

Urban Radio in the PPM™ World: *Applying Lessons Learned in Philadelphia and Houston to Planning for 2008 PPM Conversion*

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PPM Implementation Team



What a Difference A Day Makes

“What PPM adds is that you can really identify who is listening to a particular station and who is not. That means that radio stations can now prove things to advertisers that could not be demonstrated with diary data. "For example, the theory that you could reach the African-American audience with general market stations. It cannot be done. And now we can show that,"

Rick Cummings, RBR 10/8/07



What People Are Saying About PPM Conversion

...if you are not the champion of this data, you will be the victim of it. PPM gives us the ability to understand the unique value of each station.

*Paul Hunt
VP/Media Director
Burrell Communications Group*

From the Power of Urban Radio Symposium in New York, 9/20/07



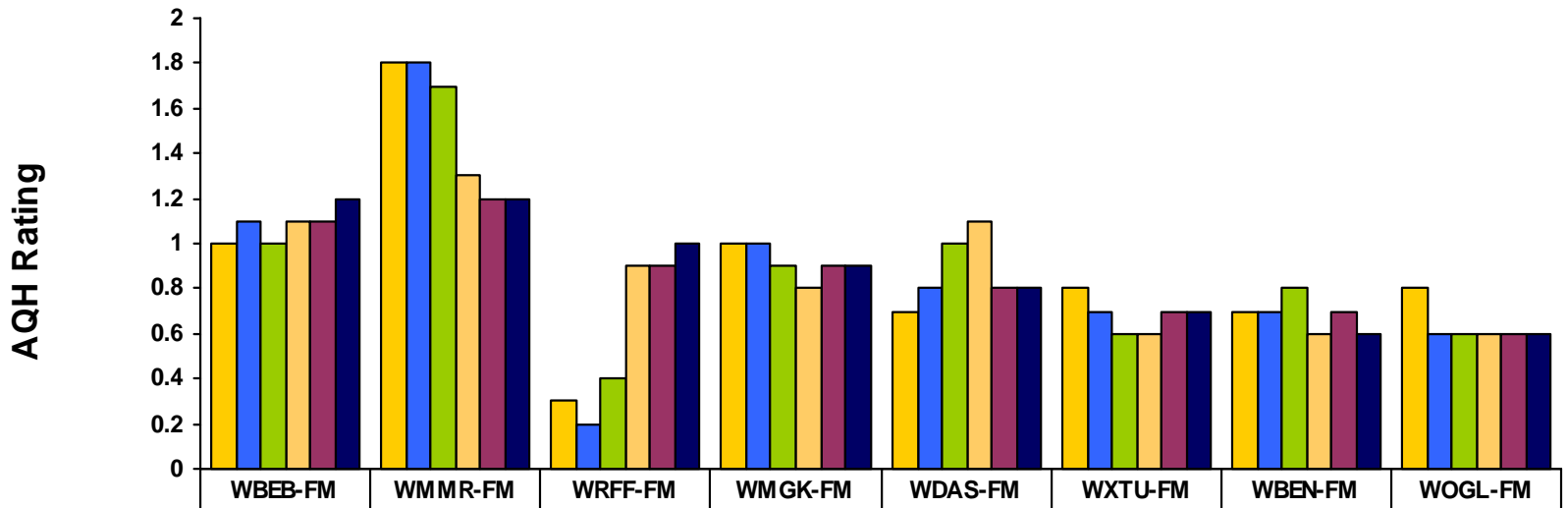
Urban Radio Update

Our Agenda for today

- 1. Review PPM data trends Philadelphia and Houston**
- 2. Take a closer look into cause of one stations ratings growth**
- 3. Insight into Buy/Sell process in a PPM World**
- 4. Preparing for PPM in 2008**
- 5. Review what resources available to aid in your transition**

Philadelphia PPM Trend

Persons 18-49 AQH Rating, Monday-Friday 6a-7p

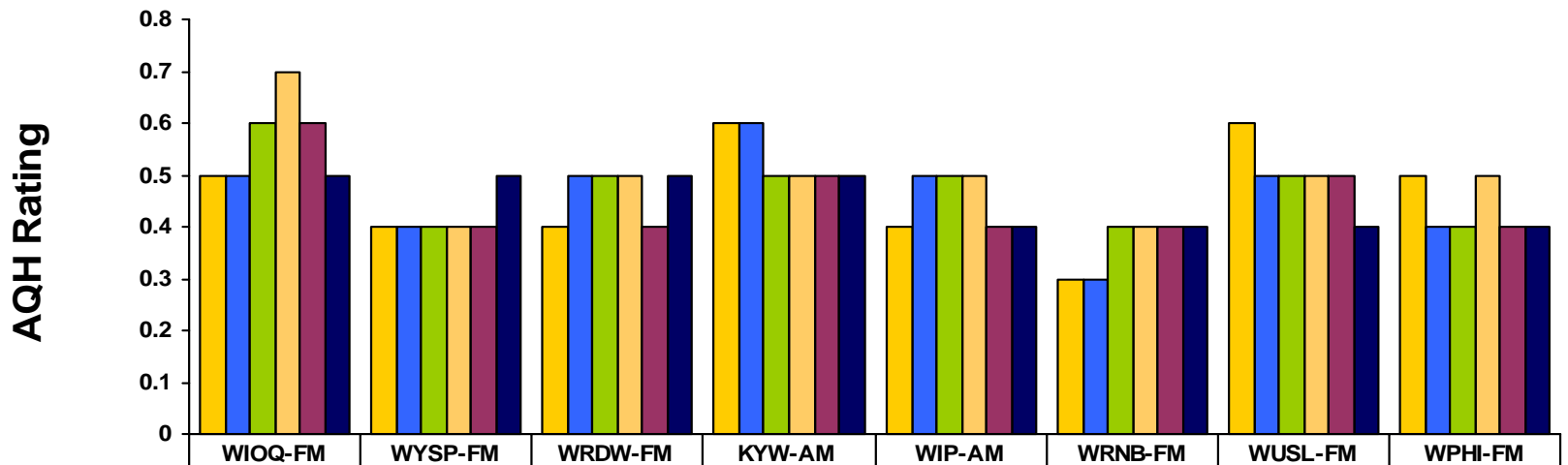


	WBEB-FM	WMMR-FM	WRFF-FM	WMGK-FM	WDAS-FM	WXTU-FM	WBEN-FM	WOGL-FM
MARCH 2007	1	1.8	0.3	1	0.7	0.8	0.7	0.8
APRIL 2007	1.1	1.8	0.2	1	0.8	0.7	0.7	0.6
MAY 2007	1	1.7	0.4	0.9	1	0.6	0.8	0.6
JUNE 2007	1.1	1.3	0.9	0.8	1.1	0.6	0.6	0.6
JULY 2007	1.1	1.2	0.9	0.9	0.8	0.7	0.7	0.6
AUGUST 2007	1.2	1.2	1	0.9	0.8	0.7	0.6	0.6



Philadelphia PPM Trend

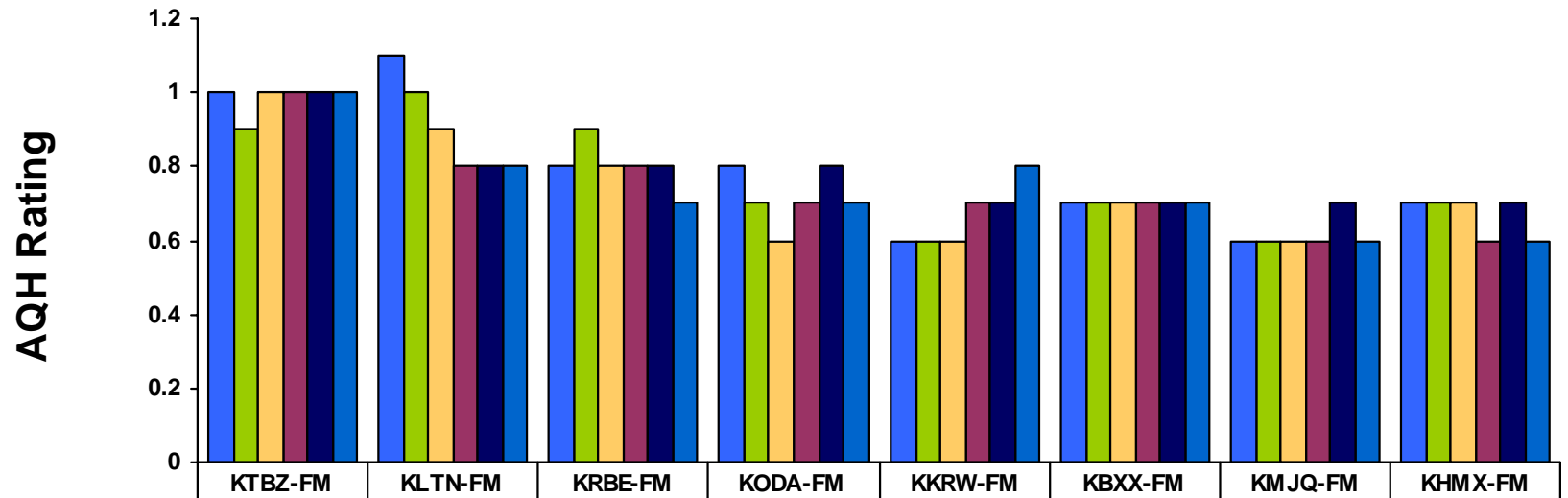
Persons 18-49 AQH Rating, Monday-Friday 6a-7p



	WIOQ-FM	WYSP-FM	WRDW-FM	KYW-AM	WIP-AM	WRNB-FM	WUSL-FM	WPHI-FM
MARCH 2007	0.5	0.4	0.4	0.6	0.4	0.3	0.6	0.5
APRIL 2007	0.5	0.4	0.5	0.6	0.5	0.3	0.5	0.4
MAY 2007	0.6	0.4	0.5	0.5	0.5	0.4	0.5	0.4
JUNE 2007	0.7	0.4	0.5	0.5	0.5	0.4	0.5	0.5
JULY 2007	0.6	0.4	0.4	0.5	0.4	0.4	0.5	0.4
AUGUST 2007	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4

Houston PPM Trend

Persons 18-49 AQH Rating, Monday-Friday 6a-7p

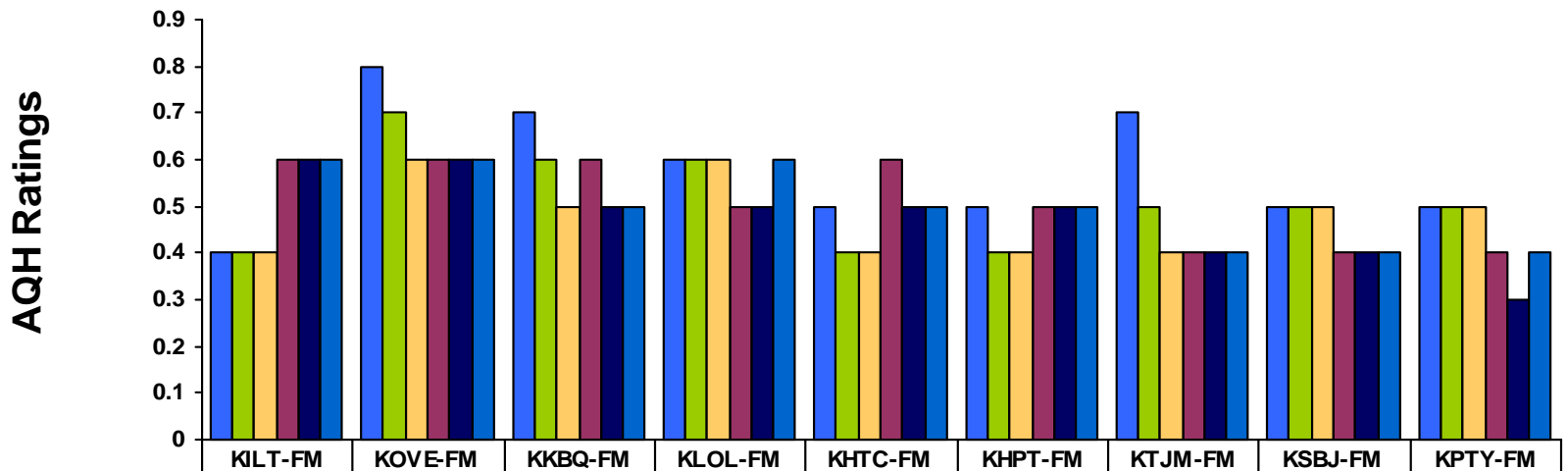


	KTBZ-FM	KLTN-FM	KRBE-FM	KODA-FM	KKRW-FM	KBXX-FM	KMJQ-FM	KHM X-FM
MARCH 2007	1	1.1	0.8	0.8	0.6	0.7	0.6	0.7
APRIL 2007	0.9	1	0.9	0.7	0.6	0.7	0.6	0.7
MAY 2007	1	0.9	0.8	0.6	0.6	0.7	0.6	0.7
JUNE 2007	1	0.8	0.8	0.7	0.7	0.7	0.6	0.6
JULY 2007	1	0.8	0.8	0.8	0.7	0.7	0.7	0.7
AUGUST 2007	1	0.8	0.7	0.7	0.8	0.7	0.6	0.6



Houston PPM Trend

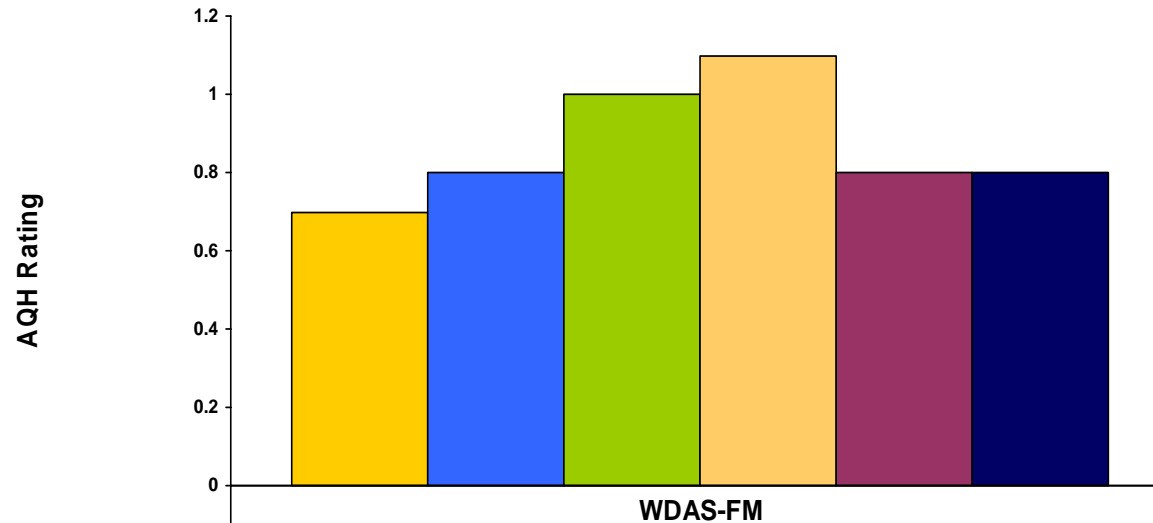
Persons 18-49 AQH Rating, Monday-Friday 6a-7p



	KILT-FM	KOVE-FM	KKBQ-FM	KLOL-FM	KHTC-FM	KHPT-FM	KTJM-FM	KSBJ-FM	KPTY-FM
MARCH 2007	0.4	0.8	0.7	0.6	0.5	0.5	0.7	0.5	0.5
APRIL 2007	0.4	0.7	0.6	0.6	0.4	0.4	0.5	0.5	0.5
MAY 2007	0.4	0.6	0.5	0.6	0.4	0.4	0.4	0.5	0.5
JUNE 2007	0.6	0.6	0.6	0.5	0.6	0.5	0.4	0.4	0.4
JULY 2007	0.6	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.3
AUGUST 2007	0.6	0.6	0.5	0.6	0.5	0.5	0.4	0.4	0.4

Update For Urban In Philadelphia How Did WDAS Increase Their Ratings?

Persons 18-49 AQH Rating, Monday-Friday 6a-7p



	WDAS-FM
MARCH 2007	0.7
APRIL 2007	0.8
MAY 2007	1
JUNE 2007	1.1
JULY 2007	0.8
AUGUST 2007	0.8

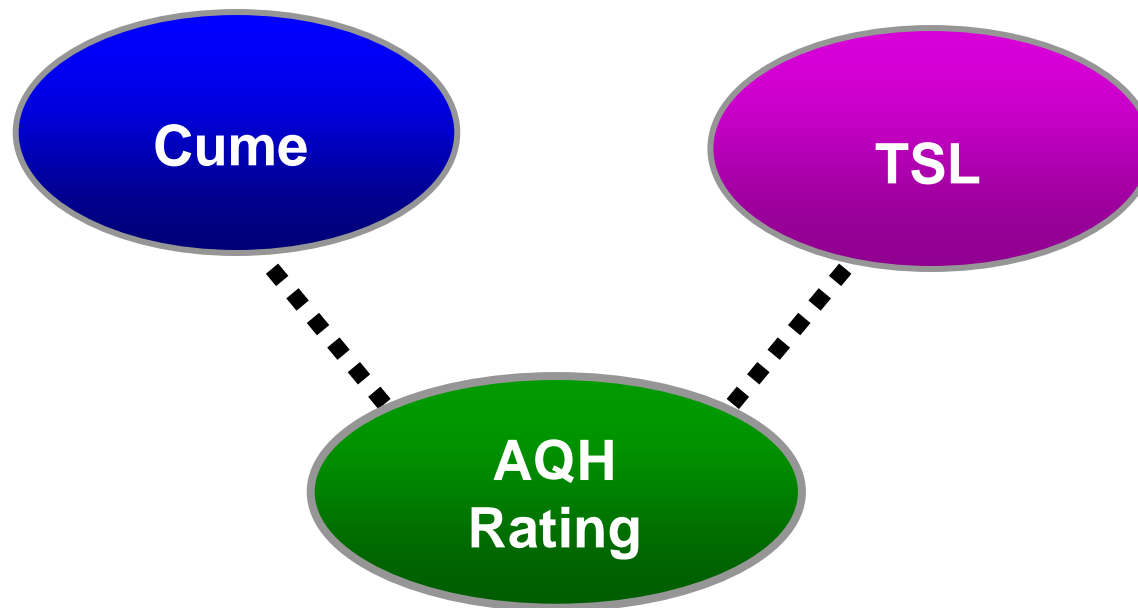
All Listening Is Created Equal, No Matter the Measurement Device

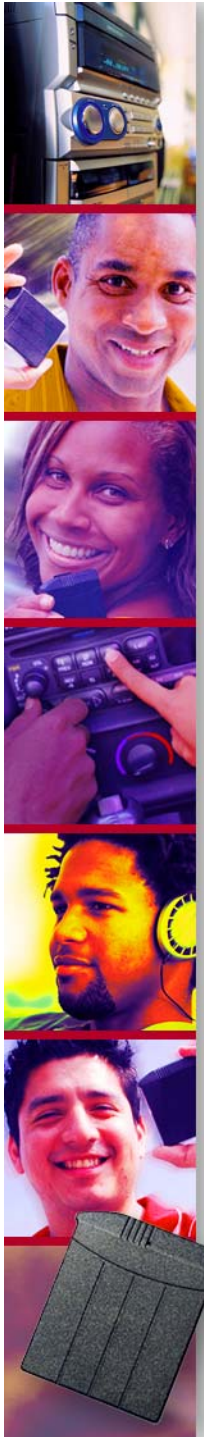
Let's review the basics of what comprises a radio rating point:

Cume - the number of different listeners for a radio station

Time Spent Listening - average amount of time a person listens to a station.

