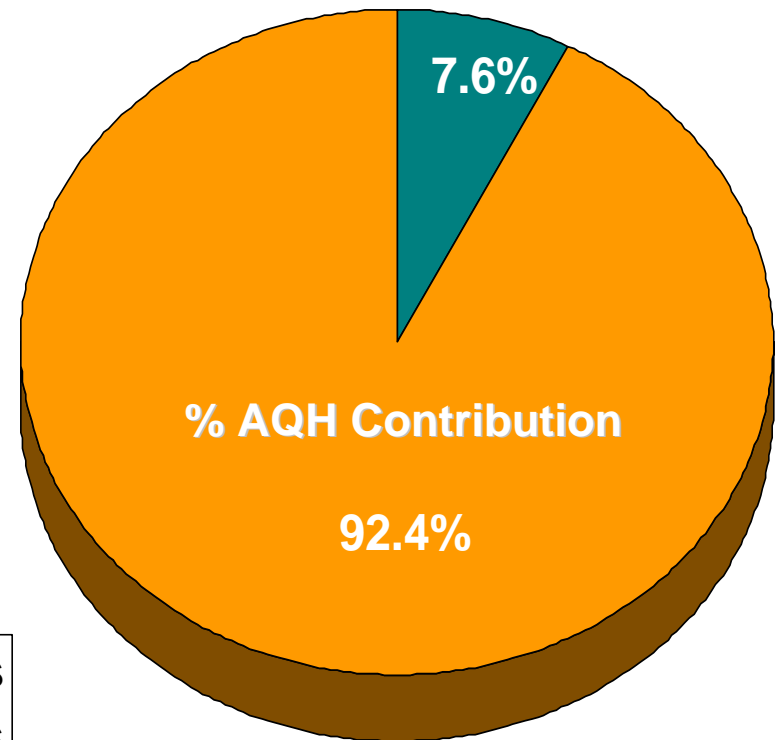
“The Black Listener can be effectively and efficiently reached using general market stations”

- Cume rating for Black 12+ for Urban stations [91.7%]
 - » Analysis total for five Philly Urban stations
- Cume rating for Black 12+ for non-Urban stations [85.7%]
 - » Analysis total for all Philly stations minus five Urban stations

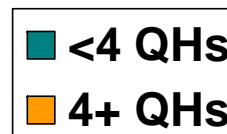
Half of the Average Station's Cume Contributes 92% of the AQH



Average Station Profile
12+ Cume



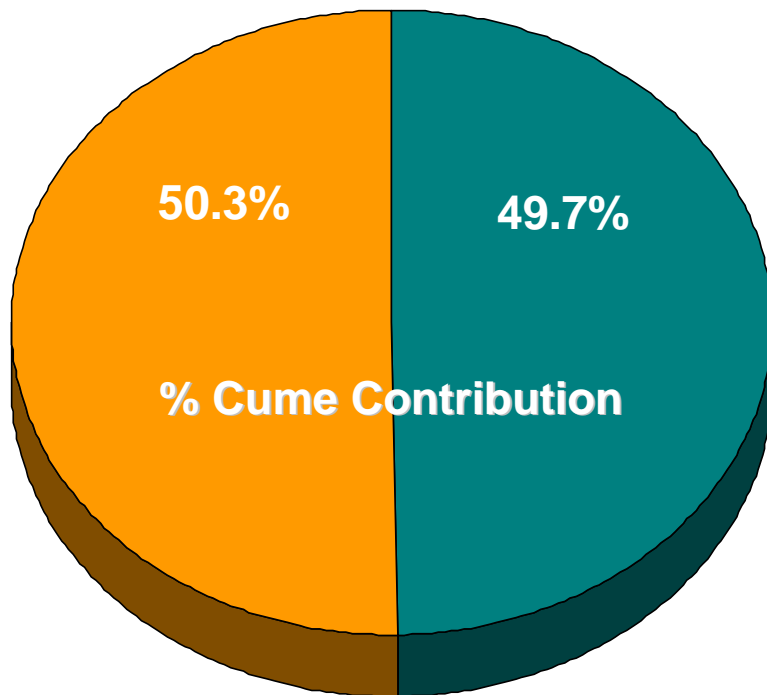
Average Station Profile
12+ AQH



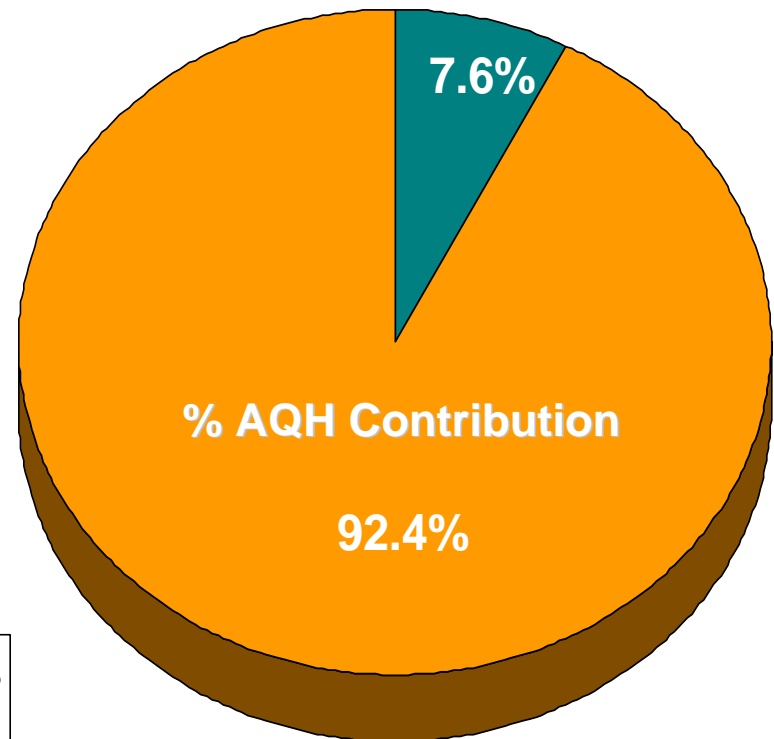
Half of the Average Station's Cume Contributes 92% of the AQH



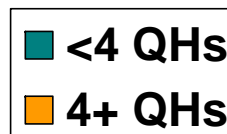
Those Listeners are Engaged



Average Station Profile
12+ Cume



Average Station Profile
12+ AQH



AWTE "4+ QHs" as "Engagement" Metric



Outlet	<4 QHs		4+ QHs		Persons 12+ Cume
	% of Total P12+ AQH	% of Total P12+ Cume	% of Total P12+ AQH	% of Total P12+ Cume	
KYW-AM	4.2	36.0	95.8	64.0	1,233,800
WBEB-FM	8.7	51.3	91.3	48.7	1,892,707
WBEN-FM	12.4	58.6	87.6	41.4	1,121,752
WDAS-FM	3.9	40.9	96.1	59.1	740,153
WHYY-FM	2.8	31.8	97.2	68.2	353,655
WIOQ-FM	15.7	56.9	84.3	43.1	1,088,976
WIP-AM	4.3	35.8	95.7	64.2	480,843
WISX-FM	14.1	57.8	85.9	42.2	966,050
WMGK-FM	8.4	52.9	91.6	47.1	1,149,485
WMMR-FM	3.8	39.7	96.2	60.3	947,727
WOGL-FM	8.6	53.5	91.4	46.5	1,284,532
WPHI-FM	10.8	51.7	89.2	48.3	740,298
WPHT-AM	5.0	37.3	95.0	62.7	726,423
WPPZ-FM	5.3	40.7	94.7	59.3	342,898
WRDW-FM	10.9	49.8	89.1	50.2	987,302
WRNB-FM	11.1	51.9	88.9	48.1	485,648
WRTI-FM	4.1	41.6	95.9	58.4	280,198
WUSL-FM	8.5	53.6	91.5	46.4	710,624
WXTU-FM	5.6	44.8	94.4	55.2	791,896
WYSP-FM	11.7	58.7	88.3	41.3	494,173

Source: PPM Apr07 Phil Weekly Sample
% AQH with and without Panelists who listen less than 1 hour per week

AWTE "4+ QHs" as "Engagement" Metric



Outlet	<4 QHs		4+ QHs		Black P 12+ Cume
	% of Total P12+ AQH	% of Total P12+ Cume	% of Total P12+ AQH	% of Total P12+ Cume	
KYW-AM	0.5	3.8	16.9	10.4	169,839
WBEB-FM	1.5	8.7	5.4	4.2	249,154
WBEN-FM	1.3	7.5	1.2	1.5	98,122
WDAS-FM	2.1	22.1	90.6	53.7	605,452
WHYY-FM	0.2	2.3	3.0	4.1	23,308
WIOQ-FM	3.1	14.5	15.6	9.2	258,594
WIP-AM	0.7	5.9	14.2	8.0	65,399
WISX-FM	4.1	18.3	32.7	15.4	328,289
WMGK-FM	0.5	3.4	1.9	1.7	61,216
WMMR-FM	0.4	3.6	2.1	1.5	49,126
WOGF-FM	1.1	7.8	6.5	5.1	178,963
WPHI-FM	5.4	23.5	72.9	31.5	453,225
WPHT-AM	0.4	2.8	4.8	3.6	45,873
WPPZ-FM	3.5	32.2	86.4	54.5	337,034
WRDW-FM	4.5	17.8	45.2	17.3	366,737
WRNB-FM	5.2	30.0	79.0	47.0	413,545
WRTI-FM	1.1	8.3	11.6	8.1	45,271
WUSL-FM	5.7	26.2	77.6	34.0	487,786
WXTU-FM	0.3	3.4	0.4	0.5	30,075
WYSP-FM	0.2	1.7	1.4	0.9	10,893

Source: PPM Apr07 Phil Weekly Sample
% AQH with and without Panelists who listen less than 1 hour per week

