

What Is a Radio Station?

Arbitron now defines a “radio station” as:

- A government-licensed AM or FM station (as it always has)
- An HD Radio® (primary or multicast) station
- An Internet stream of a government-licensed station
- Potentially, satellite radio channels from XM® or SIRIUS®
- Potentially, stations that are not government-licensed

How Digital Stations Are Identified in Arbitron’s Systems and Reports

Band ID	Station	Example
AM	Analog AM station	WAAA-AM
FM	Analog FM station	WBBB-FM
HA	Digital AM station	WAAA-HA
HF	Digital FM station	WBBB-HF
IA	Internet stream of an AM station	WAAA-IA
IF	Internet stream of an FM station	WBBB-IF
F2, F3...F9	HD-multicast station	WBBB-F2, WBBB-F3
G2, G3...G9	The Internet stream of an HD-multicast station	WBBB-G2, WBBB-G3

Crediting Reporting Digital Radio in Arbitron’s Syndicated Services

Because the radio marketplace is quickly evolving, it is critical that we all use the same terms in the same fashion.

Station Type	Definition	+2 Band ID	DIARY: Included in PUR?	DIARY: Station Estimates Reported?	PPM: Included in PUMM?	PPM: Station Estimates Reported?
HD-primary station	HD1 “The digital version of an analog station”	WAAA-HF WAAA-HA	YES	YES. Credit is assigned to the station and is included in the estimates published for the analog station.	YES	YES
HD-multicast stations	HD2, HD3, HD4 “The stations between the stations”	WAAA-F2 WAAA-F3 WAAA-F4	YES	NO. Credit is assigned to the individual station, but estimates for the station are not reported.	YES	YES
Internet stream of an AM station	Internet AM	WAAA-IA	YES	YES, if the AM station and Internet stream requested TLR. If the stations did not request TLR, then estimates are not reported for the Internet station.	YES	YES. Station will be reported separately if TLR is not requested.
Internet Stream of an FM station	Internet FM	WAAA-IF	YES	YES, if the FM station and Internet stream requested TLR. If the stations did not request TLR, then estimates are not reported for the Internet station.	YES	YES. Station will be reported separately if TLR is not requested.
Internet stream of an HD-multicast station	Internet multicast	WAAA-G2 WAAA-G3	YES	NO. Credit is assigned to the Internet station, but estimates for the station are not reported.	YES	YES. Station will be reported separately if TLR is not requested.
Internet-only radio	Streamed audio that is not broadcast in any form Ex: Pandora.com	N/A	NO	NO	NO	NO
Satellite radio	A channel broadcast by either XM or SIRIUS	CAAA-SA	YES	NO. Credit is assigned to the satellite channel, but estimates for the station are not reported.	NO*	NO*
Internet stream of a satellite radio channel	Satellite radio delivered via Internet	CAAA-IS	YES	NO	NO*	NO*
Non-licensed radio	Pirate radio stations, shortwave radio, subcarriers	N/A	NO	NO	NO	NO

Effective for the Summer 2008 Diary survey and the July 2008 PPM report period.

*At the time of this writing, neither satellite radio service has elected to encode its channels.



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