These two elements create the **Average Quarter Hour** rating.



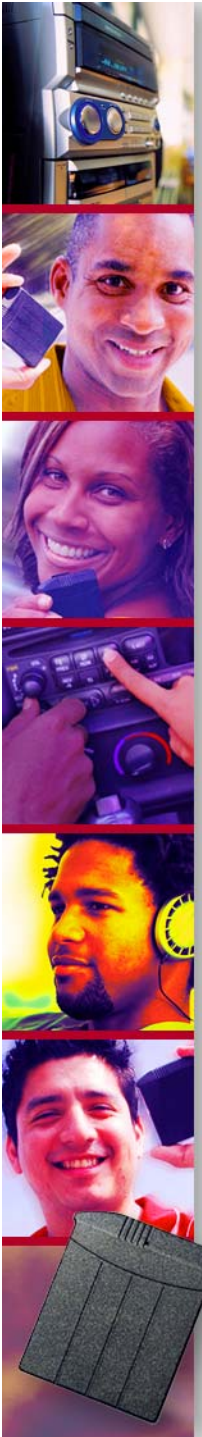


The Real Story

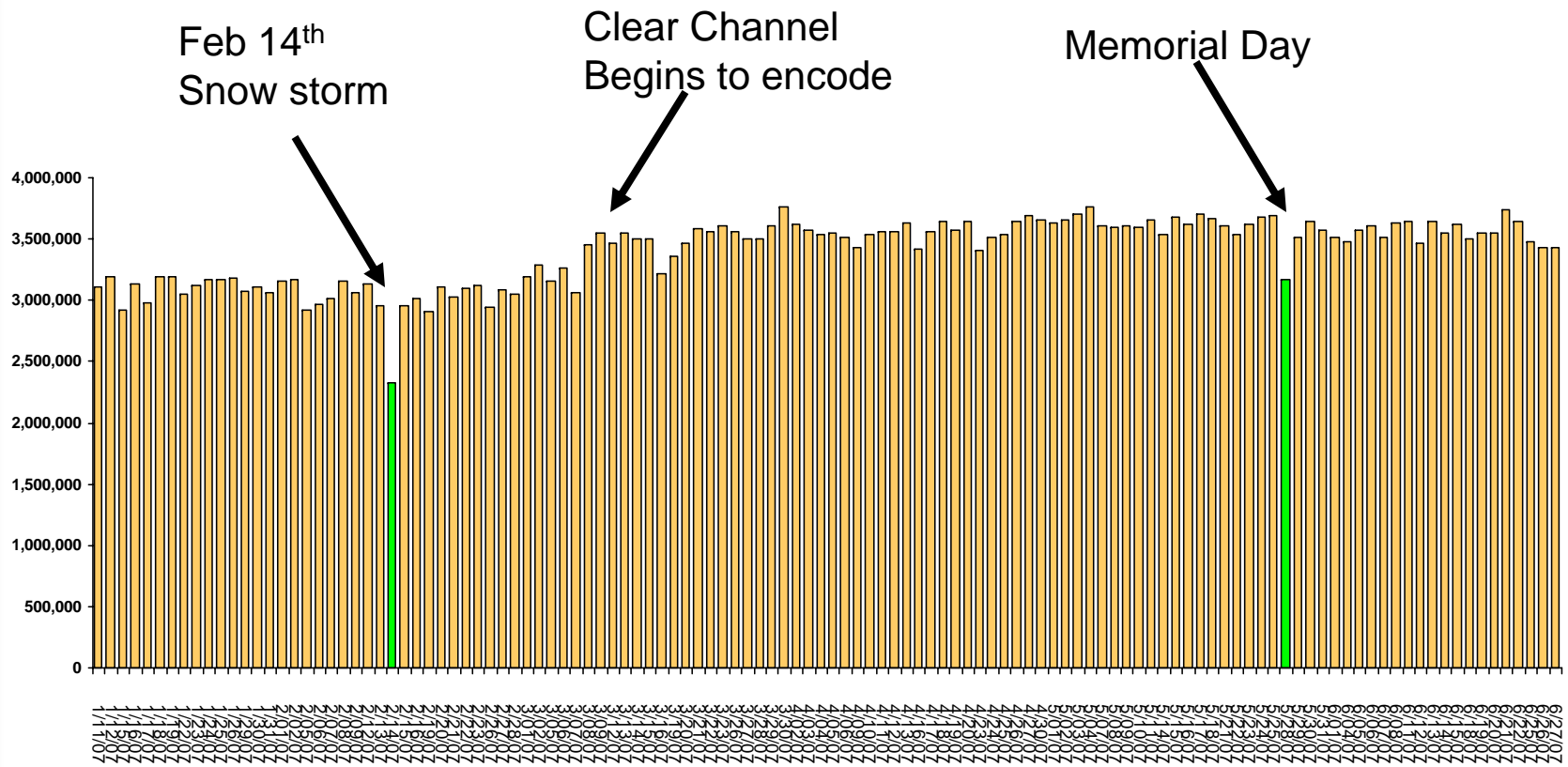
We Will Explore What's Happening in More Detail...

WDAS-FM. Persons 12+ Monday-Sunday 6a-Mid

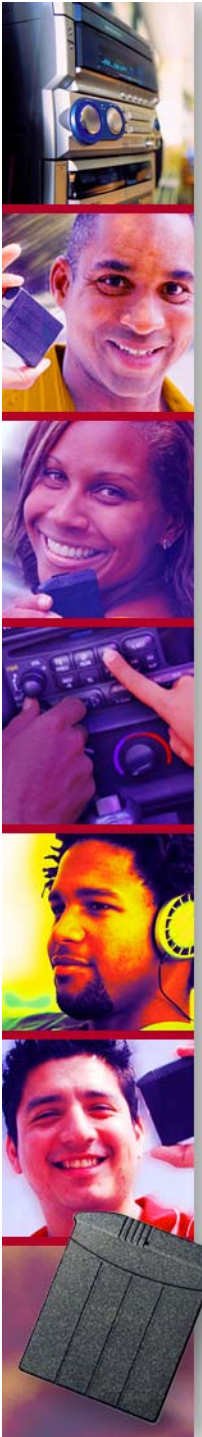
	March 07	June 07
Cume	681,100	764,800
AQH Rtg	.5	.7
TSL	4:01	4:45
Rank	5	3



Market Cume Levels Consistent

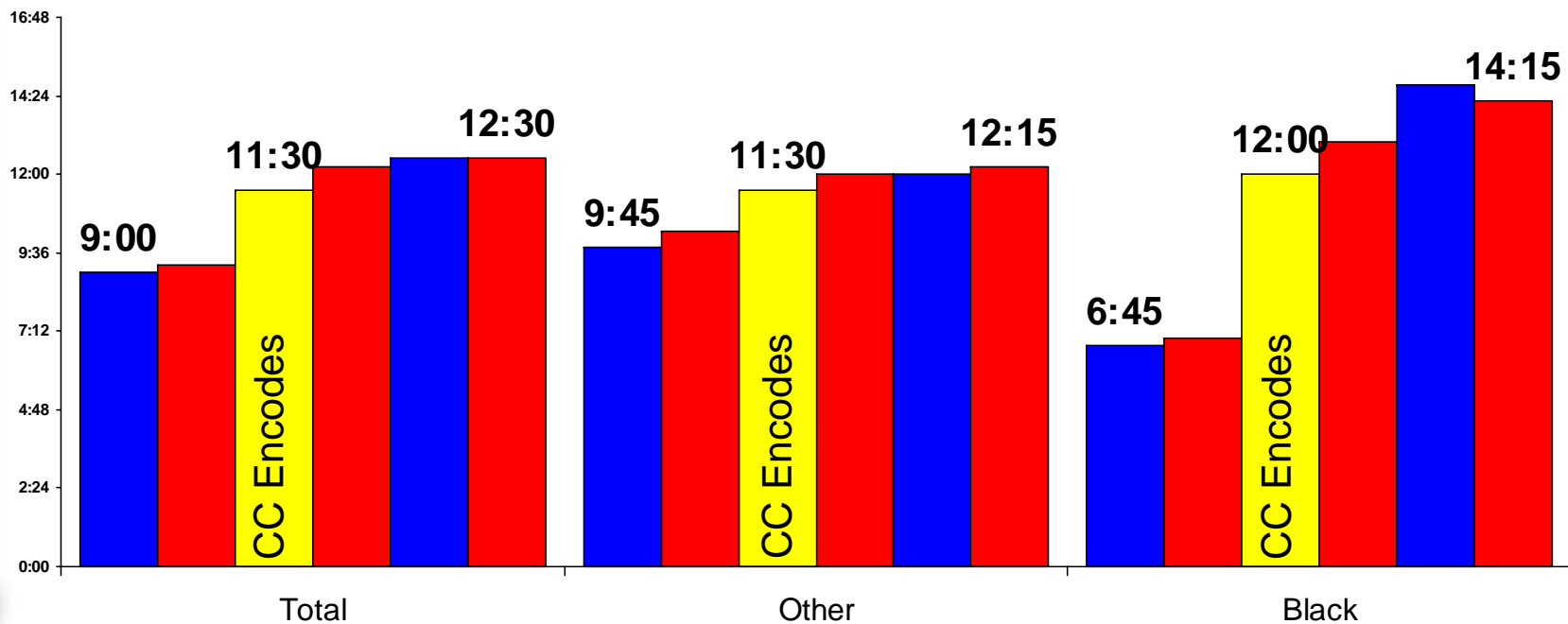


Philadelphia Metro, January-June 2007 Mon-Fri 6a-12m

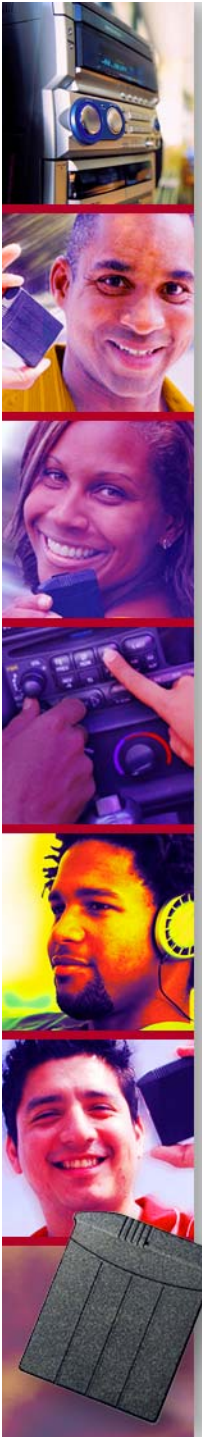


Higher Market Listening Levels

Total Market Listening Increases for All Ethnic Groups from January to June

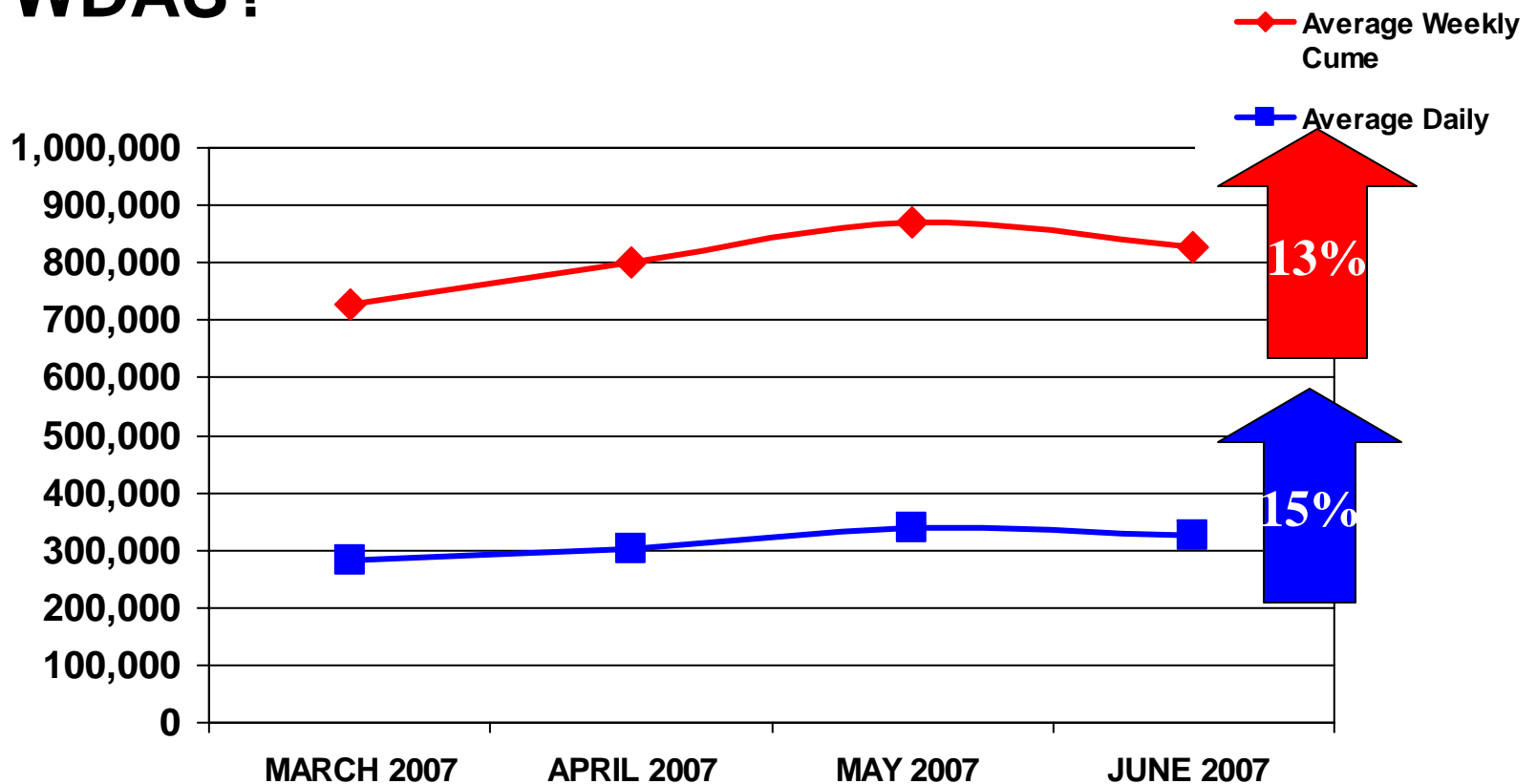


Philadelphia Metro, January-June 2007 Mon-Su 6a-12m, P6+, P6+Black, P6+other

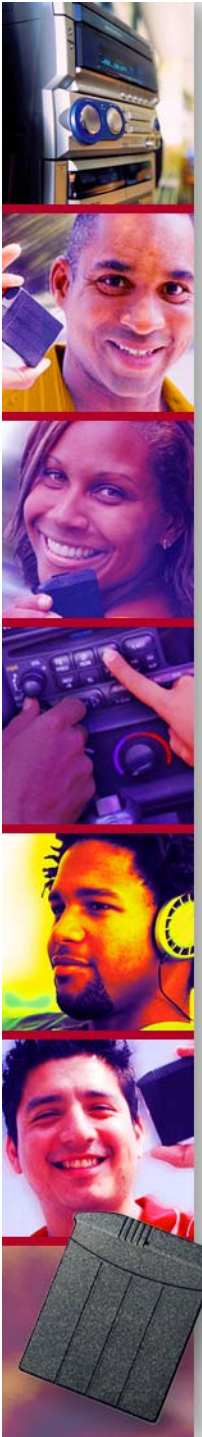


WDAS' Cume Has Steadily Increased over the Past 4 Months..

- What's the Effect on Diary Ratings Leader, WDAS?

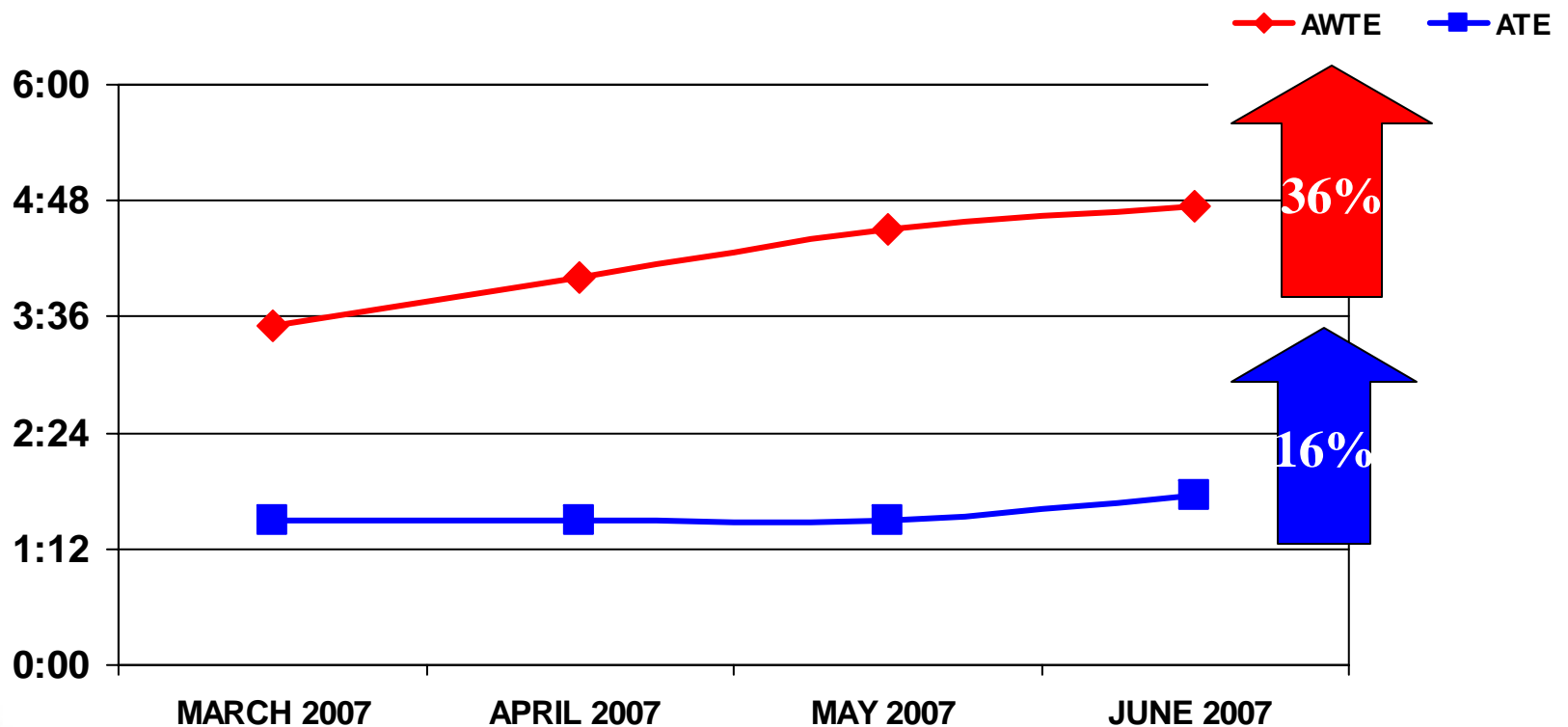


Philadelphia Metro, January-June 2007 Mon-Su 6a-12m, P6+, Avg Weekly, Avg Daily Cume