By Measuring Exposure There is High Sharing Even Among P1s



Percentage of P1 listeners who tuned to the following stations (Weekly Cume)

	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
KYW-AM		40%	12%	9%	20%	13%	29%	7%	17%	7%	7%	4%
WBEB-FM	24%		6%	8%	28%	15%	35%	10%	16%	3%	9%	8%
WDAS-FM	15%	21%		8%	9%	7%	16%	53%	3%	50%	63%	2%
WIP-AM	44%	41%	11%		30%	12%	28%	7%	46%	18%	4%	10%
WMGK-FM	28%	49%	7%	9%		36%	45%	10%	17%	3%	6%	13%
WMMR-FM	16%	39%	7%	8%	36%		27%	16%	8%	4%	11%	29%
WOGL-FM	23%	45%	9%	7%	31%	19%		11%	16%	8%	13%	10%
WPHI-FM	4%	34%	43%	0%	3%	3%	17%		2%	47%	62%	3%
WPHT-AM	48%	37%	4%	19%	23%	10%	28%	2%		4%	2%	2%
WRNB-FM	14%	27%	67%	7%	11%	9%	23%	47%	8%		39%	4%
WUSL-FM	5%	18%	59%	6%	3%	1%	11%	71%	0%	34%		1%
WYSP-FM	23%	29%	1%	16%	46%	43%	28%	8%	16%	1%	14%	

P1 Listeners

But it is INCIDENTAL When Shared AQHs are Compared



Percentage of P1 AQH devoted to the following P2+ stations

	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
KYW-AM		5%	1%	1%	2%	1%	3%	1%	5%	1%	0%	0%
WBEB-FM	3%		1%	1%	4%	2%	4%	1%	2%	0%	1%	1%
WDAS-FM	2%	1%		1%	1%	1%	1%	5%	0%	6%	8%	0%
WIP-AM	7%	4%	1%		4%	1%	3%	0%	5%	3%	0%	1%
WMGK-FM	4%	5%	0%	1%		4%	5%	0%	2%	1%	0%	2%
WMMR-FM	2%	4%	0%	0%	3%		2%	1%	0%	1%	1%	2%
WOGL-FM	3%	4%	1%	1%	4%	2%		1%	2%	1%	1%	0%
WPHI-FM	0%	3%	11%	0%	0%	1%	1%		0%	5%	11%	0%
WPHT-AM	8%	4%	0%	4%	2%	1%	3%	0%		1%	0%	0%
WRNB-FM	2%	2%	10%	1%	1%	2%	2%	4%	1%		3%	1%
WUSL-FM	0%	1%	26%	1%	0%	0%	1%	8%	0%	3%		0%
WYSP-FM	2%	2%	0%	2%	10%	3%	1%	0%	1%	0%	1%	

Side-by-Side Comparison



	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
WDAS-FM	15%	21%		8%	9%	7%	16%	53%	3%	50%	63%	2%
WDAS-FM	2%	1%		1%	1%	1%	1%	5%	0%	6%	8%	0%
WPHI-FM	4%	34%	43%	0%	3%	3%	17%		2%	47%	62%	3%
WPHI-FM	0%	3%	11%	0%	0%	1%	1%		0%	5%	11%	0%
WRNB-FM	14%	27%	67%	7%	11%	9%	23%	47%	8%		39%	4%
WRNB-FM	2%	2%	10%	1%	1%	2%	2%	4%	1%		3%	1%
WUSL-FM	5%	18%	59%	6%	3%	1%	11%	71%	0%	34%		1%
WUSL-FM	0%	1%	26%	1%	0%	0%	1%	8%	0%	3%		0%

The Story Works For Format Competitors as Well



	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
WDAS-FM	15%	21%		8%	9%	7%	16%	53%	3%	50%	63%	2%
WDAS-FM	2%	1%		1%	1%	1%	1%	5%	0%	6%	8%	0%
WPHI-FM	4%	34%	43%	0%	3%	3%	17%		2%	47%	62%	3%
WPHI-FM	0%	3%	11%	0%	0%	1%	1%		0%	5%	11%	0%
WRNB-FM	14%	27%	67%	7%	11%	9%	23%	47%	8%		39%	4%
WRNB-FM	2%	2%	10%	1%	1%	2%	2%	4%	1%		3%	1%
WUSL-FM	5%	18%	59%	6%	3%	1%	11%	71%	0%	34%		1%
WUSL-FM	0%	1%	26%	1%	0%	0%	1%	8%	0%	3%		0%

General Market Stations



Percentage of P1 listeners who tuned to the following stations (Weekly Cume)

	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
KYW-AM		40%	12%	9%	20%	13%	29%	7%	17%	7%	7%	4%
WBEB-FM	24%		6%	8%	28%	15%	35%	10%	16%	3%	9%	8%
WDAS-FM	15%	21%		8%	9%	7%	16%	53%	3%	50%	63%	2%
WIP-AM	44%	41%	11%		30%	12%	28%	7%	46%	18%	4%	10%
WMGK-FM	28%	49%	7%	9%		36%	45%	10%	17%	3%	6%	13%
WMMR-FM	16%	39%	7%	8%	36%		27%	16%	8%	4%	11%	29%
WOGL-FM	23%	45%	9%	7%	31%	19%		11%	16%	8%	13%	10%
WPHI-FM	4%	34%	43%	0%	3%	3%	17%		2%	47%	62%	3%
WPHT-AM	48%	37%	4%	19%	23%	10%	28%	2%		4%	2%	2%
WRNB-FM	14%	27%	67%	7%	11%	9%	23%	47%	8%		39%	4%
WUSL-FM	5%	18%	59%	6%	3%	1%	11%	71%	0%	34%		1%
WYSP-FM	23%	29%	1%	16%	46%	43%	28%	8%	16%	1%	14%	

P1 Listeners

General Market Stations



Percentage of P1 AQH devoted to the following P2+ stations

	KYW	WBEB	WDAS	WIP	WMGK	WMMR	WOGL	WPHI	WPHT	WRNB	WUSL	WYSP
KYW-AM		5%	1%	1%	2%	1%	3%	1%	5%	1%	0%	0%
WBEB-FM	3%		1%	1%	4%	2%	4%	1%	2%	0%	1%	1%
WDAS-FM	2%	1%		1%	1%	1%	1%	5%	0%	6%	8%	0%
WIP-AM	7%	4%	1%		4%	1%	3%	0%	5%	3%	0%	1%
WMGK-FM	4%	5%	0%	1%		4%	5%	0%	2%	1%	0%	2%
WMMR-FM	2%	4%	0%	0%	3%		2%	1%	0%	1%	1%	2%
WOGL-FM	3%	4%	1%	1%	4%	2%		1%	2%	1%	1%	0%
WPHI-FM	0%	3%	11%	0%	0%	1%	1%		0%	5%	11%	0%
WPHT-AM	8%	4%	0%	4%	2%	1%	3%	0%		1%	0%	0%
WRNB-FM	2%	2%	10%	1%	1%	2%	2%	4%	1%		3%	1%
WUSL-FM	0%	1%	26%	1%	0%	0%	1%	8%	0%	3%		0%
WYSP-FM	2%	2%	0%	2%	10%	3%	1%	0%	1%	0%	1%	

P1 Listeners

Myth vs. Reality



MYTH:

“The Black Listener can be effectively and efficiently reached using general market stations”

REALITY:

Urban Radio is the only way to effectively and efficiently reach the Black Consumer

In fact, the only way to reach just about ANY radio station's core audience is on its P1 station!

Urban Radio in the PPM World: Headlines



- **Urban Radio is the only way to effectively and efficiently reach the Black Consumer.**
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines

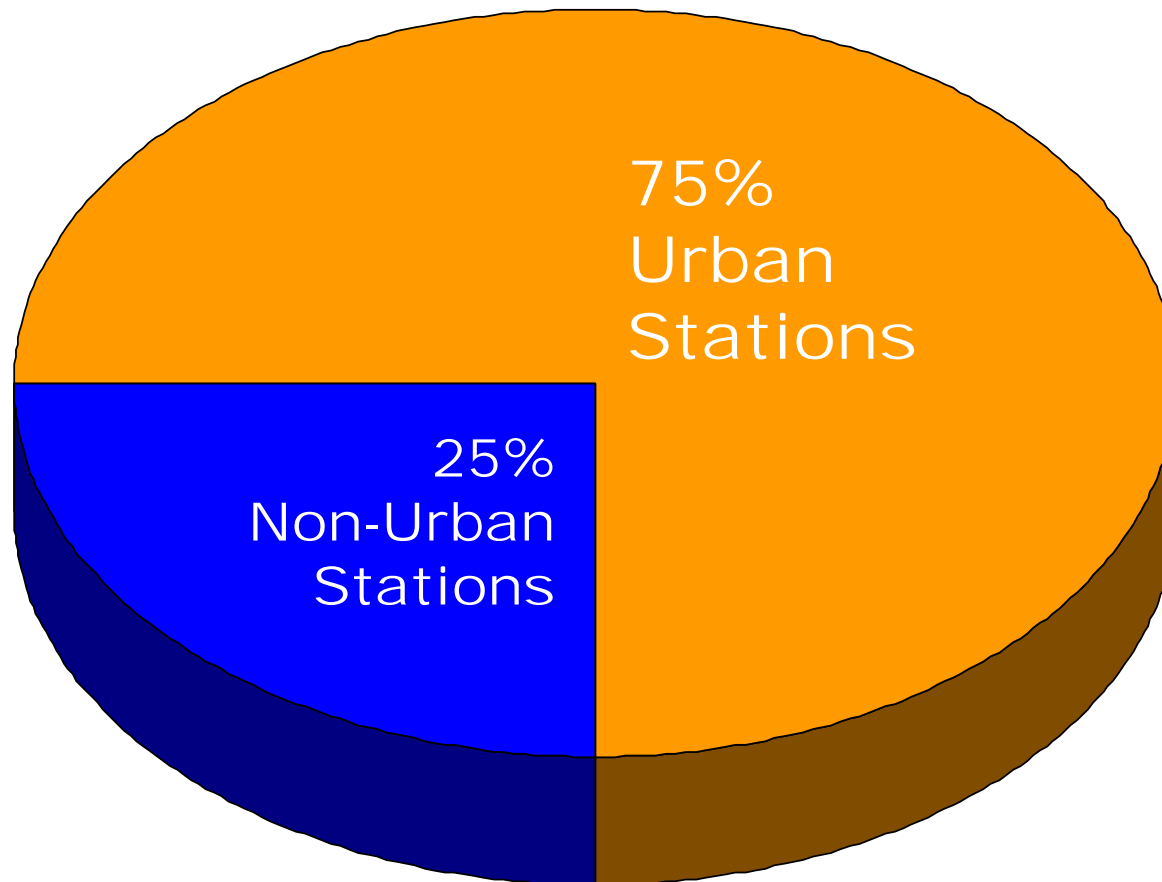


- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- **The Black Audience is extremely loyal to Urban Radio.**
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Black Listeners are Extremely Loyal to Urban Radio!



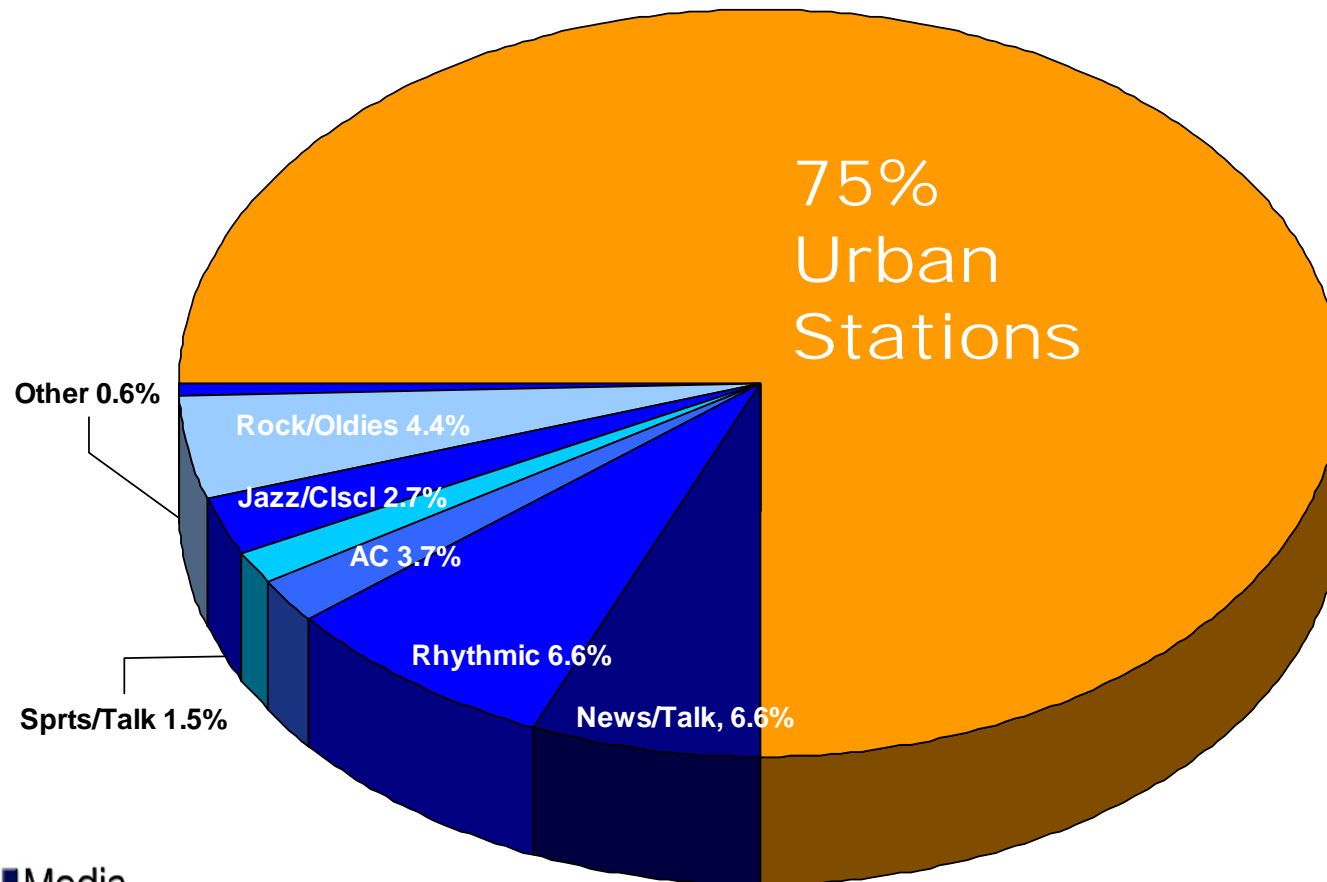
75% of All Black Persons 12+ Are P1 to Urban Radio



Black Listeners are Extremely Loyal to Urban Radio!



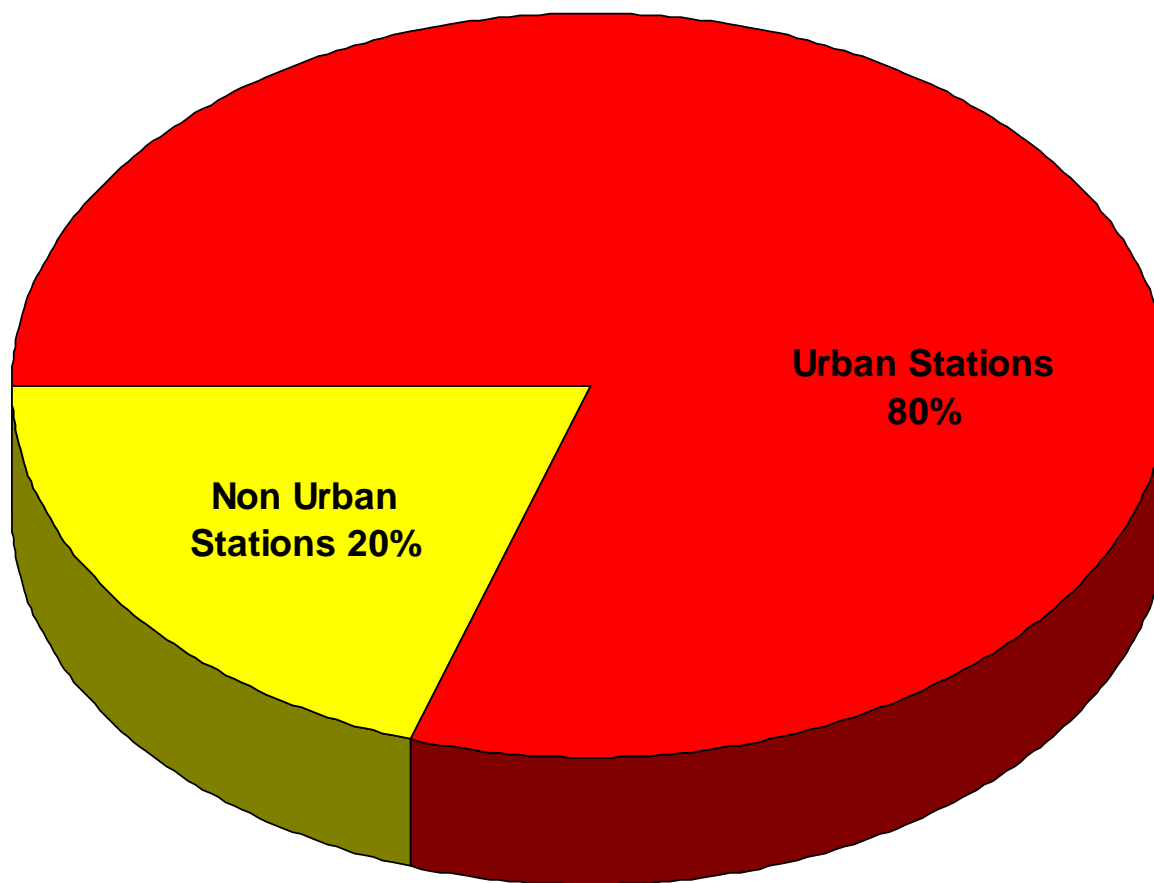
75% of All Black Persons 12+ Are P1 to Urban Radio