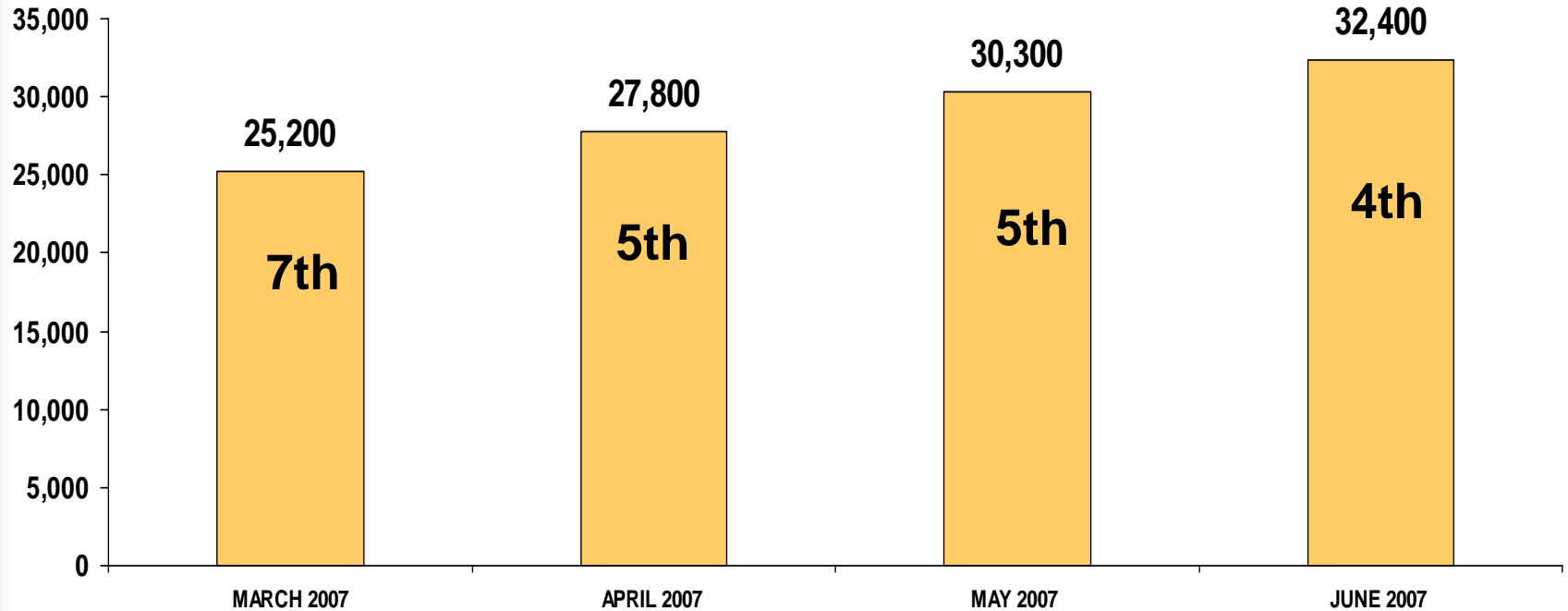
...Time Spent Listening Has Also Increased

- What's the Effect on Diary Ratings Leader, WDAS?



Philadelphia Metro, January-June 2007 Mon-Su 6a-12m, P6+, ATE, AWTE

Net Effect of Increased Cume and TSL is Steady Increase Average Persons Trend

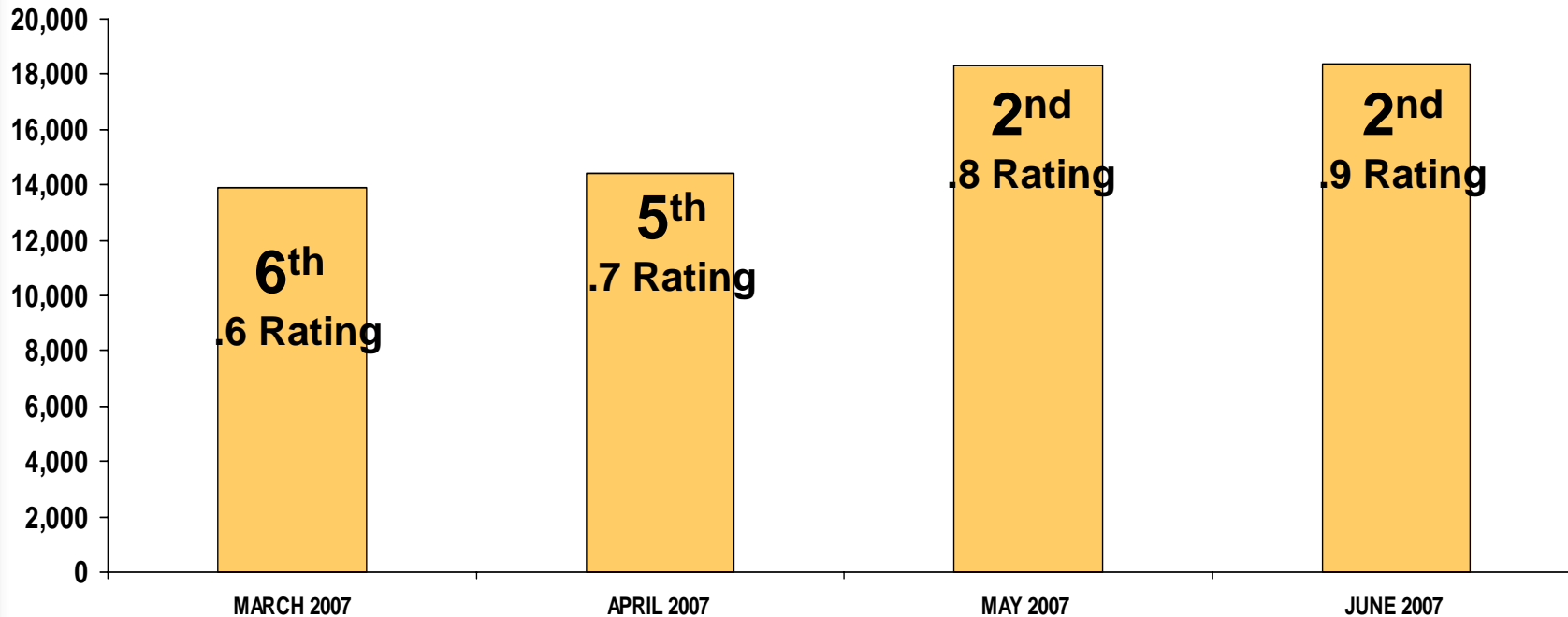


Persons 6+, AQH Persons, Mon-Fri 6a-12m, March to June 2007



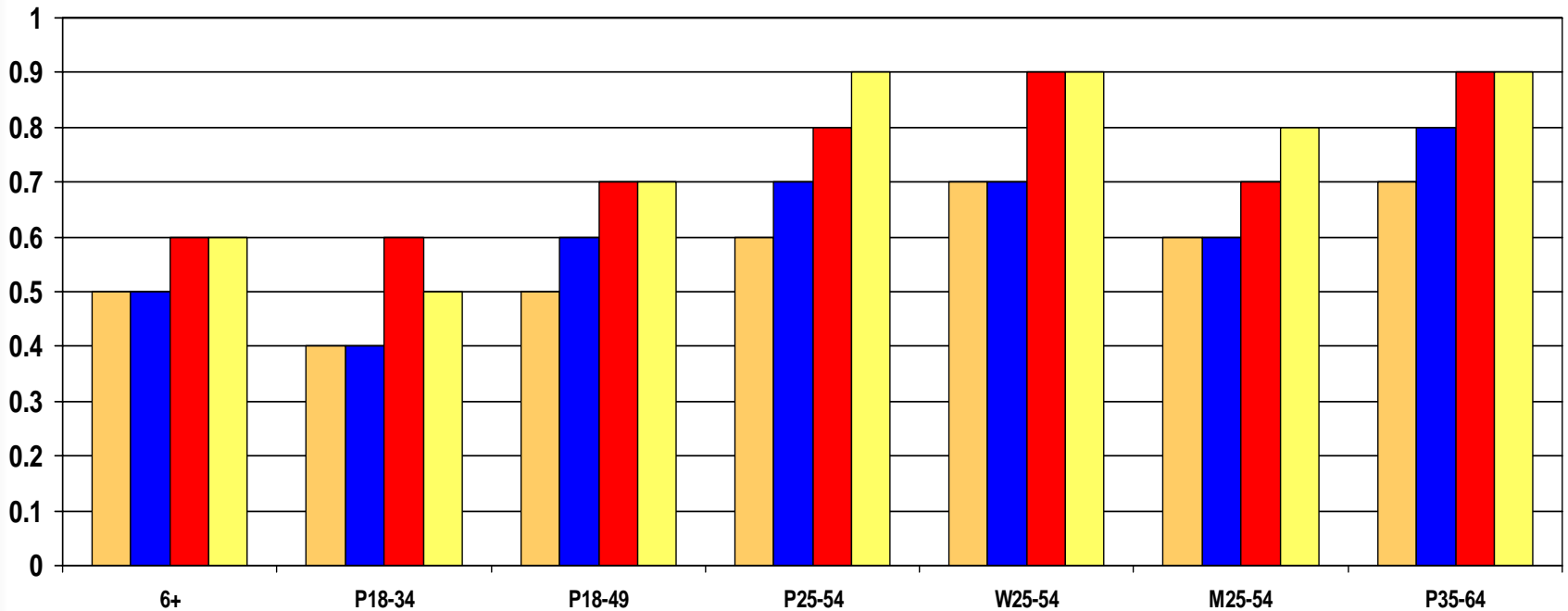
Similar Trend in P25-54

...and Returns to Rank Position Pre-PPM

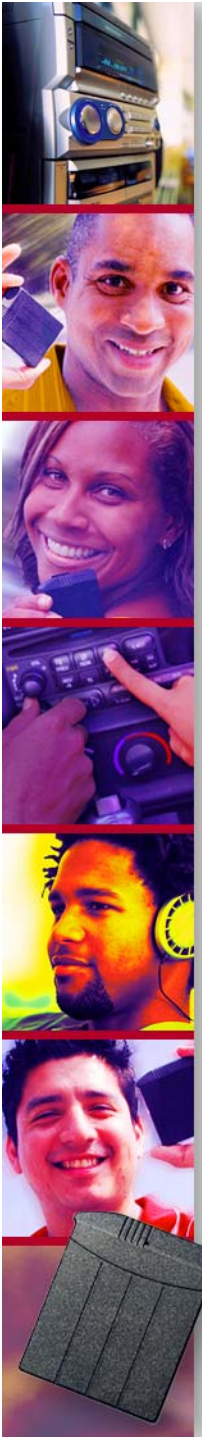


Persons 25-54, AQH Persons, Mon-Sun 6a-12m, March to June 2007

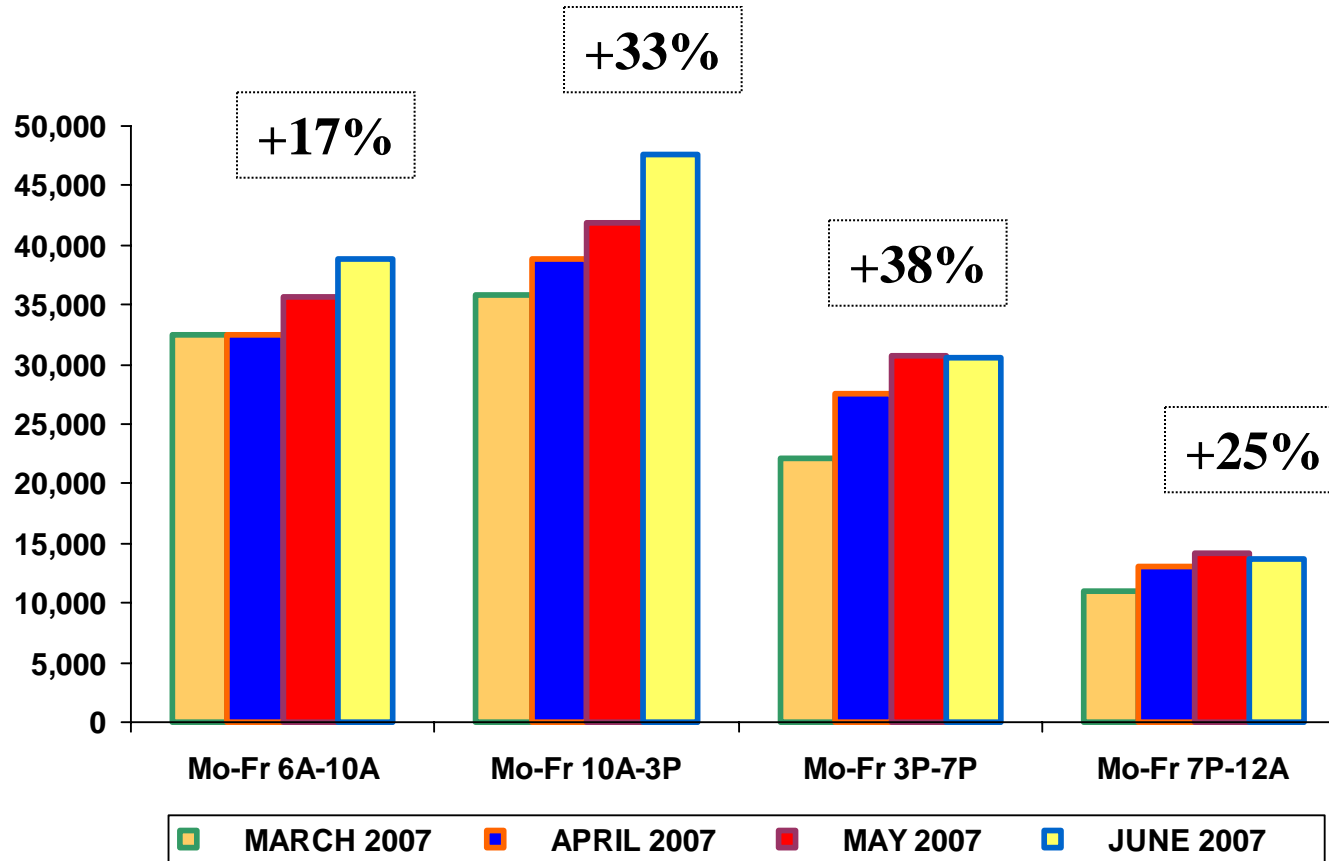
WDAS Average Persons Trend Similar Increase for Multiple Demo Groups



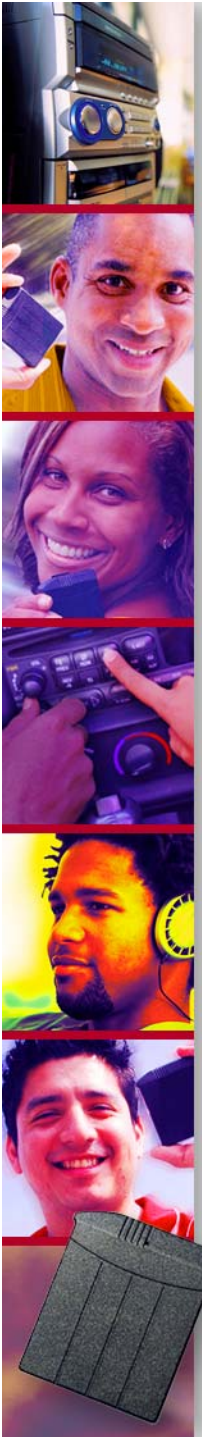
AQH Rating, MonSu 6a-12m, March to June 2007



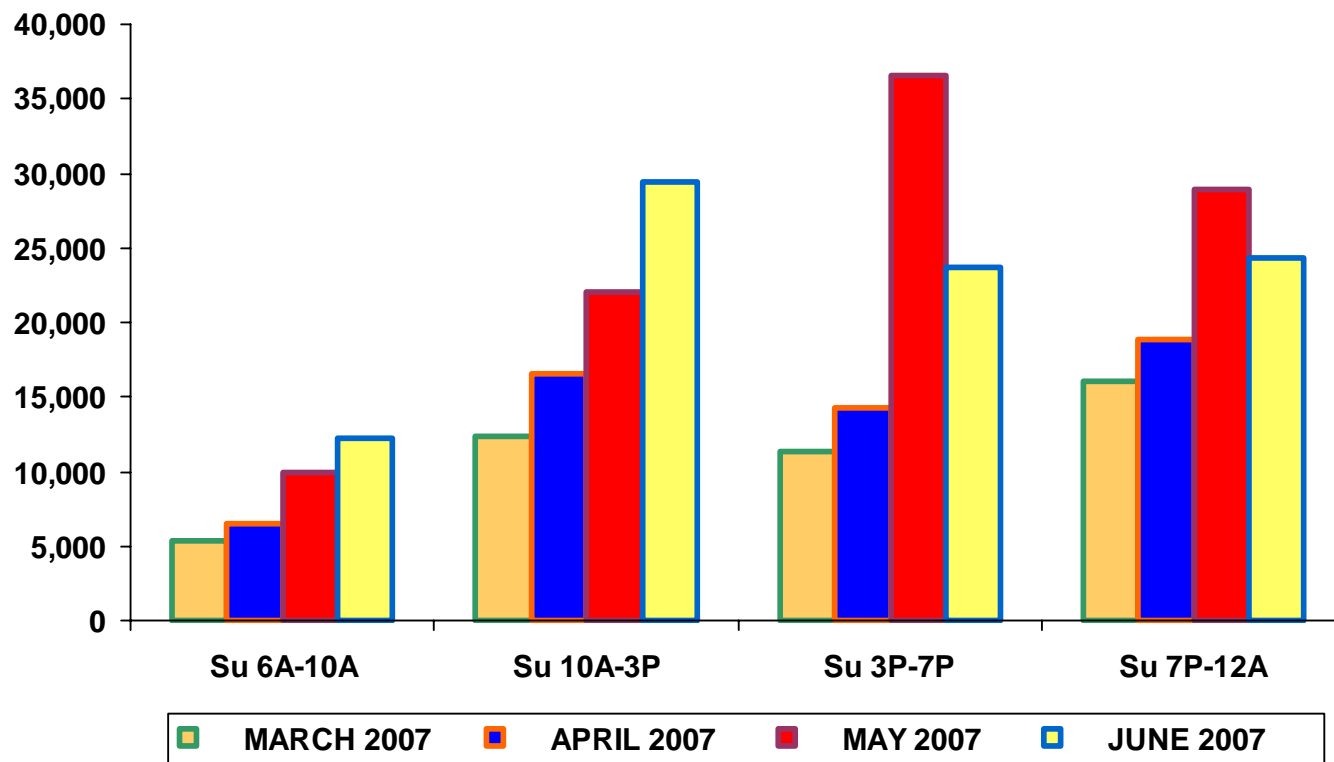
Increases in Every Weekday Daypart March to June



Persons 6+, AQH Persons, March to June 2007



Similar Increases on Weekends



Persons 6+, AQH Persons, March to June 2007



OK, WDAS Has Increased In All Demo Targets and All Dayparts...