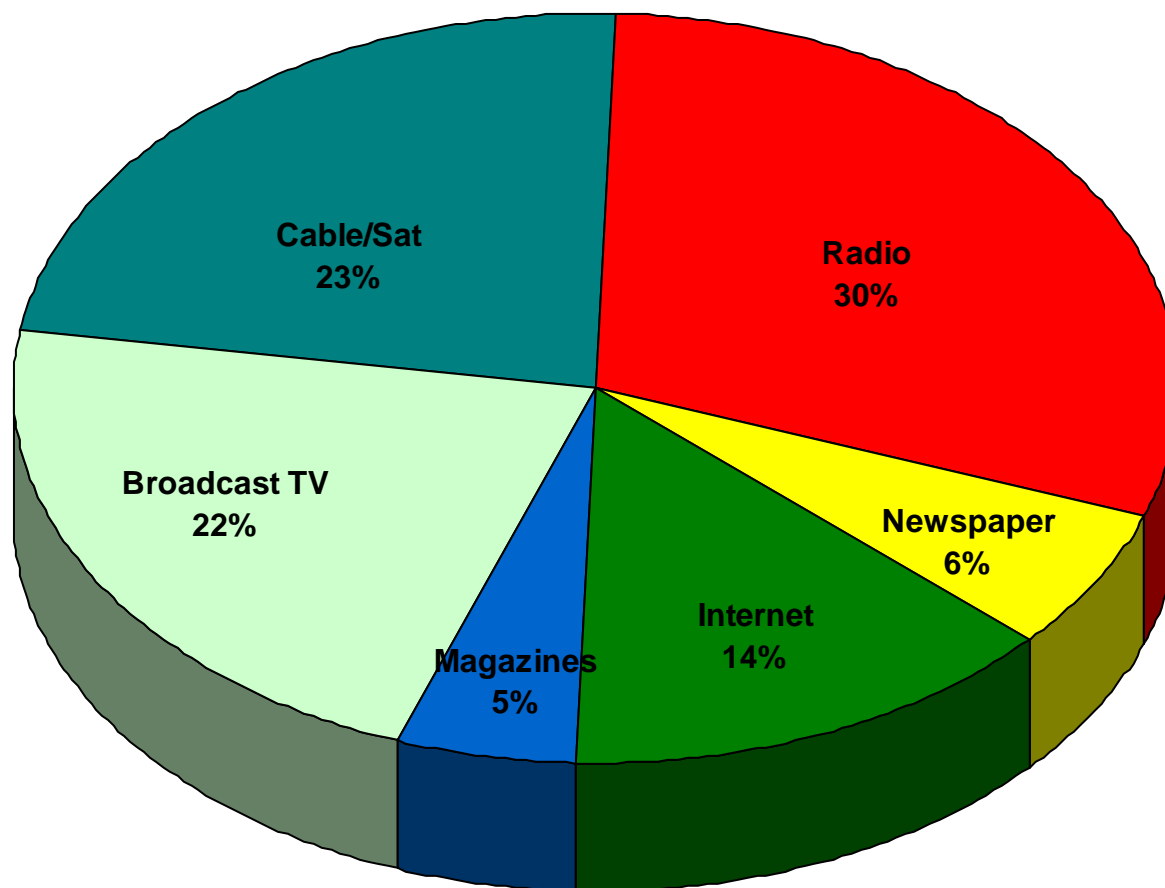
Black Listeners are Extremely Loyal to Urban Radio!



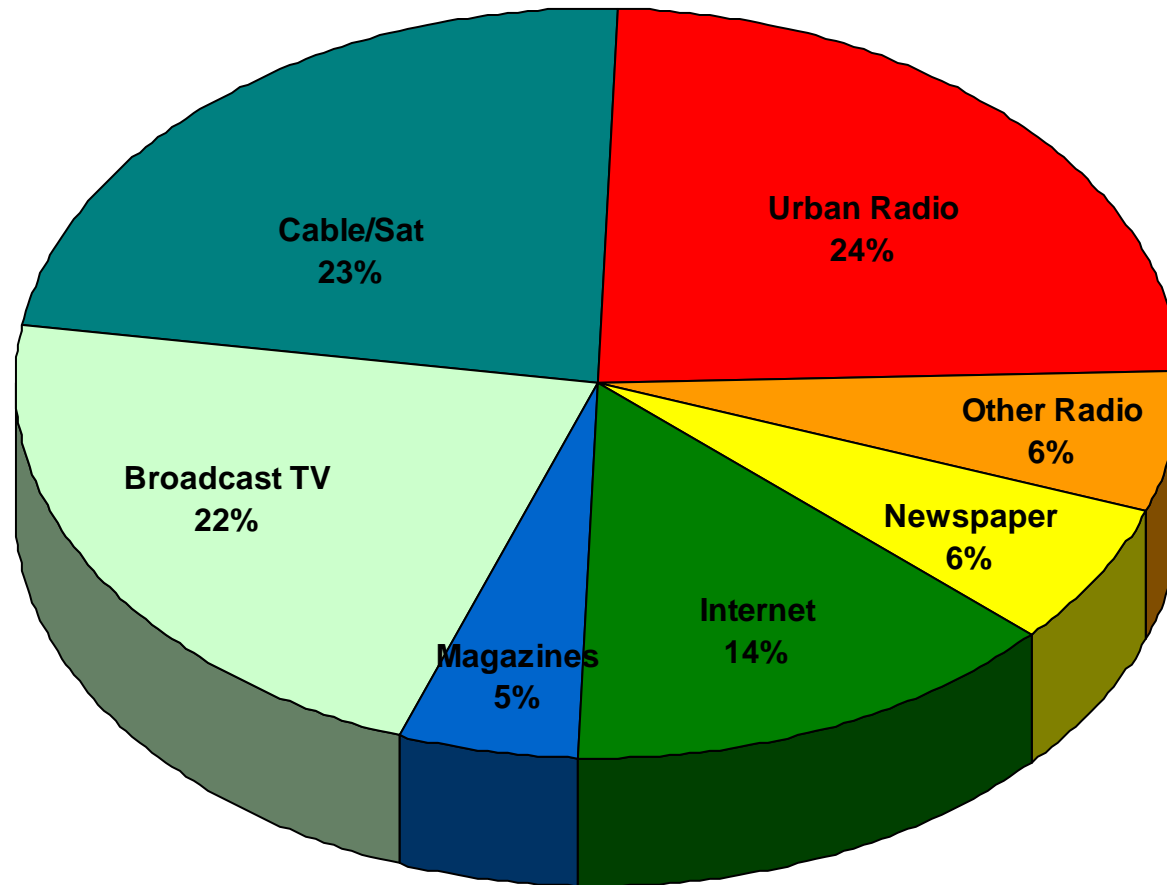
80.1% of Urban Radio P1s' QHs go to Urban Radio



African Americans' Share of Daily Time Spent with Media



African Americans' Share of Daily Time Spent with Media



Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- **The Black Audience is extremely loyal to Urban Radio.**
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- **Employment and income drive AQH ratings for Urban Radio in the PPM world.**
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

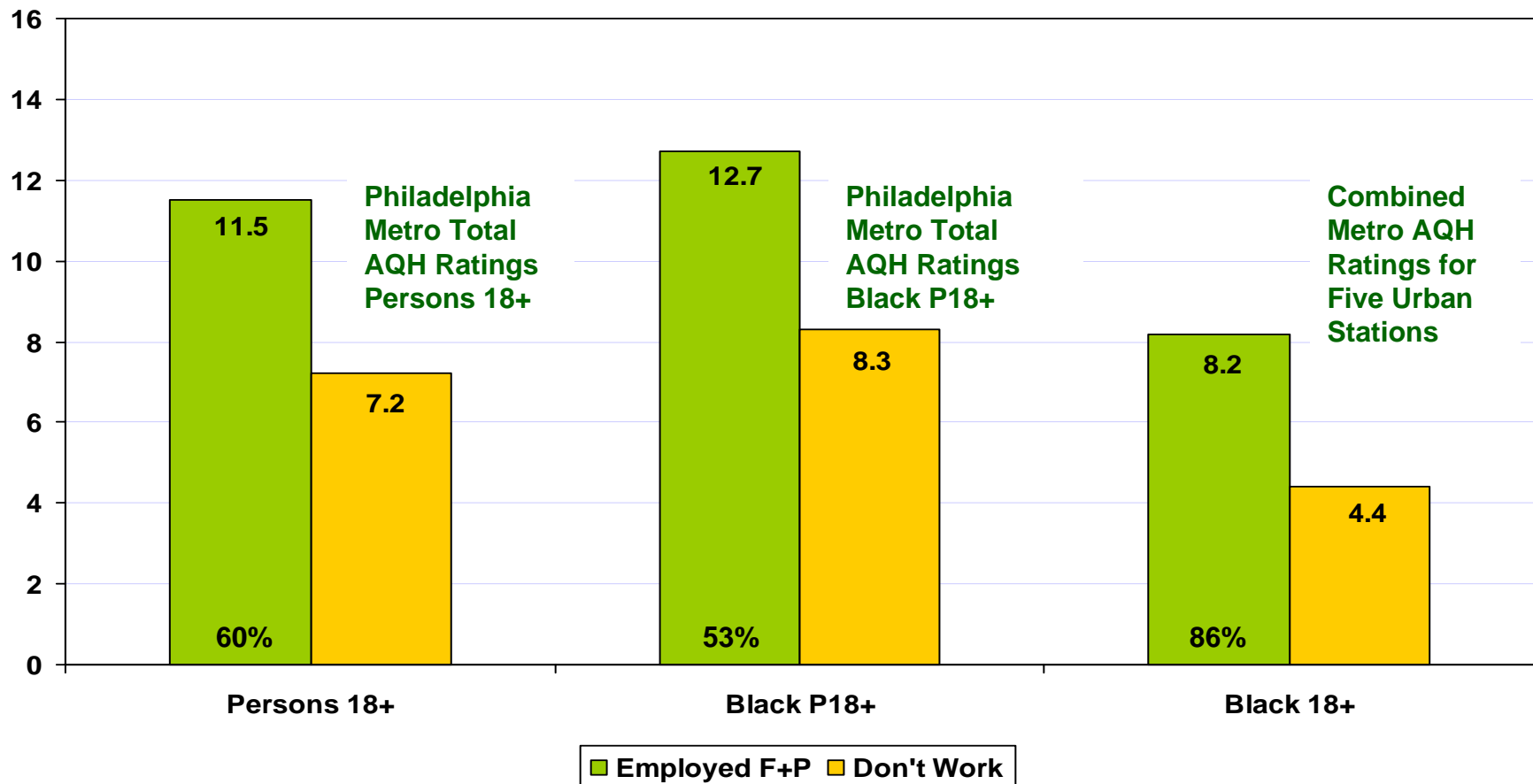


- Persons 18+ —Relevance to Employment Data
- Radio reaches 97.5% of all Black persons 18+ each week who are employed (full- or part-time).
- Radio reaches 93.8% of all Black persons 18+ who do not work (students, homemakers, retired, unemployed).
- It's "Employed" that drives Urban Radio's ratings.

“Employed” Drives AQH Ratings



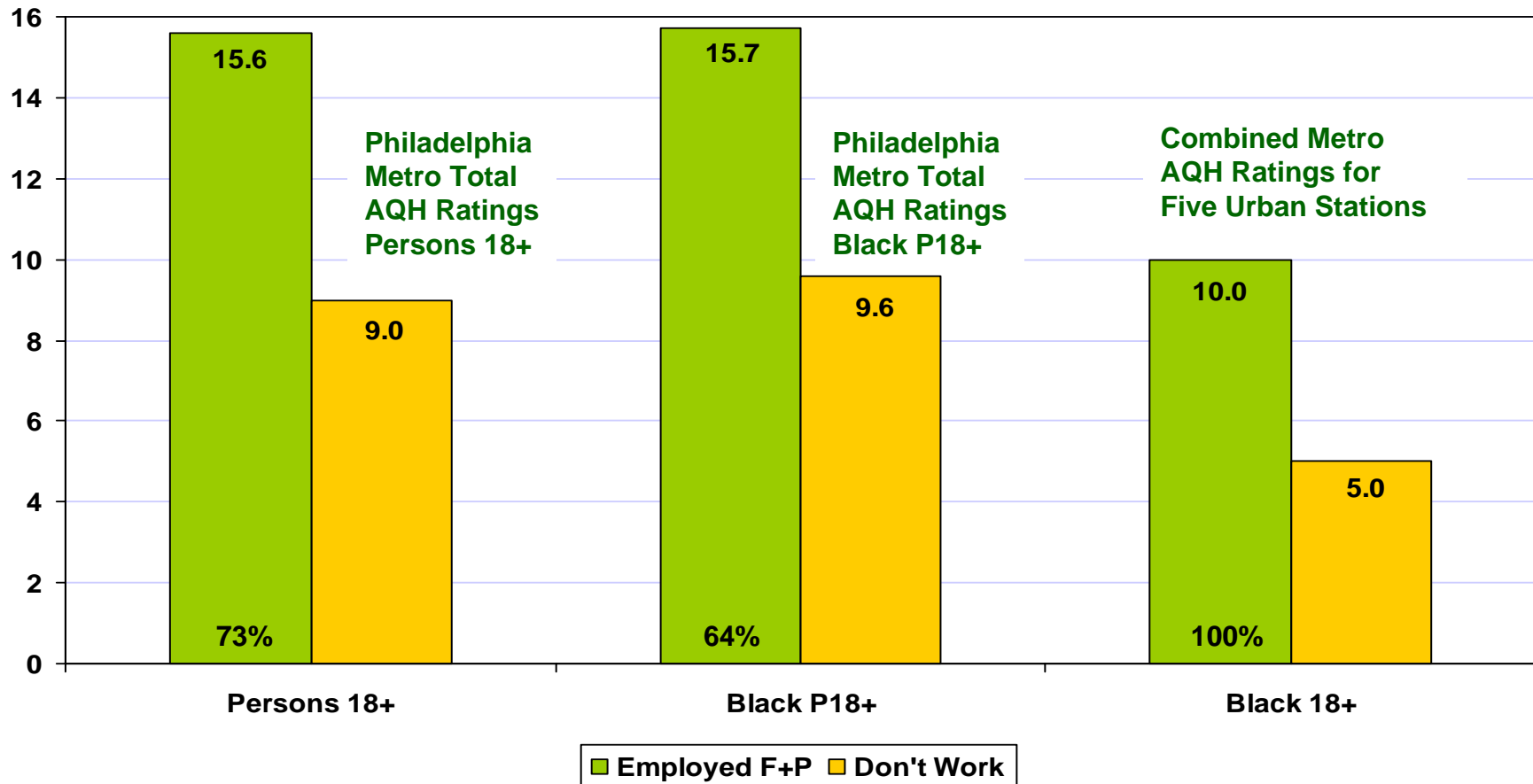
AQH Ratings - Employed Full or Part Time vs. Don't Work – Mon-Sun 6AM to 12Mid



“Employed” Drives AQH Ratings



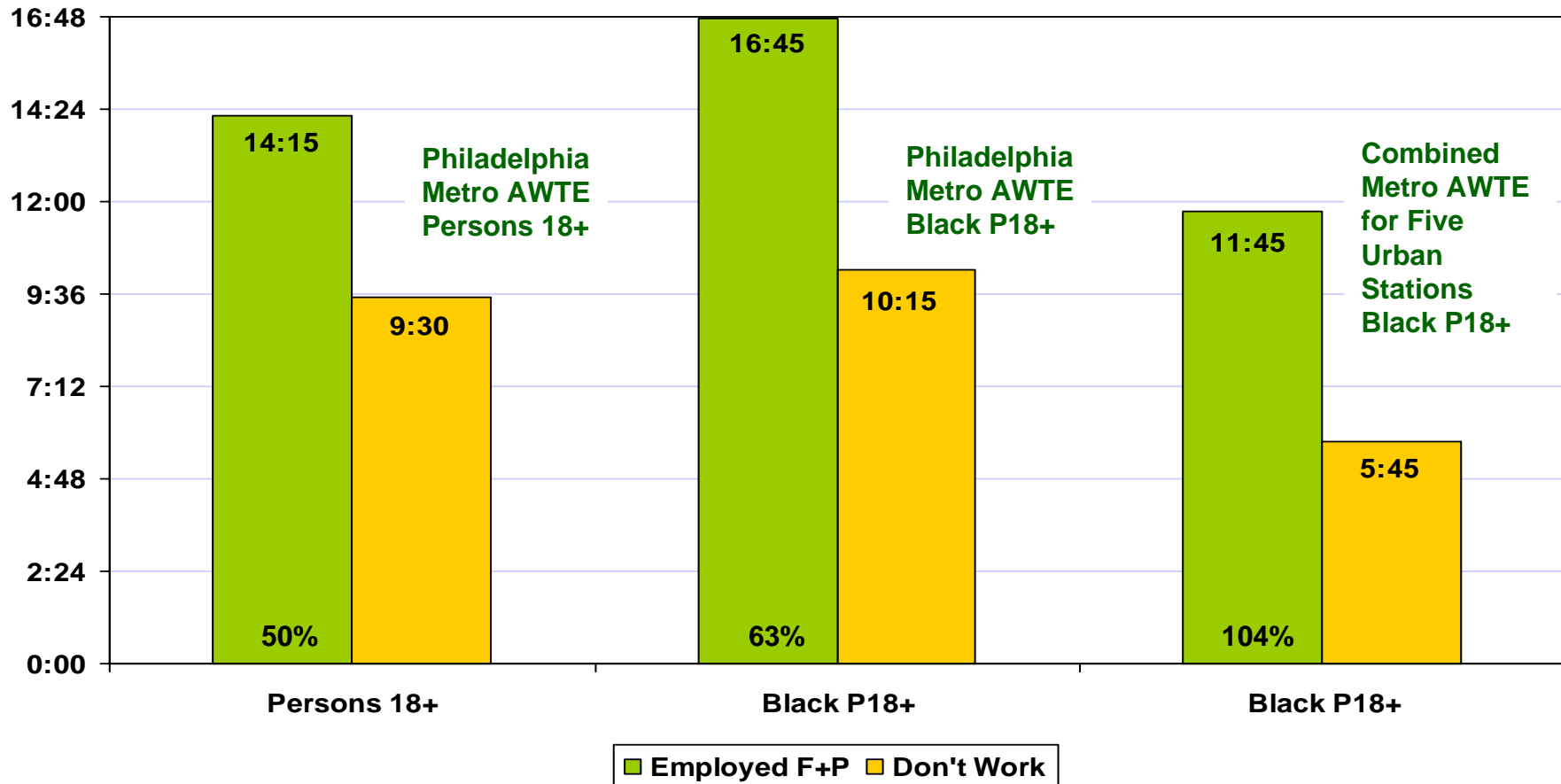
AQH Ratings - Employed Full or Part Time vs. Don't Work – Mon-Fri 6AM to 7PM