- Is this real?
- Did it come from another station?
- How did they do it?

No Major Decrease in Sharing with Core Audience Competitors

African American Person Age 35-54

•Note Slight Difference of Sharing with General market, WBEB

	March	April	May	June
WRNB-FM (Urban AC)	61%	61%	63%	68%
WUSL-FM (Urban AC)	50%	55%	61%	60%
WPHI-FM (Rhythmic CHR)	43%	48%	50%	52%
WPPZ-FM (Contp Insp)	38%	36%	43%	44%
WBEB-FM (AC)	35%	28%	29%	30%
WISX-FM (Rhythmic AC)	33%	34%	42%	33%

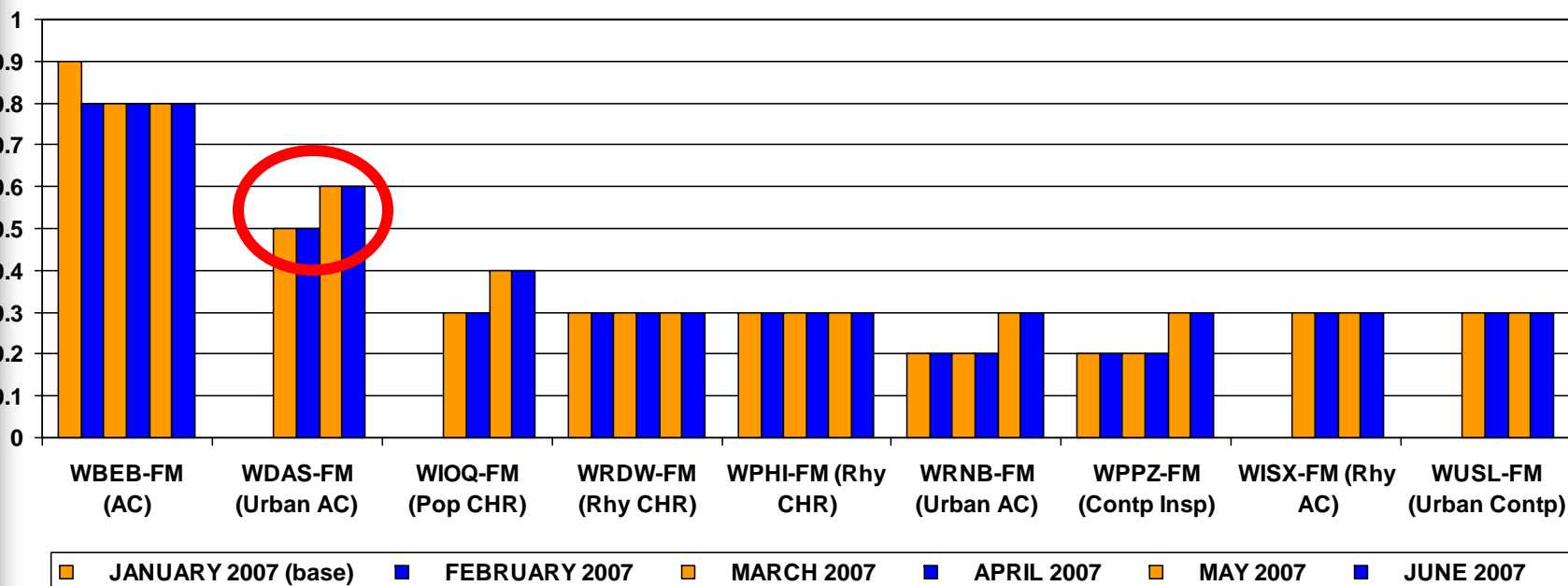
Source: March to June 2007 PPM, Philadelphia Metro, Avg Wkly Cume %, Black P35-54, M-Sun 6a-Mid

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Is the Increased WDAS Listening Coming from a Competitor?

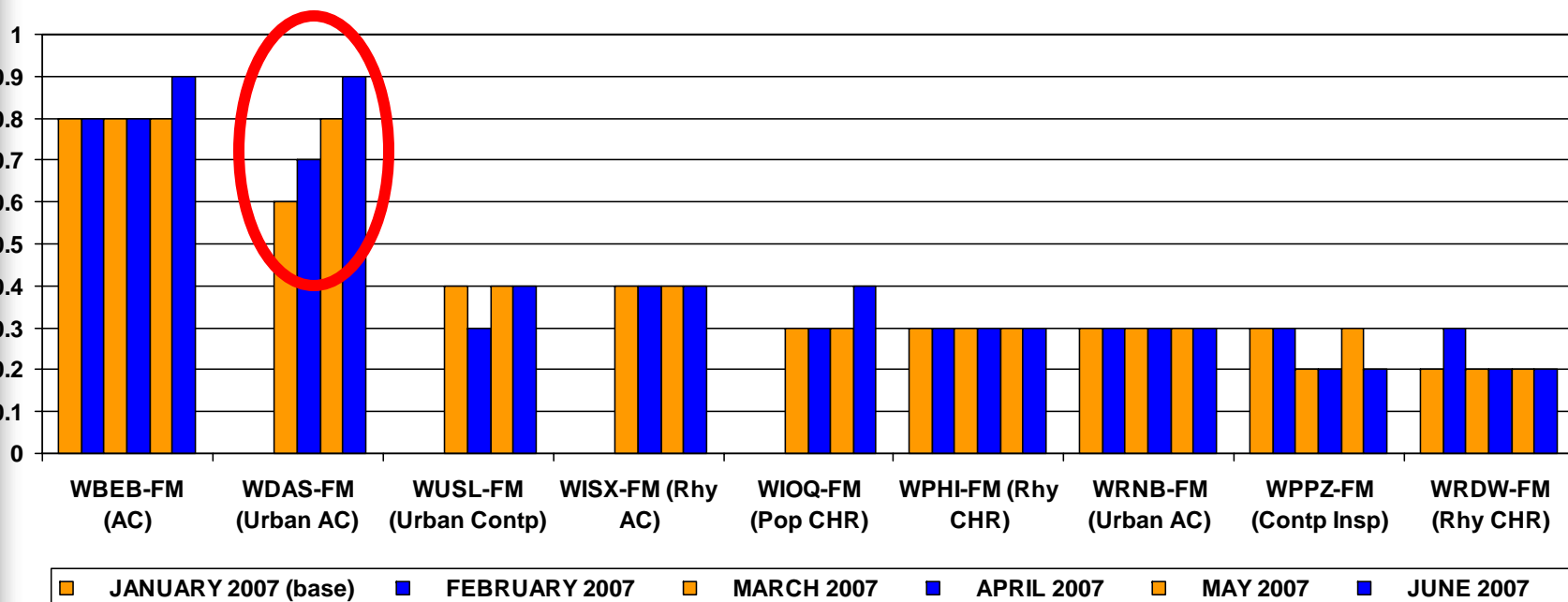
Persons 6+, M-Su 6a-Mid, Rating



Source: Jan to June 2007 PPM, Philadelphia Metro, AQH Rtg, P6+, M-Sun 6a-Mid

Is the Increased WDAS Listening Coming from a Competitor?

Persons 25-54, M-Su 6a-Mid, Rating



Source: Jan to June 2007 PPM, Philadelphia Metro, AQH Rtg, P25-54, M-Sun 6a-Mid

What We Know So Far

- **WDAS has increased AQH audience (by both cume and TSL increases) in almost every demo and daypart combination**
- **Duplication remains consistent, with WBEB sharing decreasing in WDAS core demo**
- **So...how is the station increasing?**



Remember Your Ratings Basics

Cume + TSL = AQH Ratings

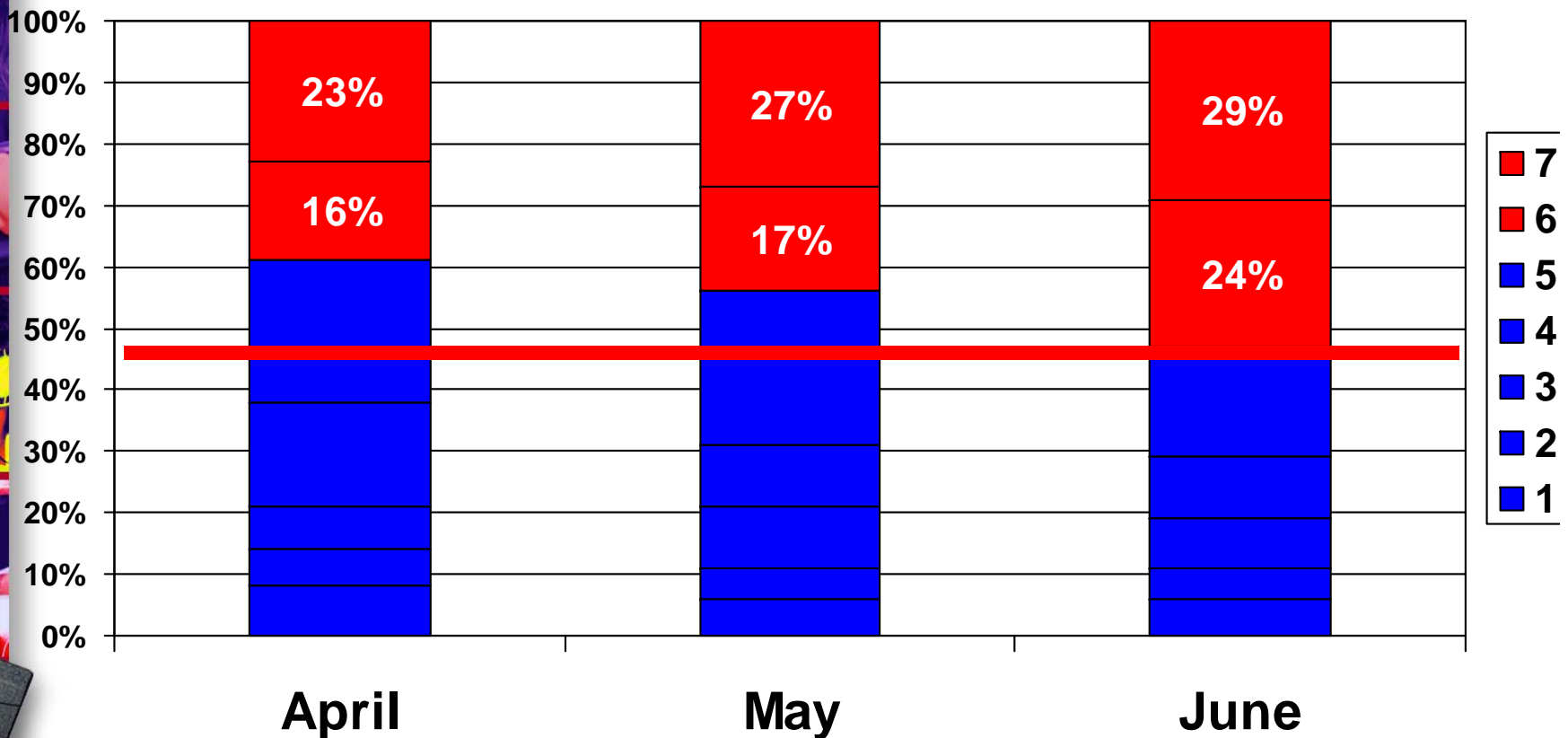




Two Ways to Increase TSL

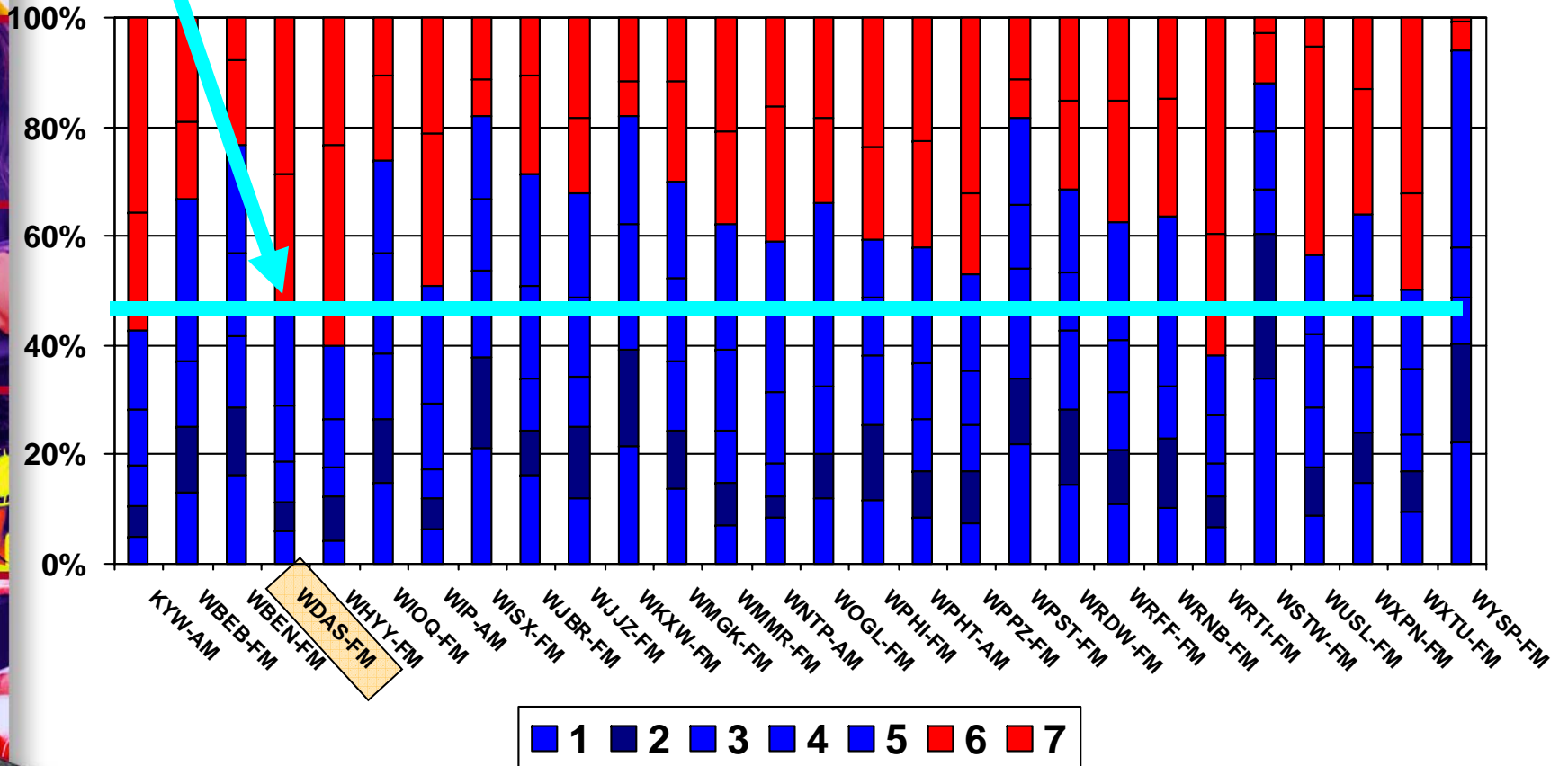
- **Have people return more often**
 - » Increase Occasions
- **Have people spend more time with you**
 - » Time Spent Per Occasion

WDAS Listeners Tune In More days than Other Stations In Philly And The Number of Days is Steadily Trending Up



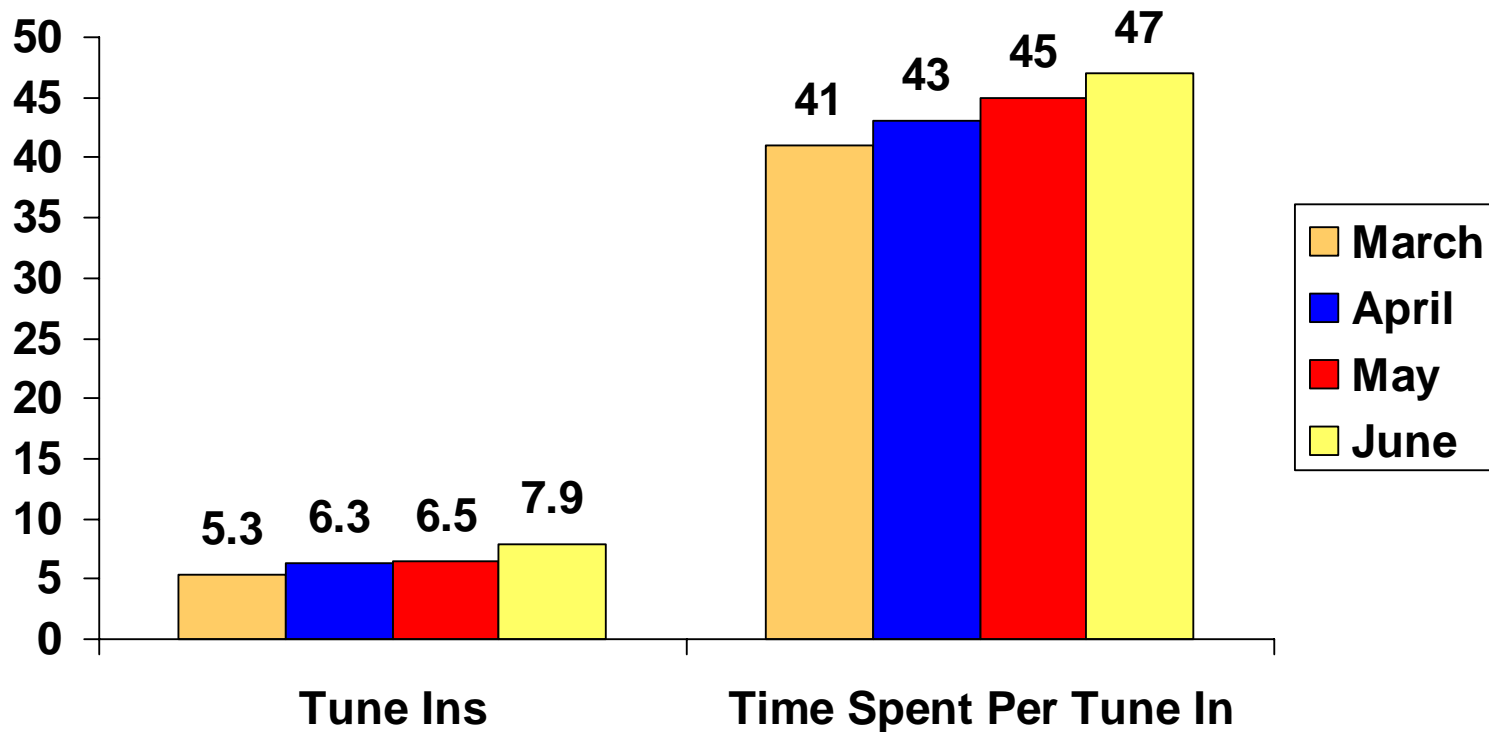
Persons 12+, AQH, Mon-Fri 6a-12m, June 2007