“Employed” Drives AWTE



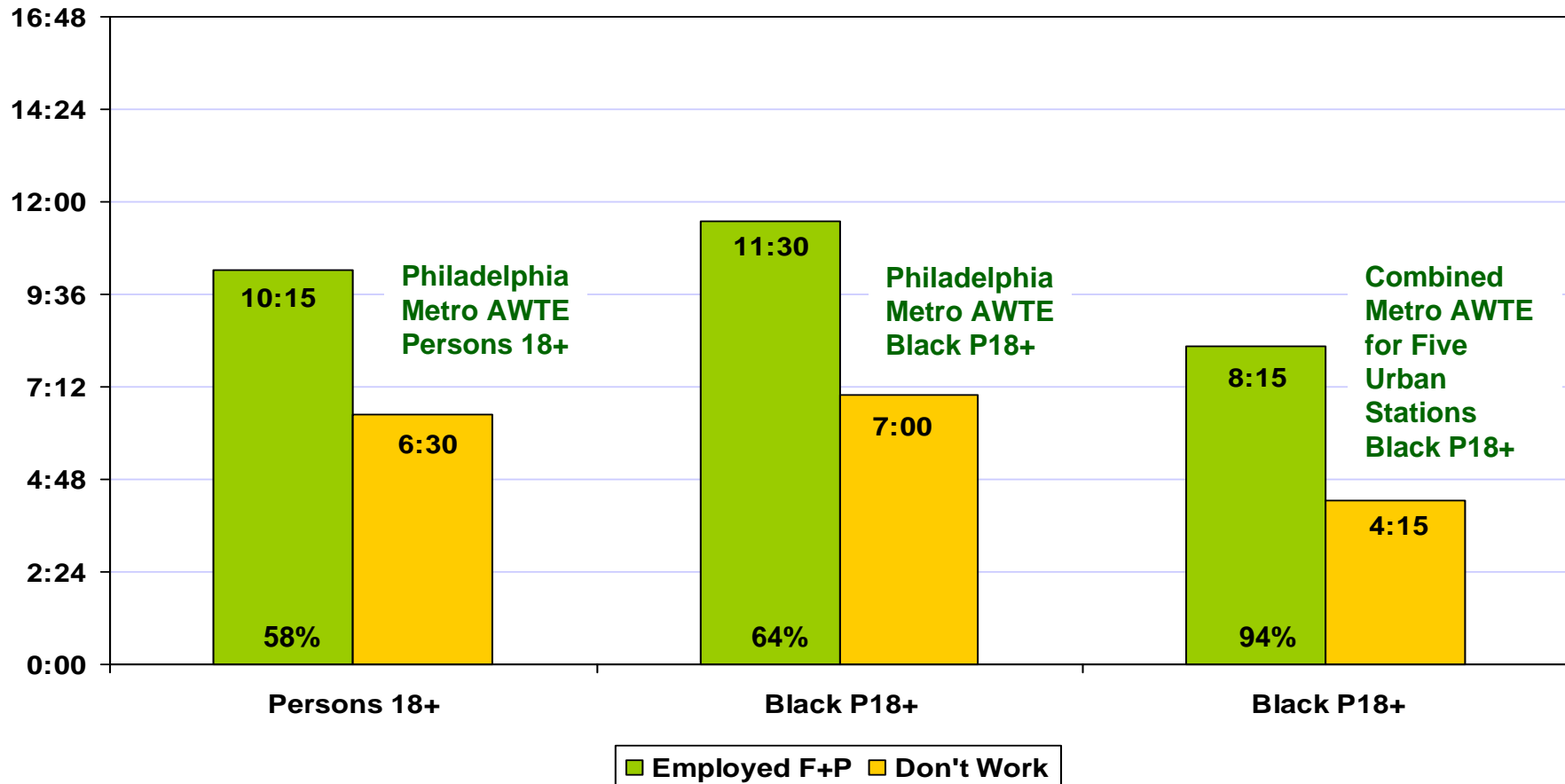
AWTE for Employed Full or Part Time vs. Don't Work – Mon-Sun 6AM - 12Mid



“Employed” Drives AWTE



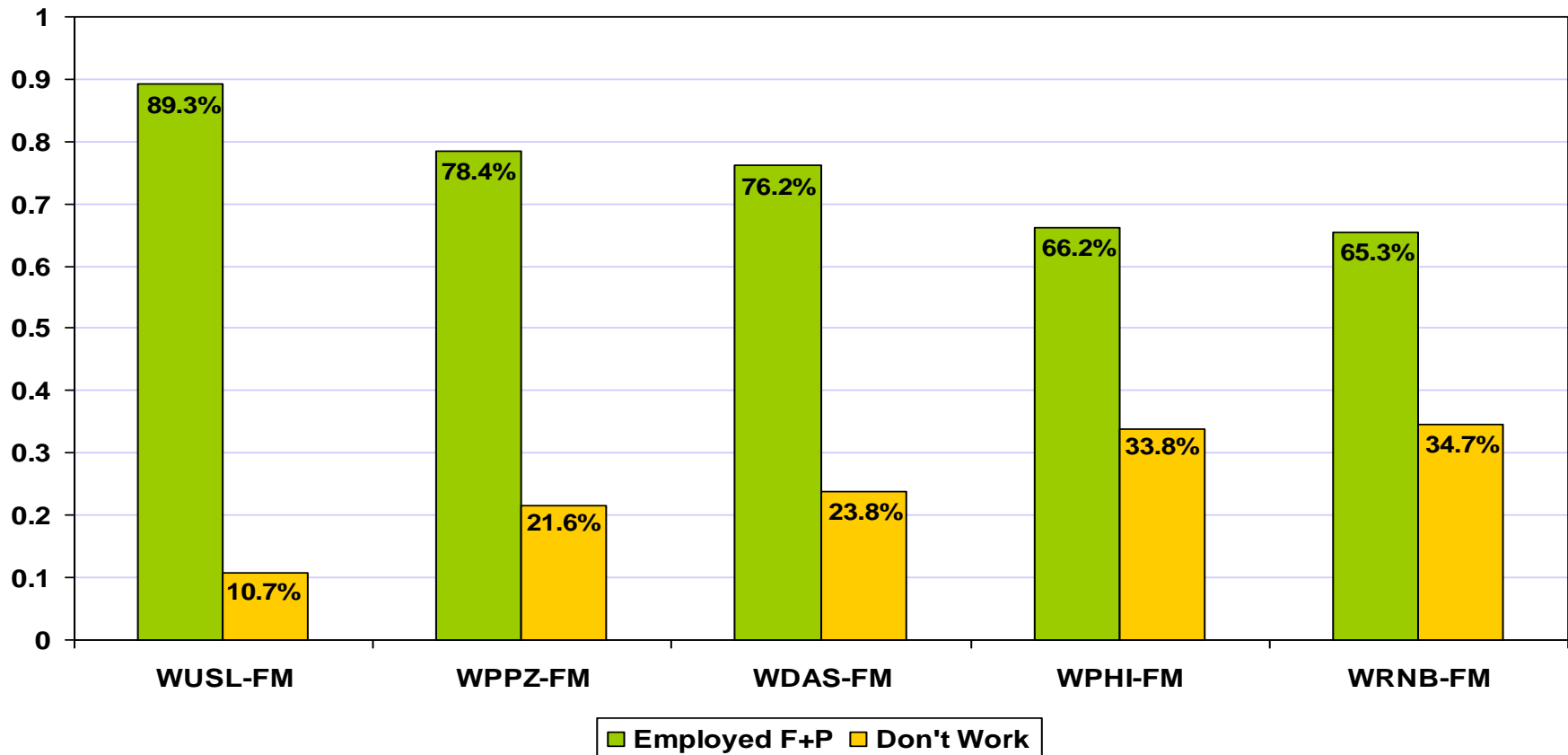
AWTE for Employed Full or Part Time vs. Don't Work – Mon Fri 6a – 7p



“Employed” Drives Black Ratings in Philadelphia



Percentage of Individual Station AQH Ratings for Black Persons
18+ Employed Full or Part Time vs. Don't Work Mon-Fri 6AM – 7PM



Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- **Employment and income drive AQH ratings for Urban Radio in the PPM world.**
- The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- **The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.**
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines



- **The qualitative data will also become a critical factor in differentiating station audiences in a PPM world of ratings compression**

Scarborough Qualitative Ranker Report



Scarborough Qualitative Ranker Report



Household Uses PNC Bank

Station	Qualitative Cume Persons	Qualitative Cume Rating	% of Station	AVG Persons	AVG Rating	Base Persons	Station Index
KYW -AM	164,689	29.0%	15.9%	5,850	1.0%	1,034,526	110
WBEB-FM	98,028	17.3%	13.5%	5,943	1.0%	728,292	93
WIP -AM	70,945	12.5%	16.9%	3,508	0.6%	418,711	117
WOGL-FM	68,263	12.0%	13.3%	3,963	0.7%	513,274	92
WMMR-FM	65,711	11.6%	13.0%	3,129	0.6%	506,772	89
<u>WDAS-FM</u>	63,871	11.2%	15.7%	6,432	1.1%	406,259	108
WYSP-FM	63,239	11.1%	12.7%	3,088	0.5%	497,349	88
WIOQ-FM	59,848	10.5%	12.7%	1,938	0.3%	470,323	88
WXTU-FM	59,649	10.5%	14.5%	3,778	0.7%	411,346	100
WMGK-FM	59,418	10.5%	13.0%	3,515	0.6%	455,507	90
WHYY-FM	56,286	9.9%	17.6%	2,894	0.5%	319,766	121
WPHT-AM	55,931	9.8%	15.1%	3,715	0.7%	370,375	104
<u>WUSL-FM</u>	54,443	9.6%	13.0%	2,825	0.5%	419,09	290
WBEN-FM	52,540	9.2%	12.5%	2,730	0.5%	421,080	86

- Qualitative Pop: 568,182
- % of Total Pop: 14.5%
- Qual Resp: 477

Household Users PNC Bank



	% of Target	Qualitative Cume	% of Left	Index
White/non-Hispanic	70.6%	400,876	14.2%	98
Black/African American	18.1%	102,692	14.7%	102
Asian	1.4%	7,735	12.5%	86
Other/non-Hispanic	2.3%	13,035	11.9%	82
Hispanic	7.7%	43,844	19.7%	136

- Qualitative Pop: 568,182
- % of Total Pop: 14.5%
- Qual Resp 477

Household Uses PNC Bank + Race = Black/ African American



Station	Qualitative Cume Persons	Qualitative Cume Rating	% of Station	AVG Persons	AVG Rating	Base Persons	Station Index
PHL URBAN - 5	90,736	80.8%	10.2%	14,282	12.7%	889,125	356
WDAS-FM	57,048	50.8%	14.0%	6,039	5.4%	406,259	490
WRNB-FM	31,883	28.4%	13.3%	3,267	2.9%	239,245	465
WUSL-FM	31,685	28.2%	7.6%	1,751	1.6%	419,092	264
WPPZ-FM	27,420	24.4%	11.5%	1,425	1.3%	238,366	401
WPHI-FM	26,168	23.3%	7.9%	1,799	1.6%	332,766	274
WISX-FM	25,759	22.9%	7.4%	1,400	1.2%	349,923	257
KYW -AM	19,548	17.4%	1.9%	804	0.7%	1,034,526	66
WIOQ-FM	18,025	16.0%	3.8%	608	0.5%	470,323	134
WRDW-FM	12,689	11.3%	3.2%	418	0.4%	394,730	112
WUBA-FM	8,940	8.0%	2.9%	493	0.4%	303,330	103
WOGL-FM	7,465	6.6%	1.5%	682	0.6%	513,274	51
WKDN-FM	7,274	6.5%	10.9%	245	0.2%	66,669	381
WHYY-FM	7,229	6.4%	2.3%	176	0.2%	319,766	79

- PHL URBAN 5 = WDAS F, WPHI F, WPPZ F, WRNB F, WUSL F
- Qualitative Pop: 112,315
- % of Total Pop: 2.9%
- Qual Resp 79

Marketing to the Black Consumer – Percentage of Black Customers in Philadelphia

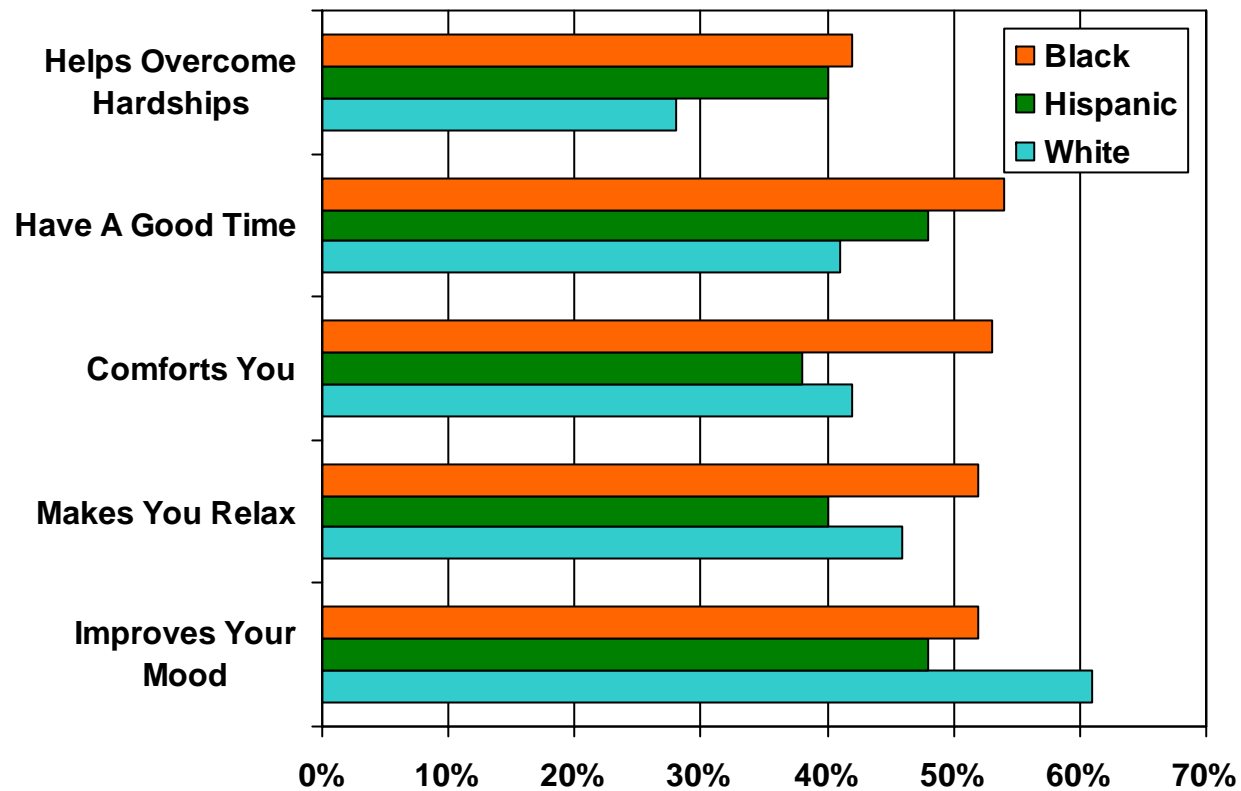


Circuit City	Bought Audio/Video Equip (yr)	19.6%
Wal-Mart	Bought Audio/Video Equip (yr)	31.6%
Acura	Vehicle Owned	23.4%
Isuzu	Vehicle Owned	22.4%
Jaguar	Vehicle Owned	32.8%
Nissan	Vehicle Owned	21.3%
Dollar General	Shopped (3 mos)	20.2%
Pathmark	Health/Beauty Items (mo)	46.0%
Rite Aid	Health/Beauty Items (mo)	32.9%
Walgreens	Health/Beauty Items (mo)	26.2%
ShopRite	Purchased most Groceries	22.3%
Whole Foods	Shopped for Groceries	20.3%
McDonalds	Visited (past mo)	23.9%
Quizno's	Visited (past mo)	24.1%
Cherry Hill Mall	Shopped (3 mos)	24.3%
Citizens Bank	Primary Bank HH Uses	20.6%

Black Listeners Are Emotionally Connected with Radio



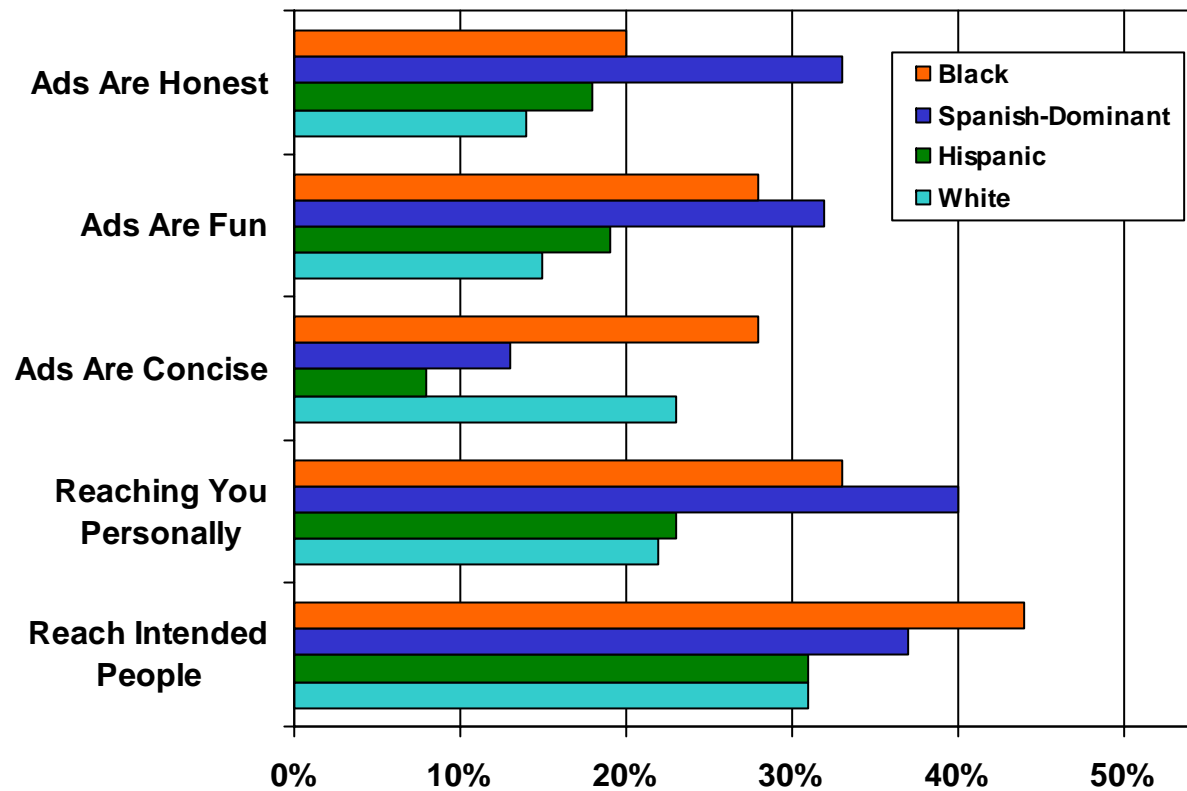
Pct of Group Choosing Radio Over Other Media For This Emotion



Black Listeners Are Receptive to Radio Ads



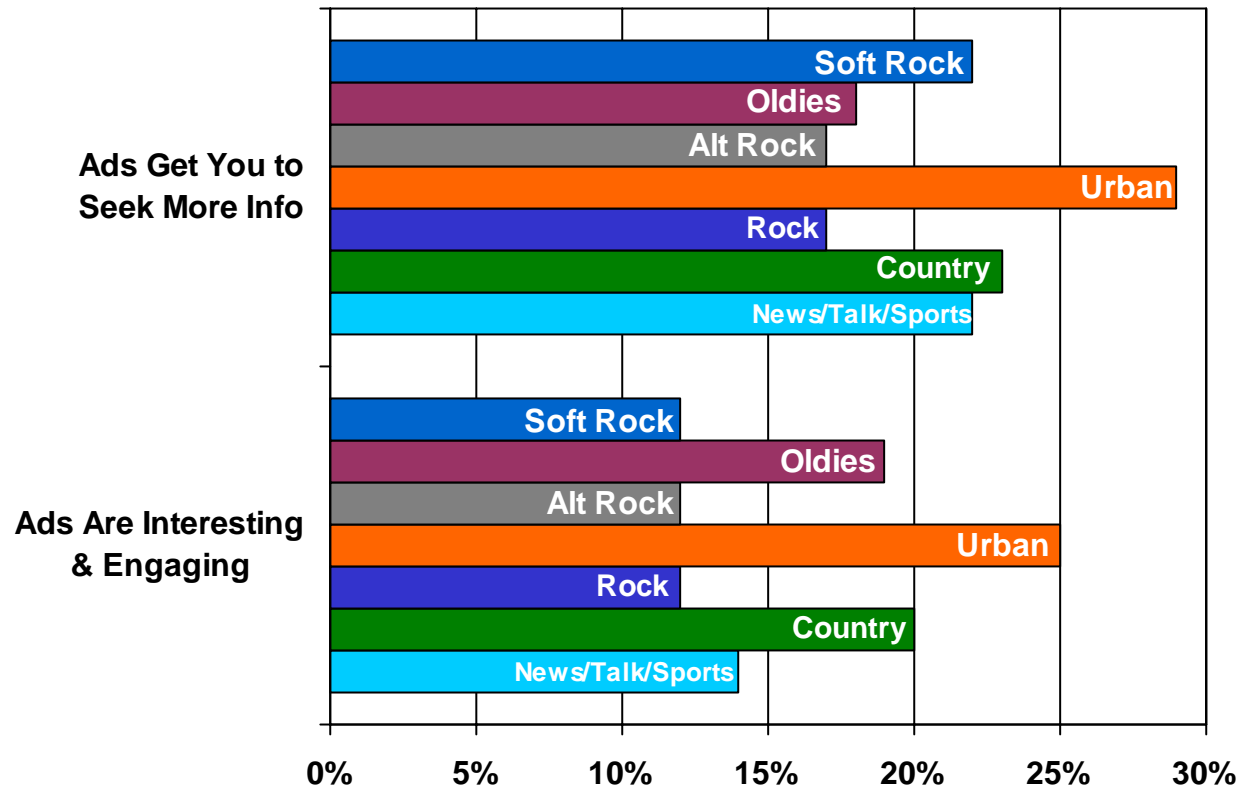
Pct of Group Choosing Radio Over Other Media For This Emotion