WDAS Listeners Tune In More days than Other Stations In Philly



Persons 12+, AQH, Mon-Fri 6a-12m, June 2007

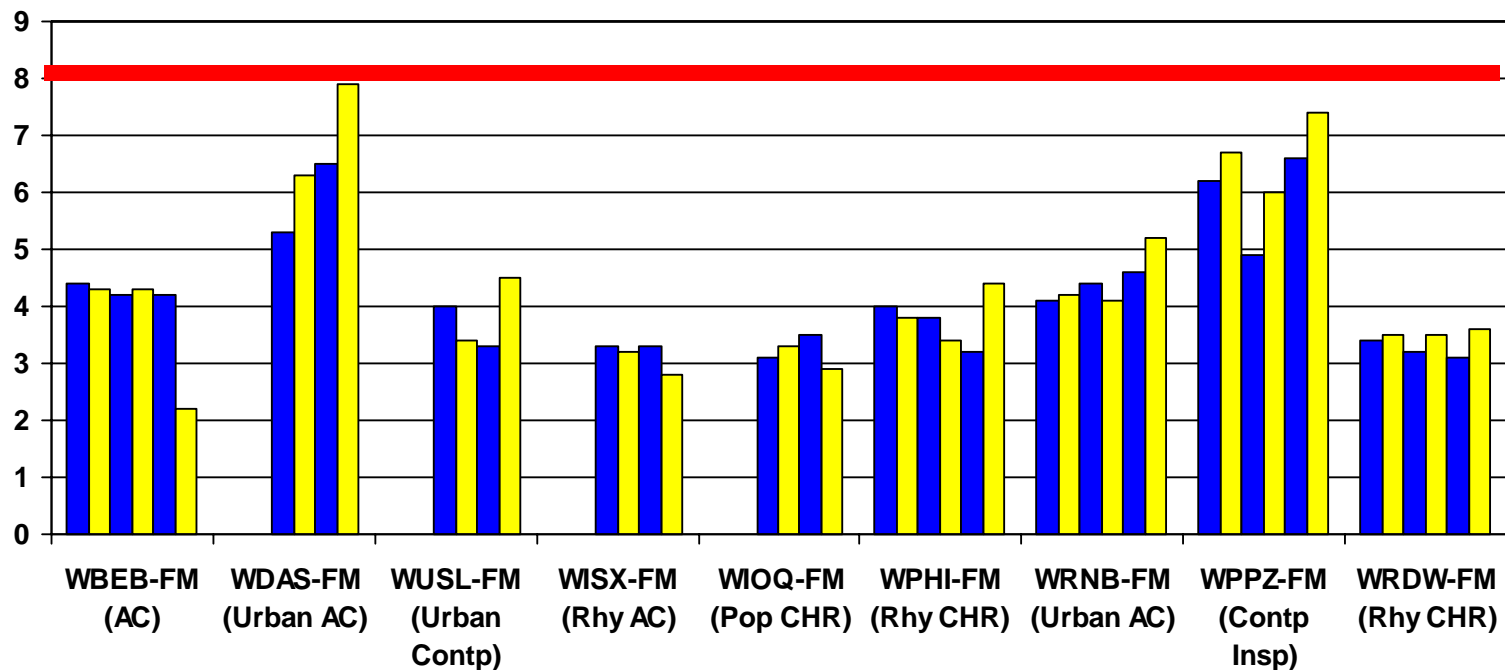
WDAS Increased their TSL by Having Listeners Return to the Station More Often, and Spend More time While There.



Source: March to June 2007 PPM, Philadelphia Metro, 12+ M-Sun 6a-Mid

How Does the WDAS Up-Trend Compare to Competitor Tune Ins In a League All Their Own

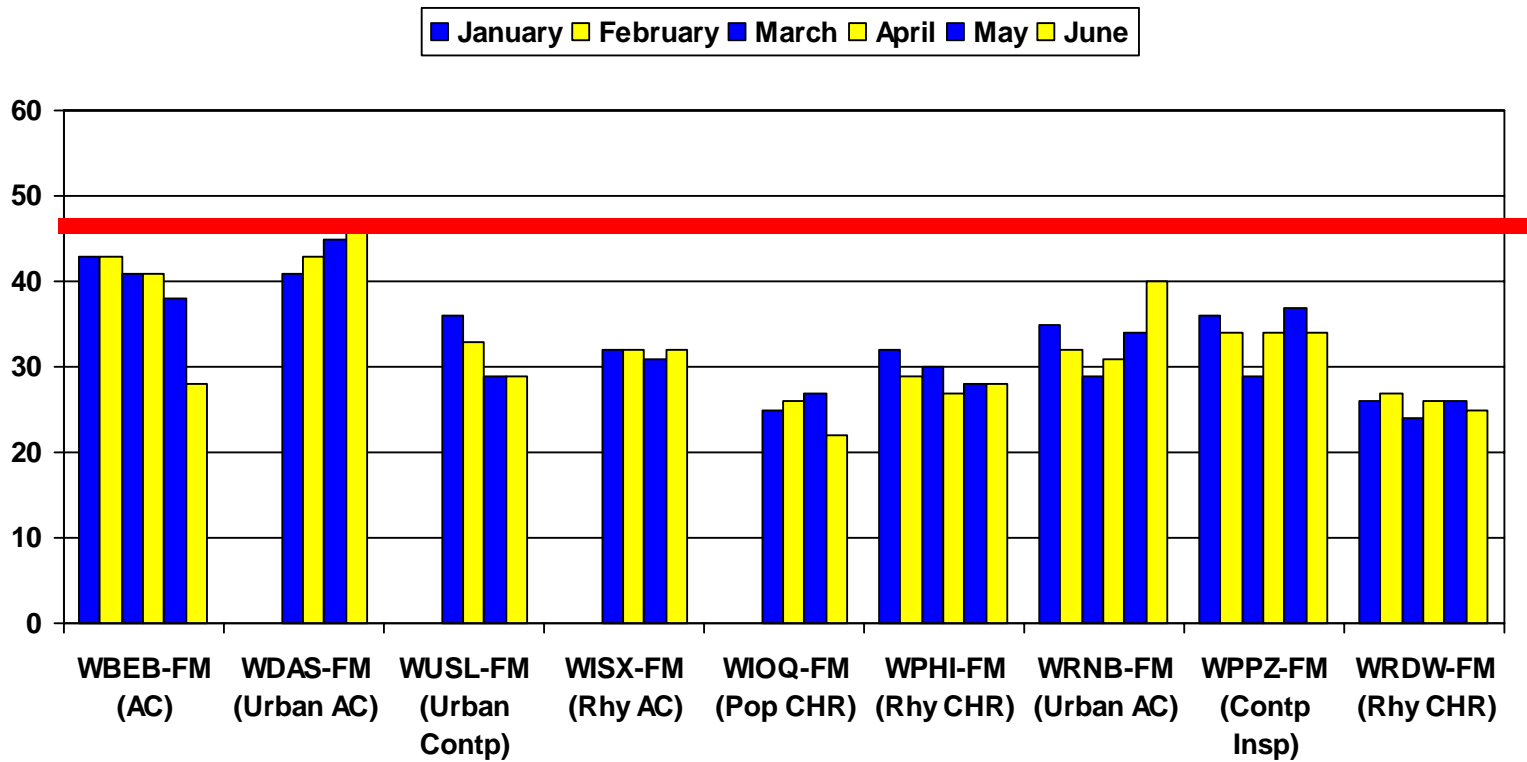
■ January ■ February ■ March ■ April ■ May ■ June



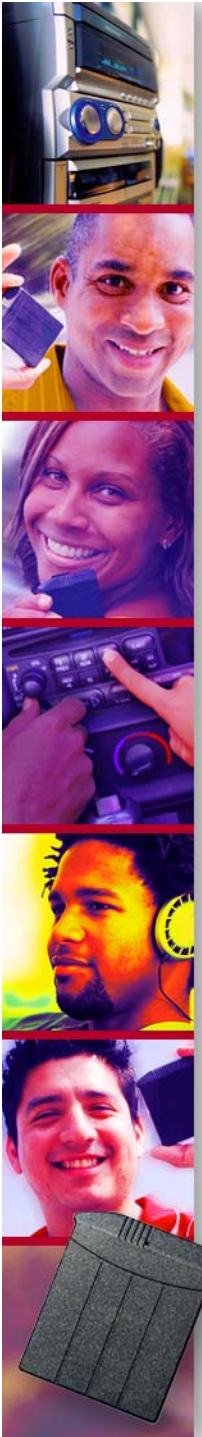
Source: March to June 2007 PPM, Philadelphia Metro, 12+ M-Sun 6a-Mid



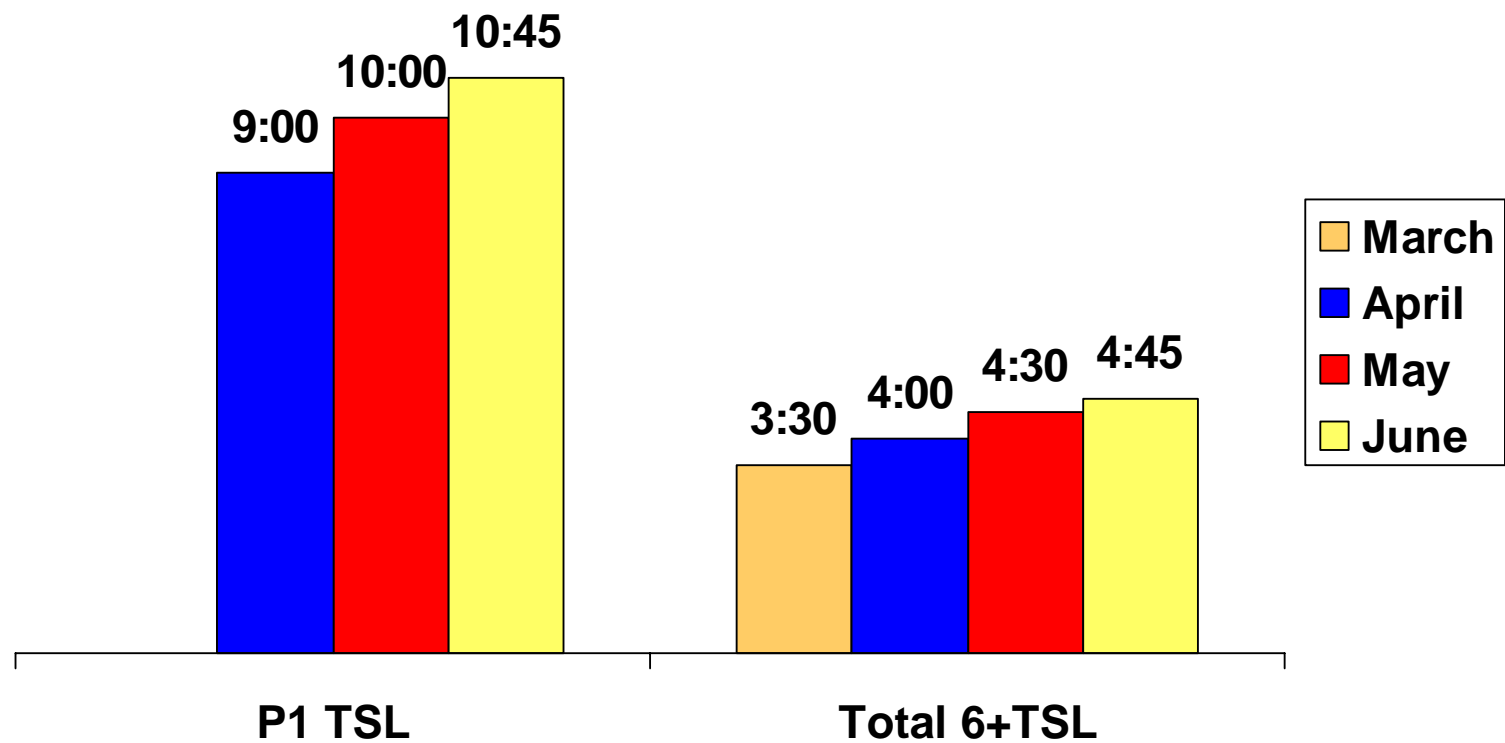
And Time Spent Per Tune In



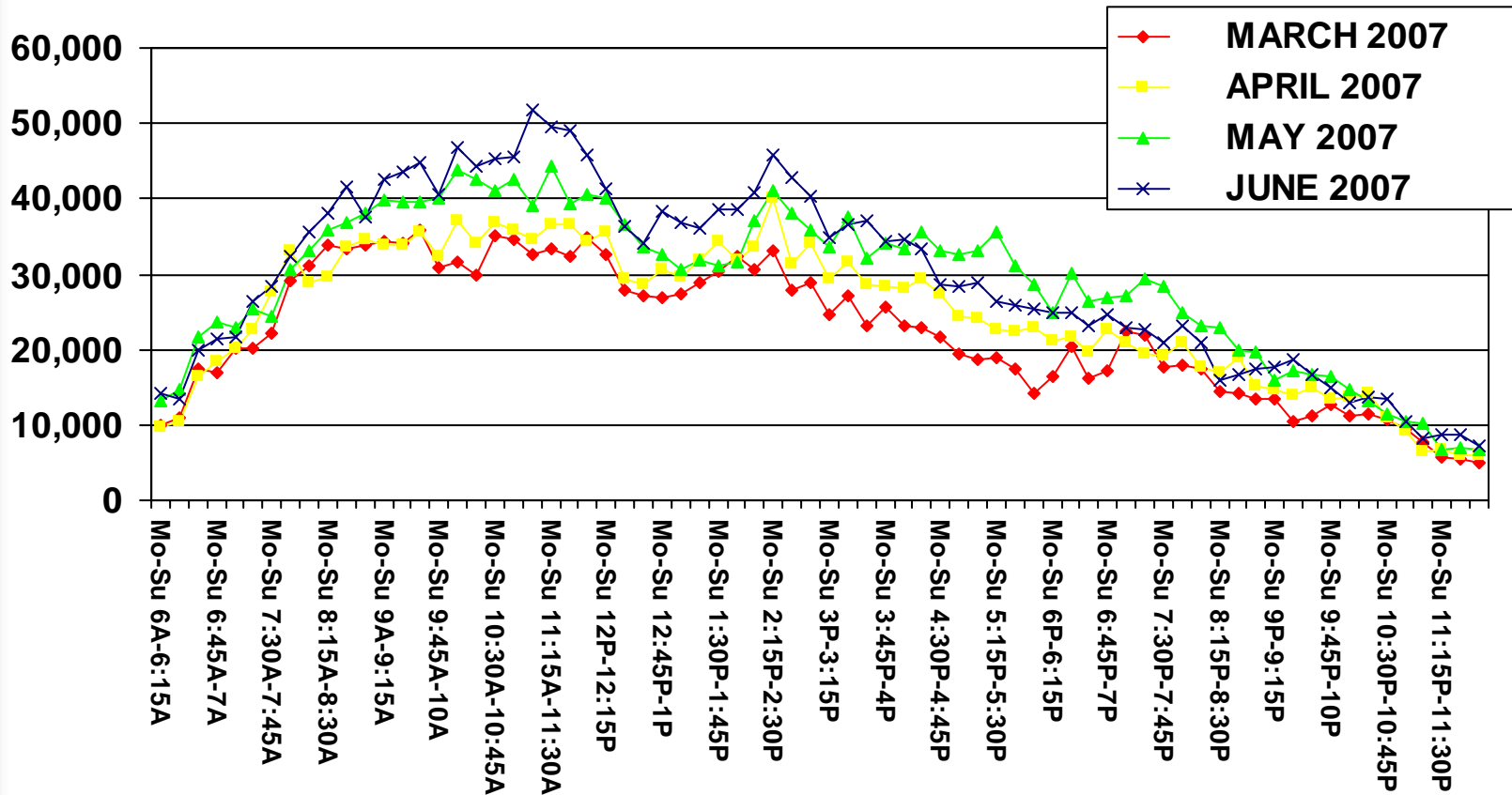
Source: March to June 2007 PPM, Philadelphia Metro, 12+ M-Sun 6a-Mid



Time Spent Listening Trend Increase Due to P1 TSL Increase



Almost EVERY Quarter-Hour Increased for WDAS

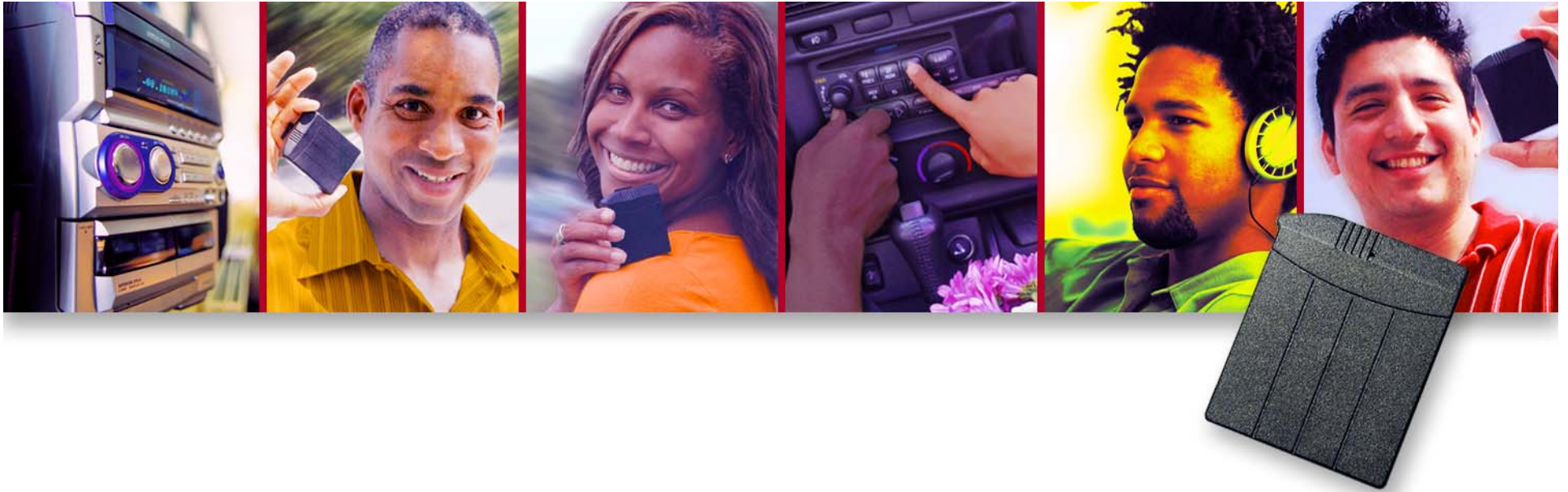


Philadelphia, Metro, PPM, June 07, P6+ AQH Persons, M-Su 6a-Mid



What's It All Mean, Joanna?

- Ratings basics still the same
- **WDAS Increased it's Ratings by Programming to PPM Data and focusing on Radio Programming Basics**
 - » ...Get More People to Listen More Often

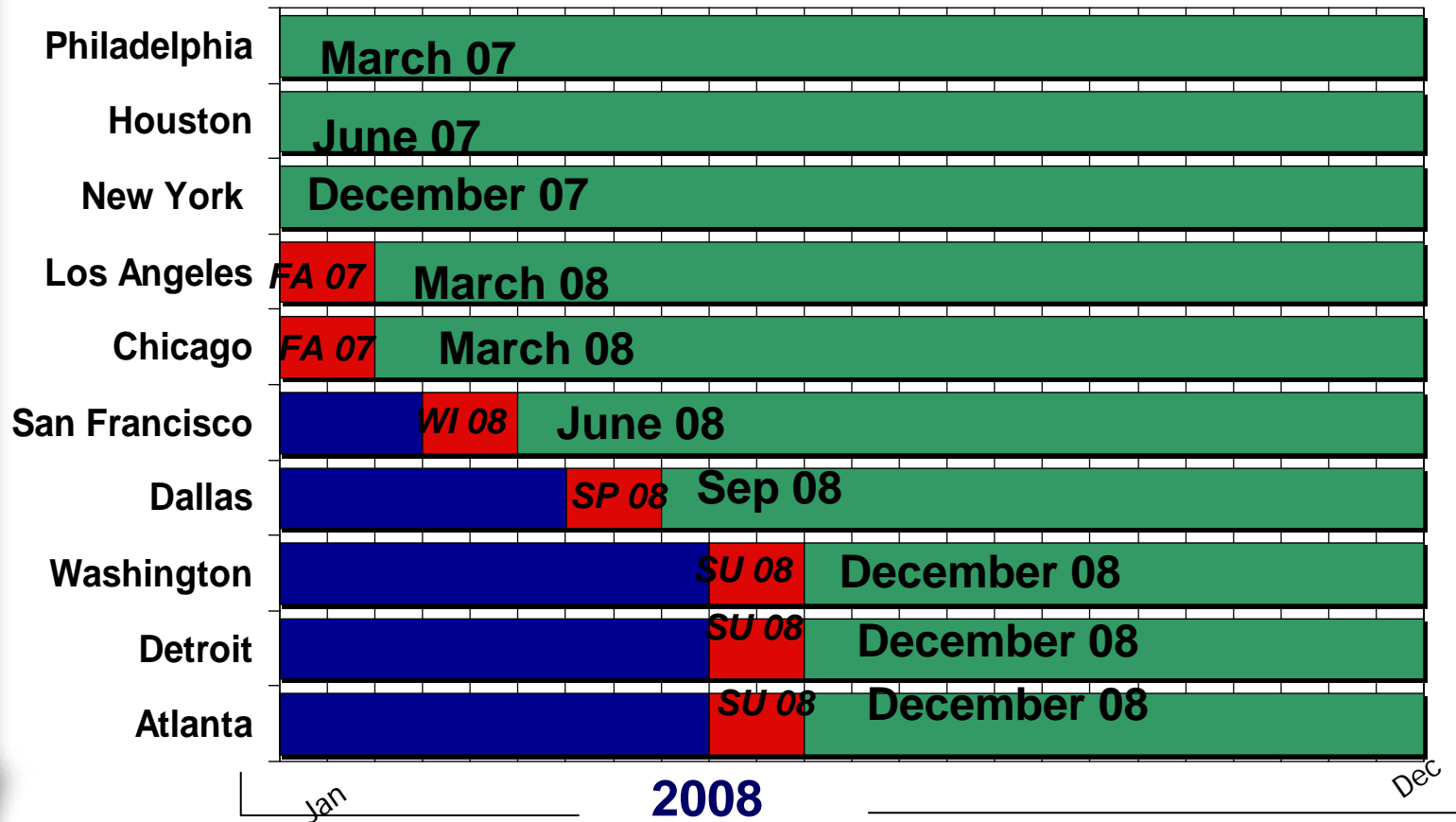


Selling and Buying Beyond The Rating Point

Buying and Selling Radio With Electronic Ratings

You Should Not Procrastinate Your PPM Preparation!

Your time is now for 2008





Business Lessons Learned From Philadelphia and Houston

- **Compression requires stations (and buyers) to evaluate MORE information to differentiate stations**
- **Rank position means less**
- **Implications: Scarborough qualitative and Socioeconomic information take on a far greater role in helping distinguish between stations**

7 Rank Positions “Classify” Top 15 Stations in Philadelphia

August 07, Persons 25-54 6a-7p



	AQH Persons	AQH Rtg%	
WBEB-FM (Adult Contemporary)	28,700	1.3	
WMGK-FM (Classic Rock)	23,400	1.1	} 2 Way Tie for 2nd
WMMR-FM (AOR)	23,300	1.1	
WDAS-FM (Urban AC)	22,600	1	
WRFF-FM (Alternative)	18,800	0.9	
WXTU-FM (Country)	17,400	0.8	
WOGF-FM (Classic Hits)	15,600	0.7	} 3 Way Tie for 7nd
KYW-AM (All News)	15,200	0.7	
WBEN-FM (Adult Hits)	14,700	0.7	
WIP-AM (All Sports)	12,000	0.6	
WRNB-FM (Urban AC)	9,200	0.4	} 11 Way Tie for 7nd
WYSP-FM (Talk/Personality)	9,000	0.4	
WUSL-FM (Urban AC)	7,900	0.4	
WHYY-FM (News/Talk)	7,900	0.4	
WISX-FM (Rhythmic AC)	7,900	0.4	

In Houston, Only 5 Rank Numbers Characterize the Top 15 Stations

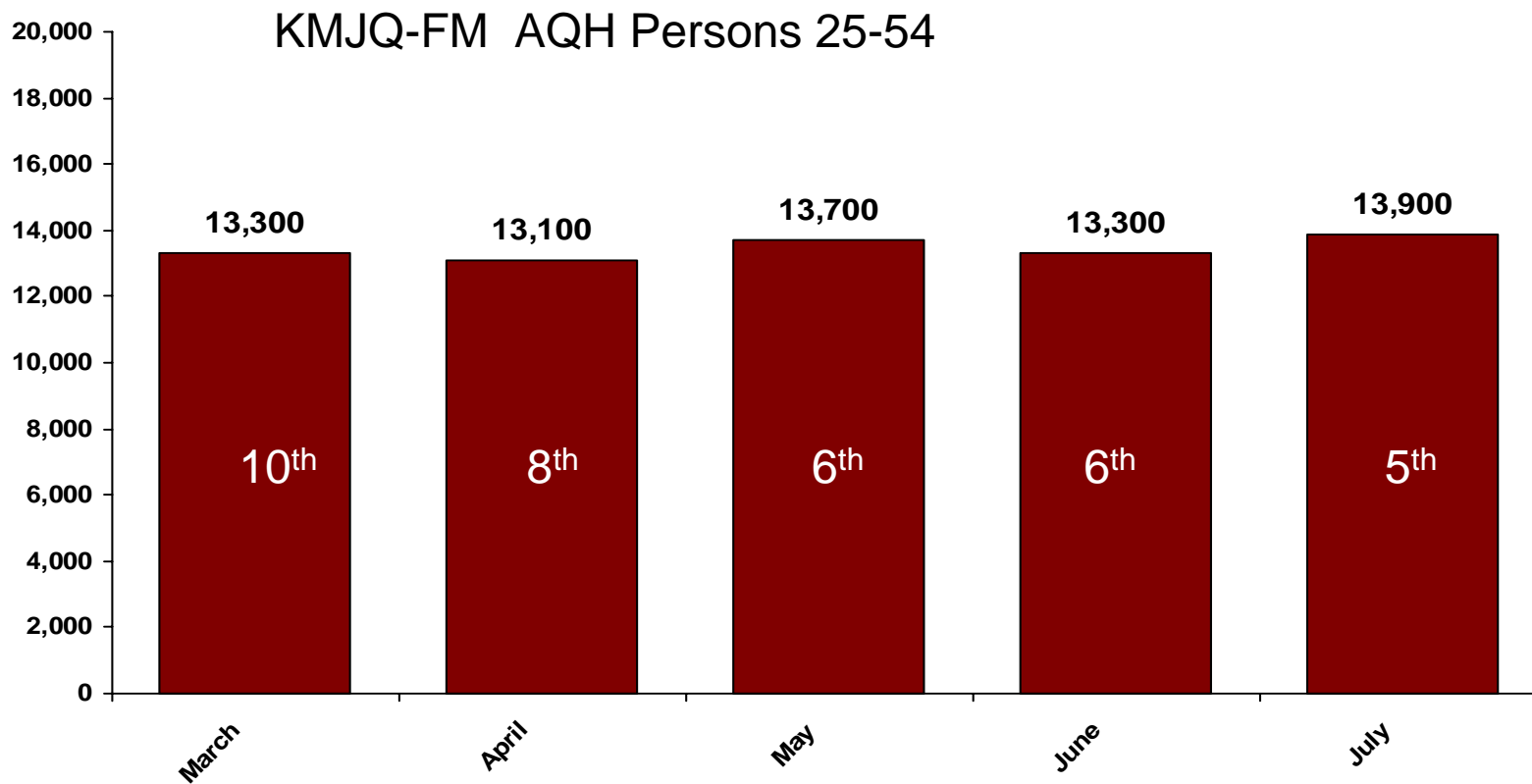
August 07, Persons 25-54 6a-7p

	AQH Persons	AQH Rtg%	
KKRW-FM (Classic Rock)	22,900	0.9	
KTBZ-FM (Alternative)	20,700	0.8	} 2 Way Tie for 2nd
KODA-FM (AC)	19,500	0.8	
KMJQ-FM (Urban AC)	16,600	0.7	
KHMX-FM (Hot AC)	16,100	0.6	} 7 Way Tie for 5th
KOVE-FM (Spanish AC)	15,600	0.6	
KLTN-FM (Mexican Regional)	15,300	0.6	
KSBJ-FM (Contemporary Christian)	14,900	0.6	
KRBE-FM (CHR)	14,700	0.6	
KHPT-FM (80's Hits)	14,100	0.6	
KHTC-FM (Classic Hits)	14,000	0.6	
KBXX-FM (Rhythmic CHR)	13,600	0.5	} 3Way Tie for 6th
KKBQ-FM (Country)	13,300	0.5	
KILT-FM (Country)	13,000	0.5	
KLOL-FM (Spanish Contemporary)	12,100	0.5	



Importance of Rank *Number* Diminishes in PPM

Rank Can Change Without Significant Change In AQH Persons



Houston
Mon-Sun 6a-12m

Ratings Compression Chart

Difference in AQH rating points between the #1 station and the #10 station.

	Houston 18-34		Philadelphia 18-34		Houston 25-54		Philadelphia 25-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	1.7	.8	2.2	.9	1.2	.3	1.5	.9
M-F 10a-3p	1.0	.5	.9	1.2	1.2	.4	1.2	1.0
M-F 3p-7p	1.2	.5	1.3	1.0	.6	.3	.9	.8
M-F 7p-12m	1.2	.5	1.3	.5	.6	.1	.8	.3
Sat-Sun 6a-7p	.7	.4	.6	.7	.5	.2	.5	.6

•Diary data based on last available survey in the Market. PPM data based on August 2007



PPM Compresses Rank Positions

Not every .6 Rating is equal

- **Now what?**
- **Do what you do now**
 - » Understand more about your station
 - *Daypart shifts, audience composition, duplication, qualitative information*
- **Know how to position your station as well in PPM as you do in Diary**
- **Help Buyers go beyond the rating point**
- **Ask Good Questions**



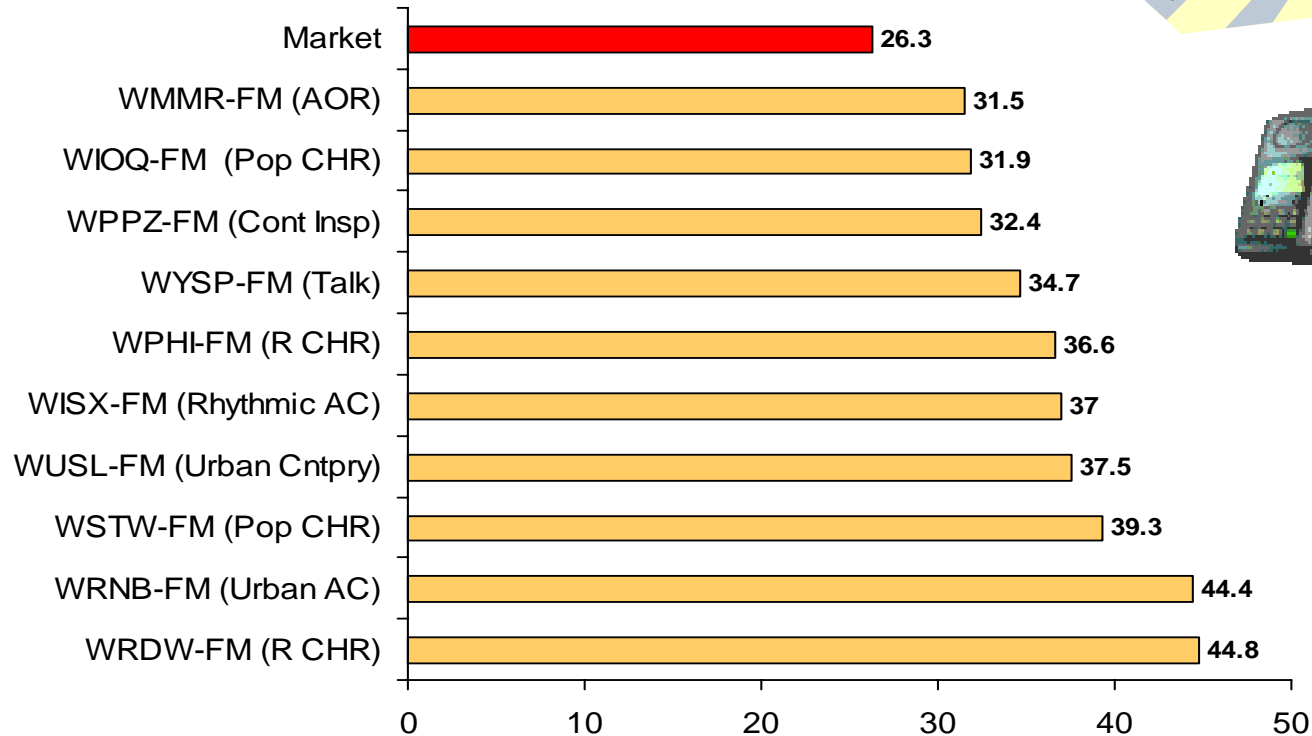
Philly and Houston Business Questions

- Did the agency plan for PPM and the change in ratings points that comes with it?
- How many surveys (months) are going to be used?
- Is the agency now considering other dayparts because of better efficiencies?
- Are buyers are looking at different daypart mixes.
- Will stations which were not considered for the business in a diary world become a viable option?
- Are you looking beyond the rating point?

Go Beyond The Rating Point and Rank Position

What's The Product? What's The Creative

Percent Of AQH Audience With Teens in the HH



Philadelphia Mon-Sun 6a-12m August 2007 PPM P 18+

Go Beyond The Rating Point and Rank Position

What Are The Goals of the Campaign?

Reach? Frequency?

P25-54, Total and P1 Estimates

Station	Format	AQH Rating	AQH Person	P1 AQH Persons	Cume Rating	Cume Persons	P1 Cume Persons	Turnover	Avg TSL	P1 TSL
WBEB-FM	AC	1.3	28,700	19,800	34.6	750,300	198,400	26.1	2:30	7:00
WMGK-FM	Classic Rock	1.1	23,400	16,400	24.1	522,900	135,800	22.3	3:00	8:45
WMMR-FM	AOR	1.1	23,300	15,600	21.1	456,500	124,300	19.6	3:15	8:15
WRFF-FM	Alternative	0.9	18,800	12,200	19.1	413,800	77,600	22	3:15	12:15
WDAS-FM	Urban AC	1	22,600	16,900	14.8	320,500	118,100	14.2	5:00	10:00
KYW-AM	All News	0.7	15,200	9,100	20.9	452,100	131,300	29.8	2:15	4:15
WIP-AM	All Sports	0.6	12,000	9,400	9.9	215,100	80,200	17.9	3:15	7:15
WRDW-FM	Rhythmic CHR	0.3	5,400	1,000	15.4	333,500	20,000	61.5	1:00	1:45
WXTU-FM	Country	0.8	17,400	12,500	15.6	338,400	103,700	19.4	3:30	7:45

Campaign Considerations:

Which stations will increase your reach?

.....Look for Higher Turnover, Higher Cume Audience

What stations can you build frequency on?

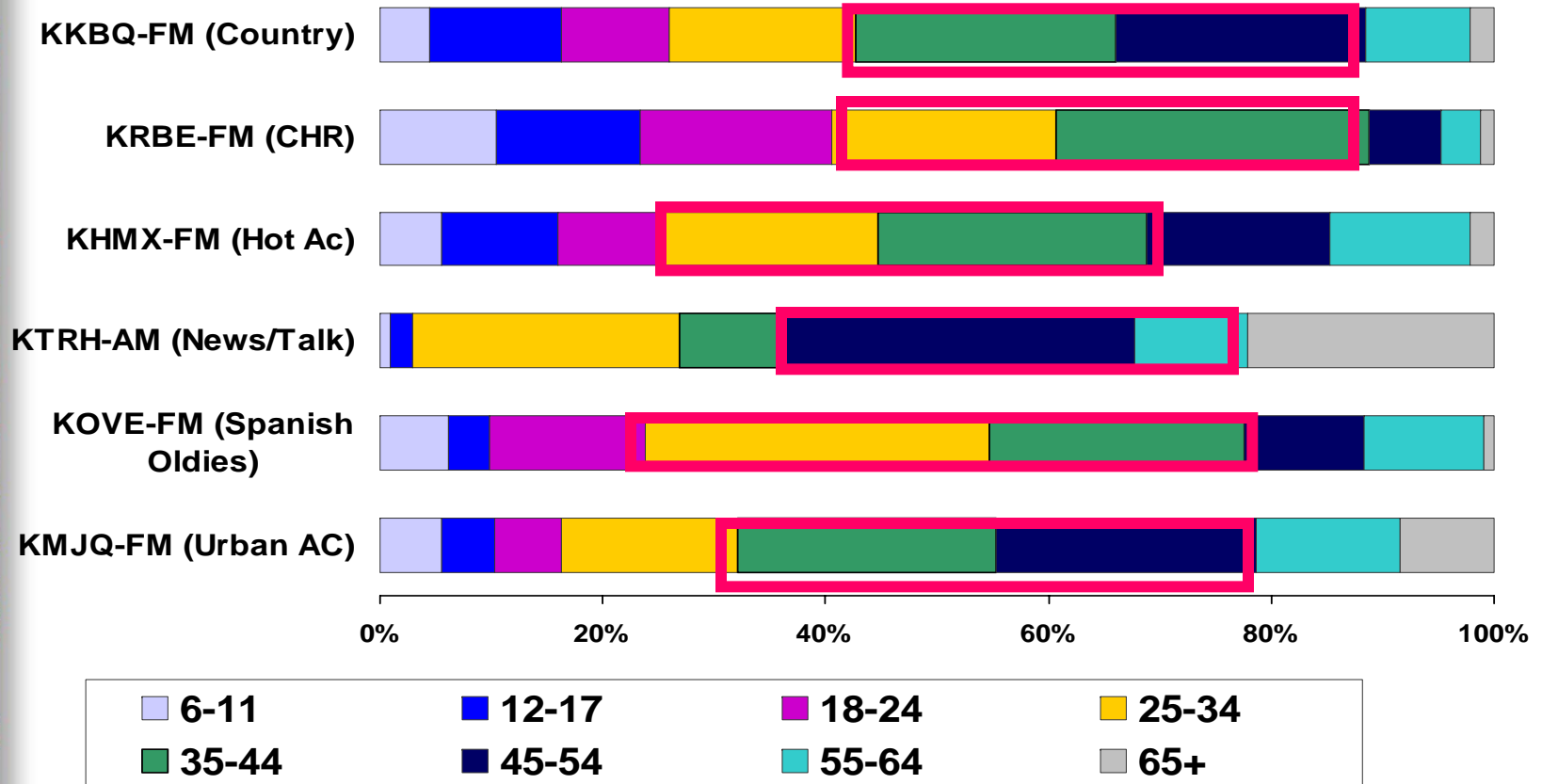
....Look for Lower Turnover, Higher TSL

Philadelphia Mon-Sun 6a-12m August 2007 PPM P 125-54, P1

Go Beyond The Rating Point and Rank Position

Who is the Target?