Radio Ads Are Particularly Effective on Urban Stations



Pct of "Favorite Format" Group Choosing Top Two Boxes for Radio





COMMERCIAL AUDIENCES: HOW DOES RADIO HOLD ITS AUDIENCE THROUGH THE COMMERCIAL BREAK?

Leslie Wood, Leslie Wood Research
Philippe Generali, RCS Worldwide

Houston and Philadelphia, March 2007; Arbitron's PPM Minute Level Data and Media Monitors Commercials – 119,776 Commercial Breaks

Urban Radio in the PPM World: Headlines



- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- **The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.**
- Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.

Urban Radio in the PPM World: Headlines

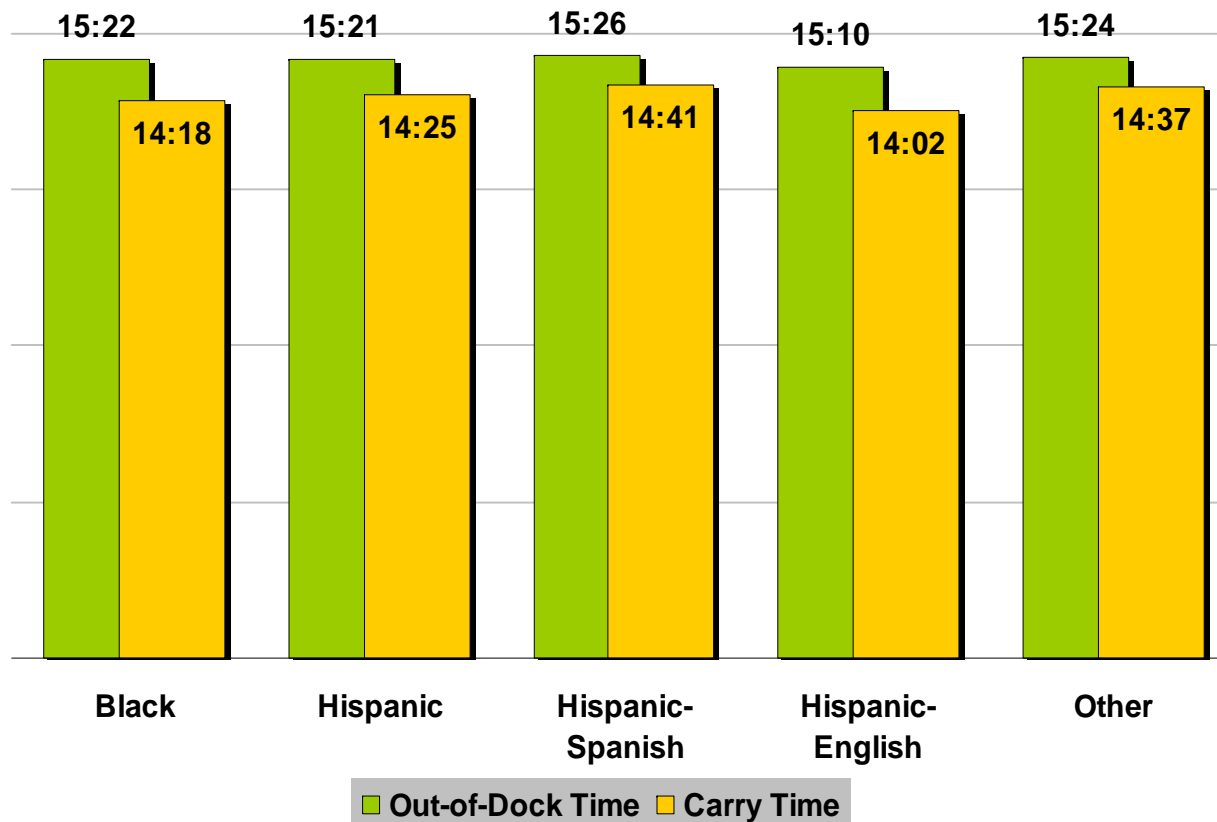


- Urban Radio is the only way to effectively and efficiently reach the Black Consumer.
- The Black Audience is extremely loyal to Urban Radio.
- Employment and income drive AQH ratings for Urban Radio in the PPM world.
- The qualitative data shows the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.
- **Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.**

Median Carry Times by Race/ Ethnicity and Language Groups



Median Out-of-Dock and Carry Times

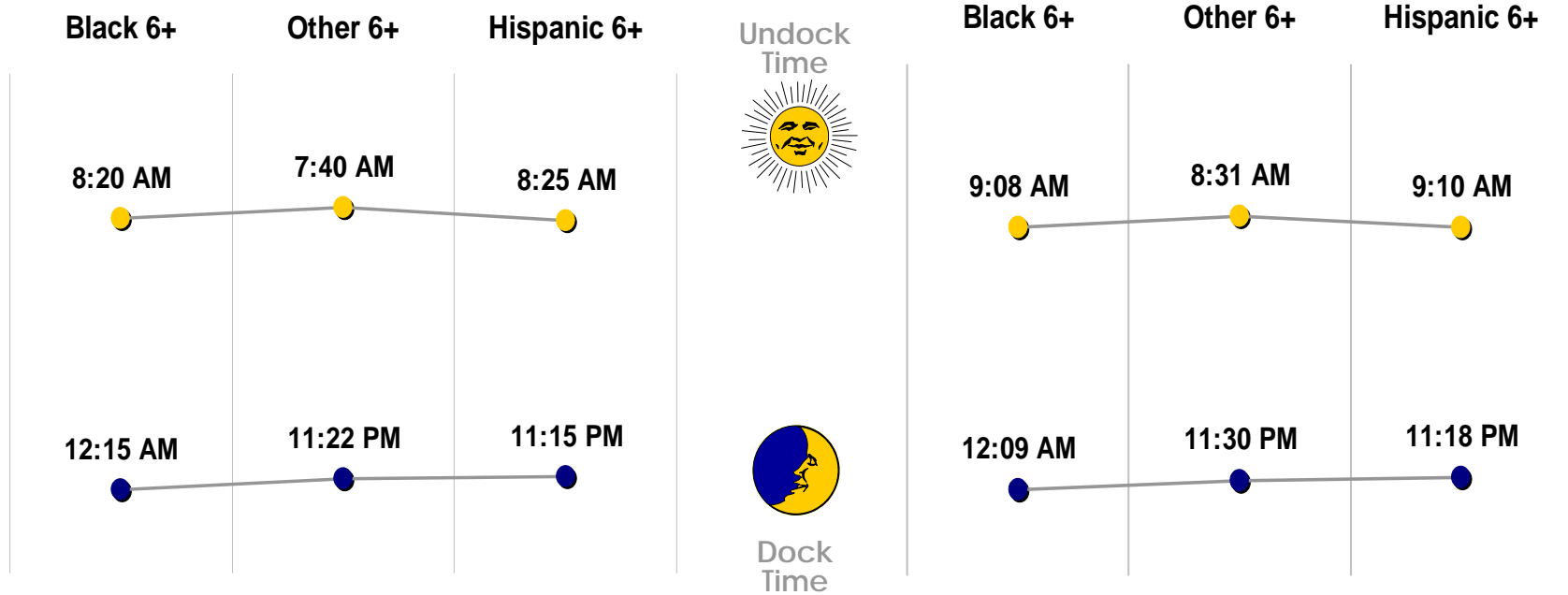


Median Undock/Dock Times Are Consistent Across Race/Ethnicity and Language Groups



Weekdays

Weekends



Urban Radio in the PPM World: Headlines



- **Urban Radio is the only way to effectively and efficiently reach the Black Consumer.**
- **The Black Audience is extremely loyal to Urban Radio.**
- **Employment and income drive AQH ratings for Urban Radio in the PPM world.**
- **The qualitative data show the importance of Black Consumers to almost every major business category and it shows a practical solution for reaching them.**
- **Arbitron's PPM methodology gives us better insight into how to target and reach this essential consumer segment.**

Thank you!



For more information please contact:

ROI Media Solutions

Mark Shannon O'Neill or Josh Rose
11500 W Olympic Blvd Ste 400
Los Angeles, CA 90064
866.211.2580

Arbitron, Inc.

Julian Davis
Director of Urban Media Services
770.668.5409
julian.davis@arbitron.com

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.