Age Composition Differences

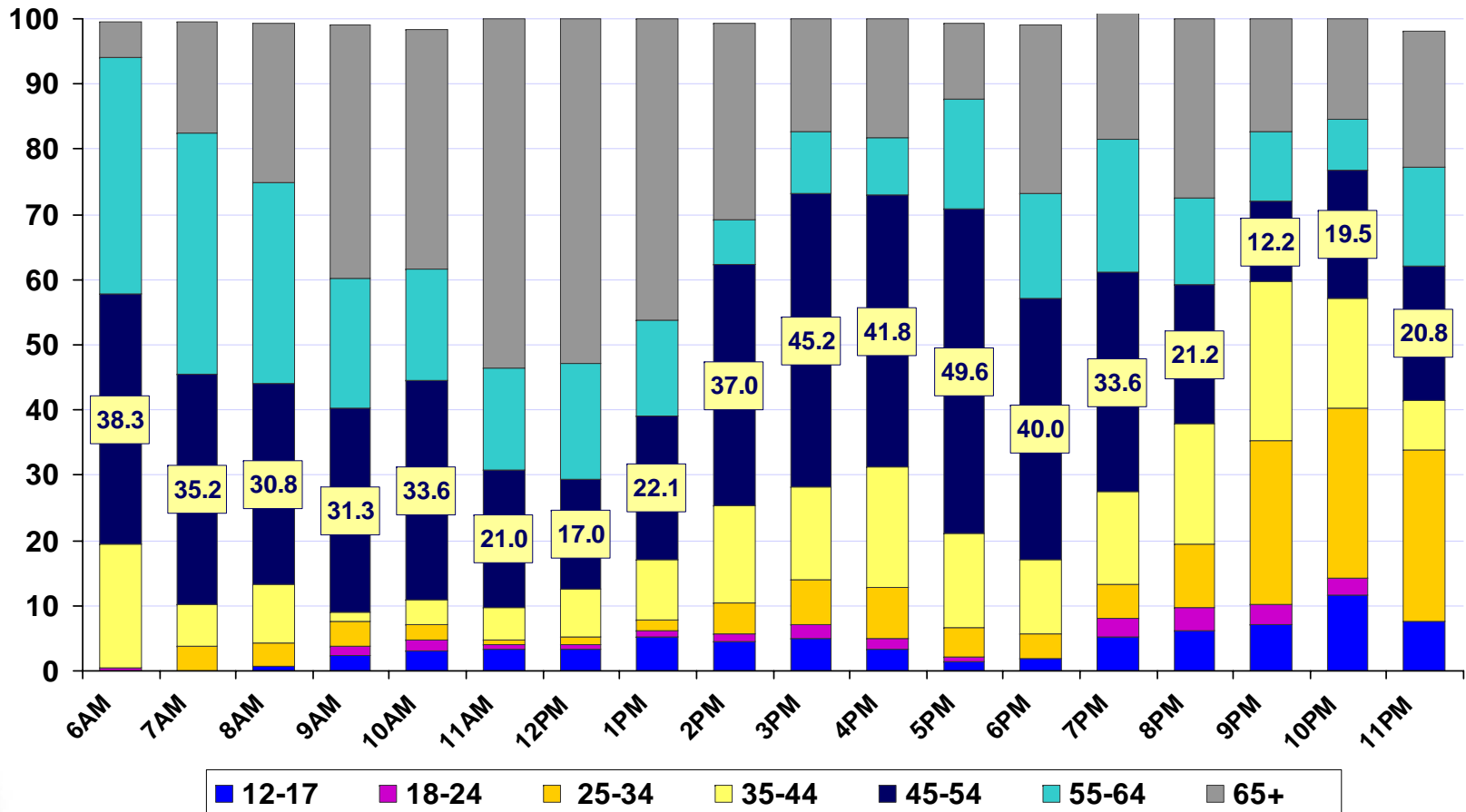


Source: PPM, Houston-Galveston, March 2007, Mon-Sun 6AM-12Mid, Persons 6+.

Go Beyond The Rating Point and Rank Position

Does a Station Reach the Same Demographic at All Times?

AQH Audience Composition

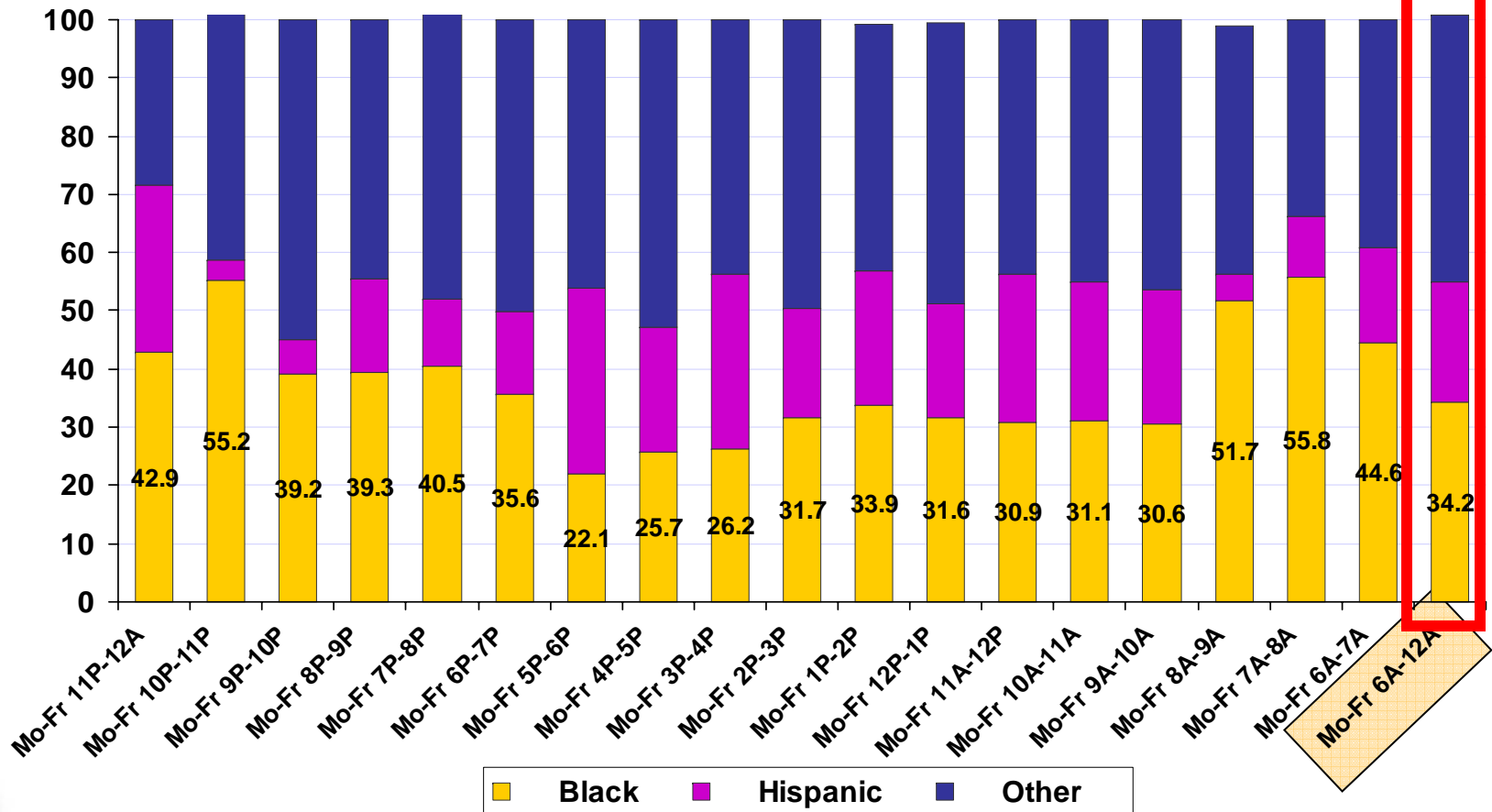


Source: PPM, Houston-Galveston, KJHZ, June 2007, AQH Audience Composition, Mon-Fri 6AM-11PM, Persons 12+.

Go Beyond The Rating Point and Rank Position

What About Ethnic Targets? Language?

AQH Audience Composition

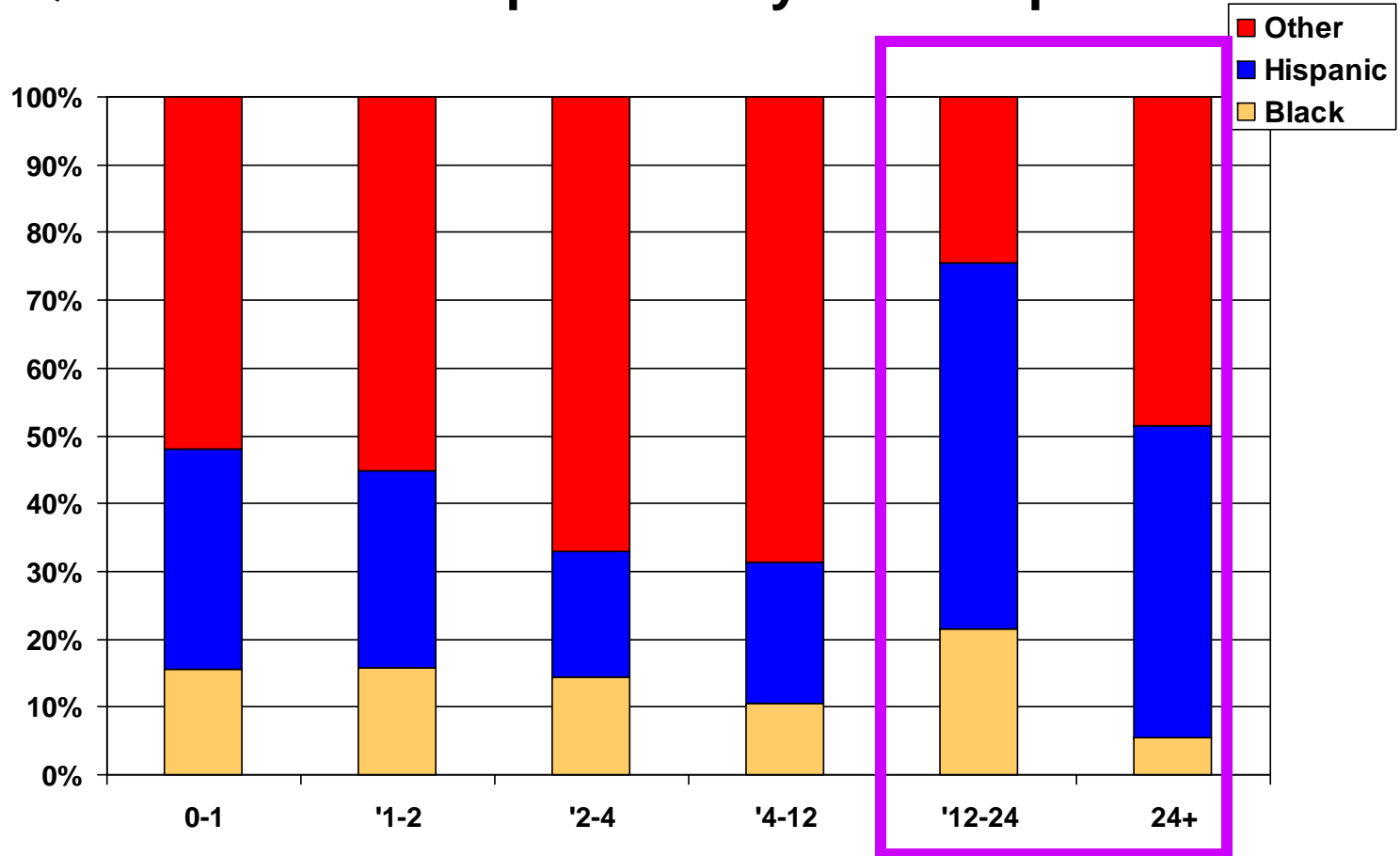


Source: PPM, Houston-Galveston, KJHZ, June 2007, AQH Audience Composition, Mon-Fri 6AM-11PM, Persons 12+.

Go Beyond The Rating Point and Rank Position

Understand Your Station's Core Audience

AQH Audience Composition by Hours Spent Per Week



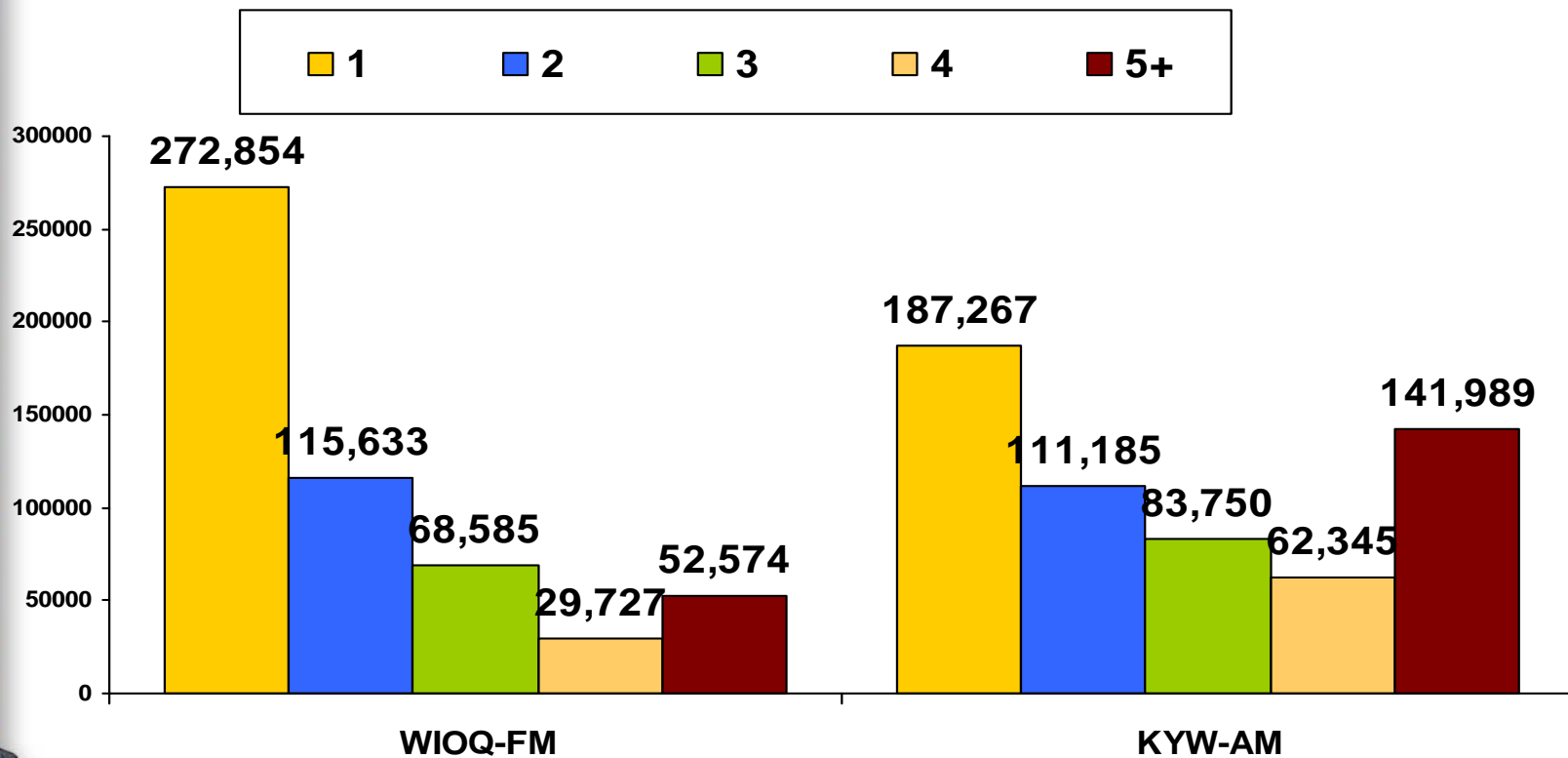
The higher hours spent with a station, the more the audience looks like the 'core' audience

Source: PPM, Houston-Galveston, KODA, June 2007, AQH Audience Composition, Mon-Sun 6AM-11PM, Persons 6+.

Go Beyond The Rating Point and Rank Position

Demonstrate To An Advertiser How To Build Reach and Frequency On Your Station

Number of days per week the audience tunes-in

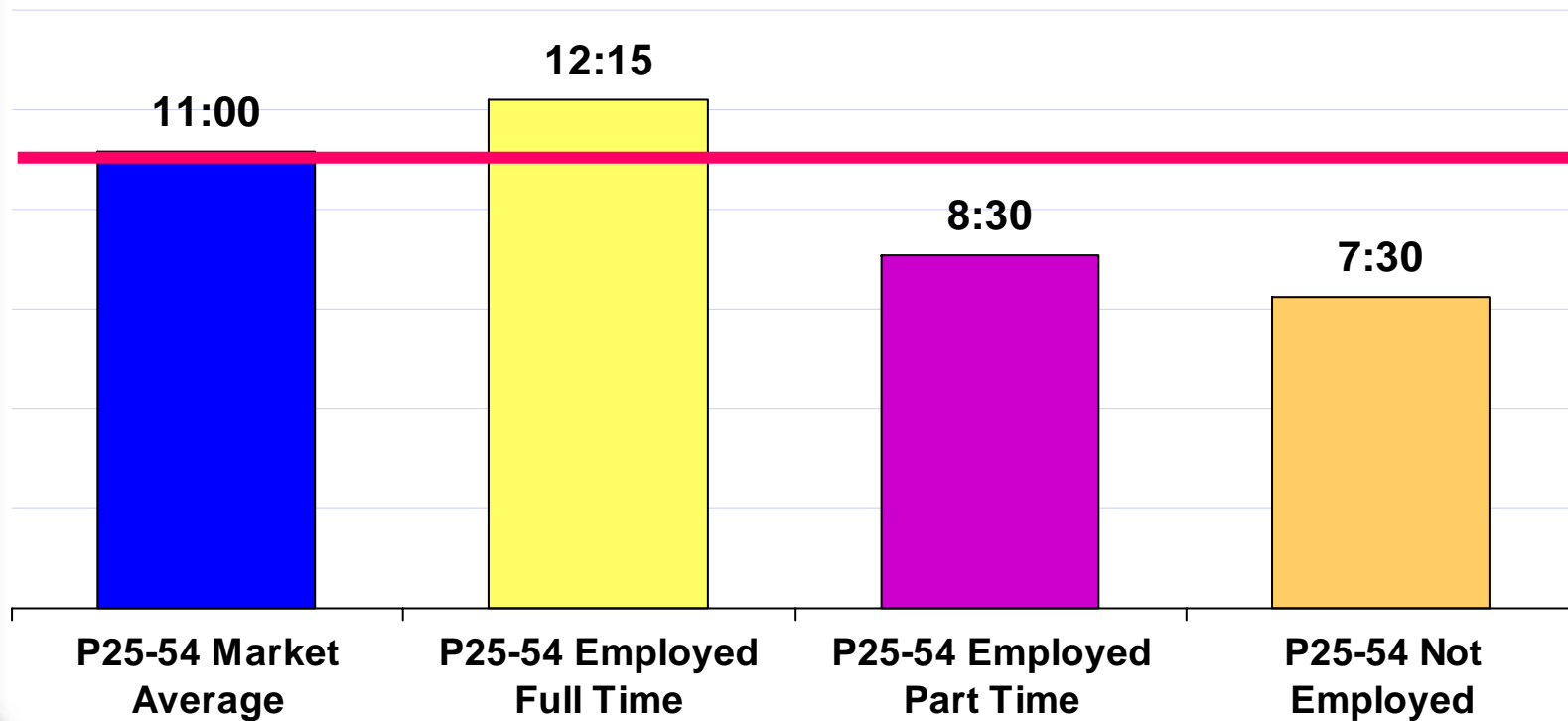


Persons 25-54, May 2007, M-S 6a-12m

Go Beyond The Rating Point and Rank Position

Who is the Product Intended For?

Radio Continues to Flourish as a Working Person's Medium



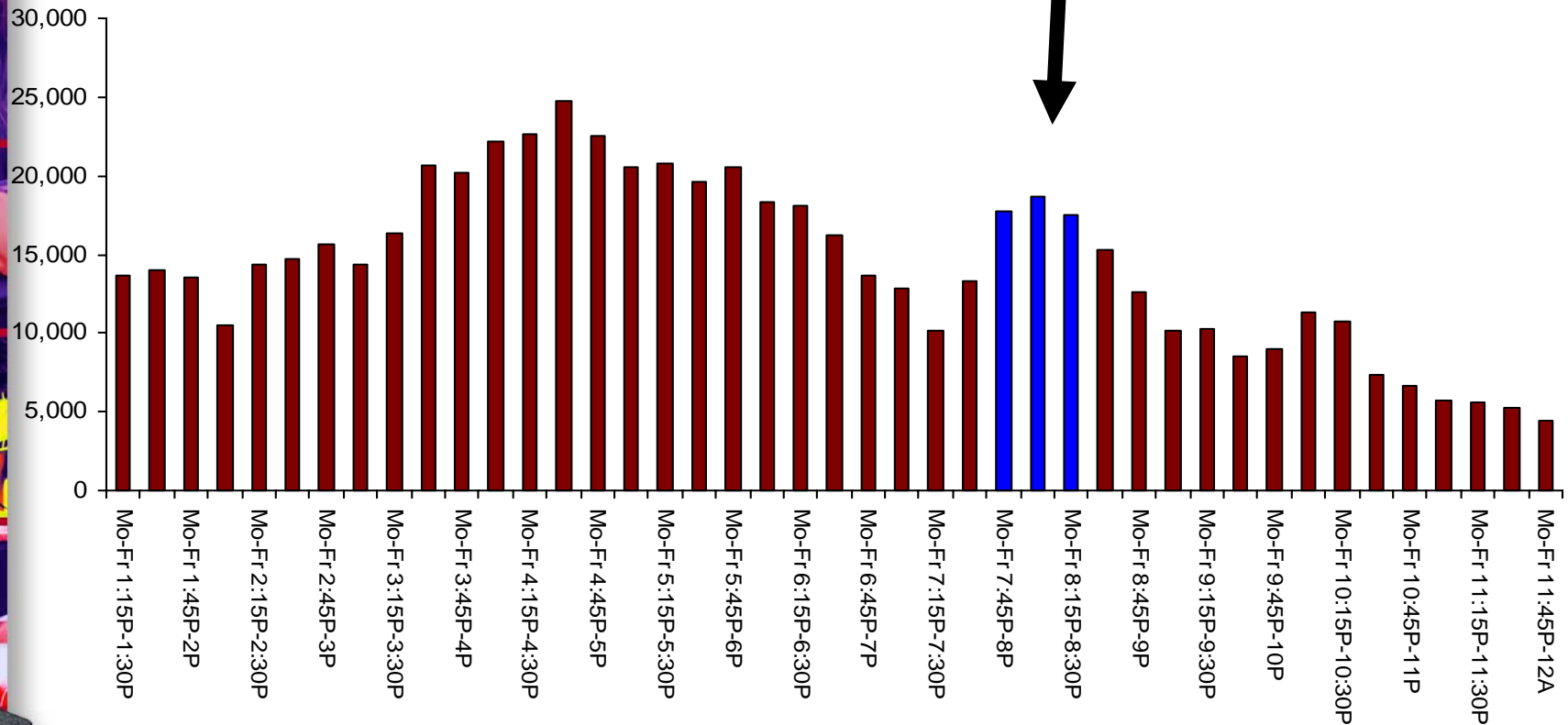
Source: PPM, Houston-Galveston, May 2007, Mon-Fri 6AM-12Mid, Persons 25-54.

Note: Market average based on market average weekly.

Go Beyond The Rating Point and Rank Position

Are there Alternatives for Additional Dollars?

18 in a Row Brought to You Commercial Free By...

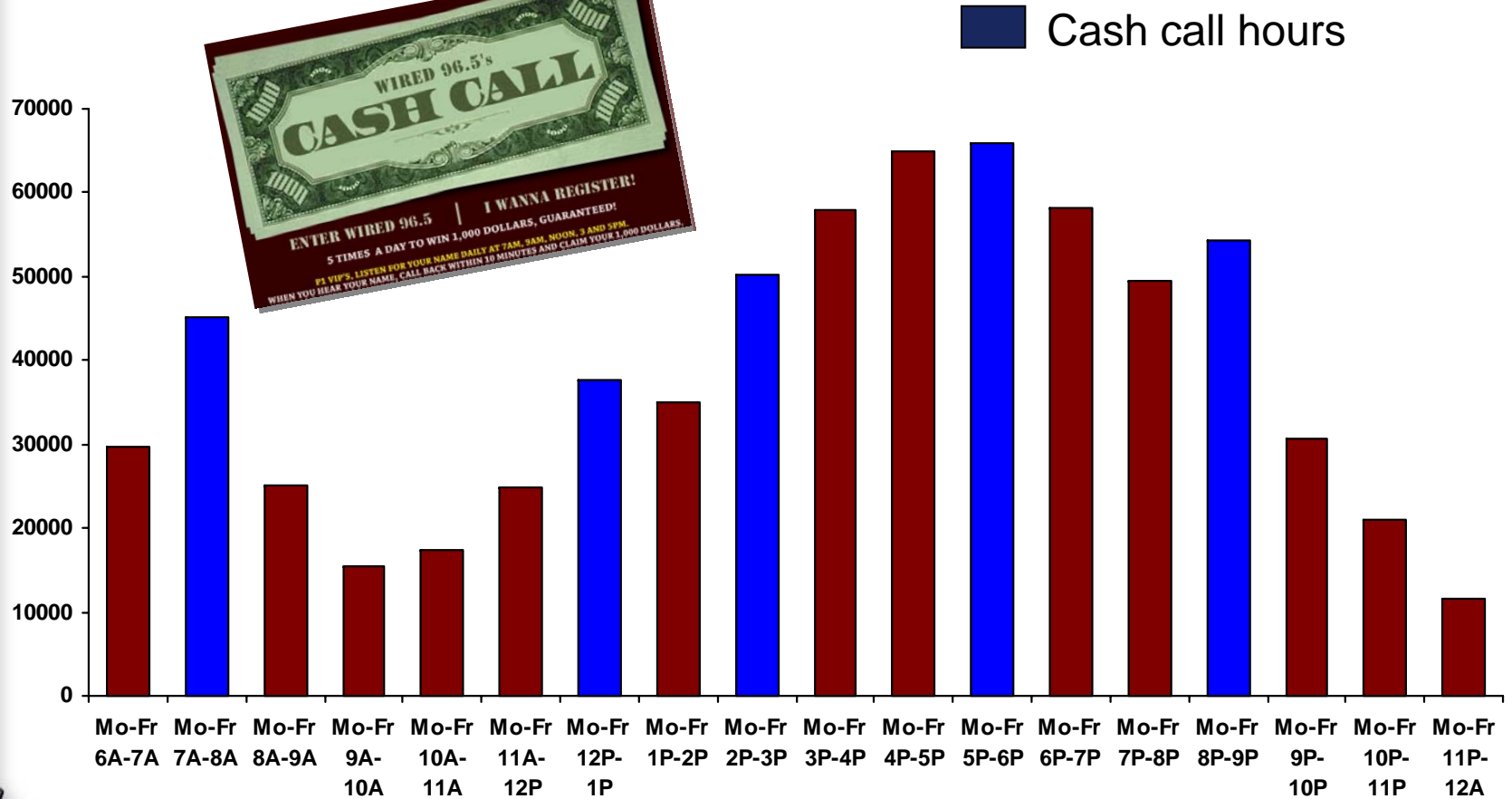


WRDW-FM, Quarter-Hour Persons 6+

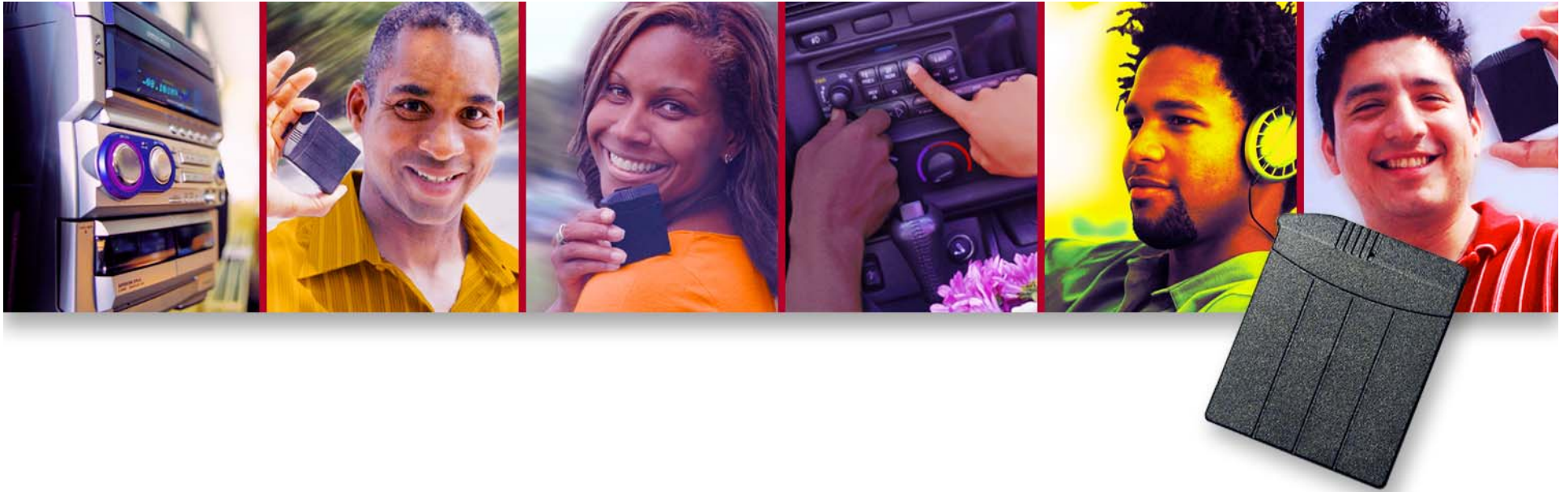
Go Beyond The Rating Point and Rank Position

Is There A Sponsorship Opportunity?

The WRDW-FM Cash Call.

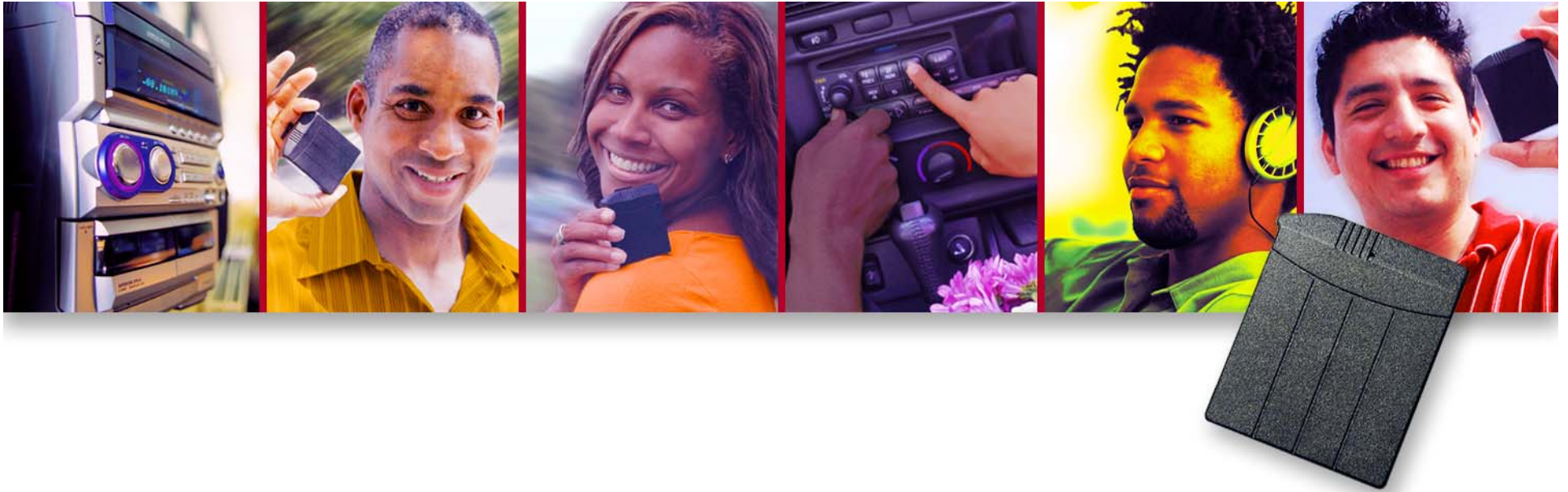


M-F 6a-12m April 16th- May 18th
Cume Persons 6+



Selling and Buying Beyond The Rating Point

Buying and Selling Radio With Electronic Ratings

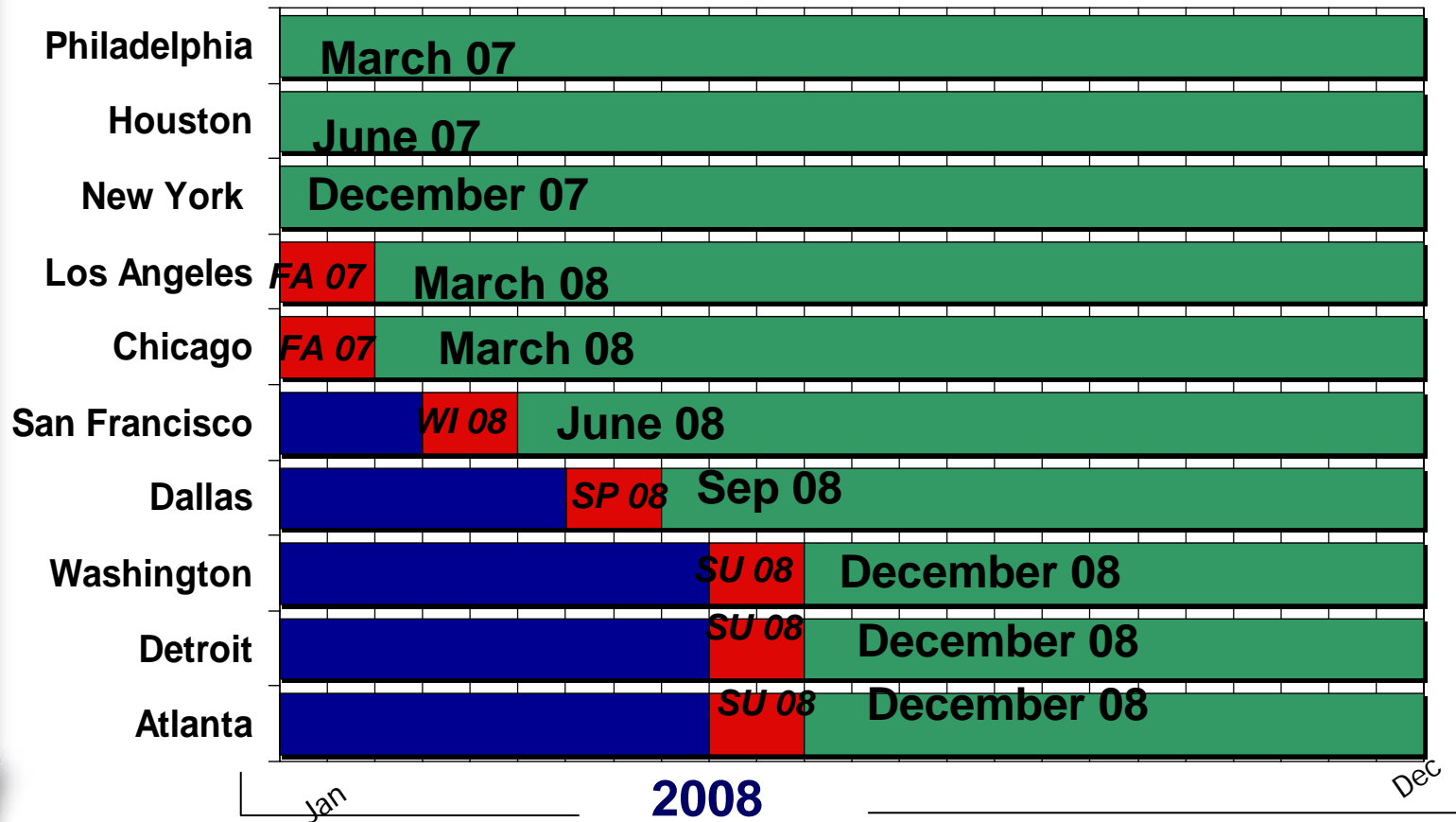


Preparing for PPM in 2008 Starts with Planning Season

What's the Planner/Buyer Message?

You Should Not Procrastinate Your PPM Preparation!

Your time is now for 2008



The Message to Planners

“Different Scale, Same Result”

SAME SPEED

DIFFERENT MEASURE



- 75 Miles Per Hour
- 120 Kilometers Per Hour



Planners Want to Prepare By Evaluating Other Markets

AQH Ratings by Daypart

Persons 12+

P12+ Index	Philadelphia	Houston	Average
M-F 6A-10A	71	64	68
M-F 10A-3P	80	74	77
M-F 3P-7P	83	77	80
M-F 7P-12Mid	73	85	79
Sa-Su 6A-12Mid	85	95	90
M-Su 6A-12Mid	79	77	78

Philadelphia Metro, RMR Qualified Stations only, January 2007 PPM vs.
Fall 2006 Diary

© 2007 Arbitron Inc.

Conversion Factor Diary to PPM Rating Point Conversion

Philly: 100 Diary GRPs = 80 PPM GRPs

Houston: 100 Diary GRPs = 70 PPM GRPs

Here's How to Adjust the Ratings in Philadelphia and Houston-Galveston Using the Portable People Meter

Philadelphia				
Demographic	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Sat-Sun 6A-12M
12-17 Teens	.78	.69	.54	.79
18-34 Women	.70	.85	.80	.91
Men	.58	.73	.82	1.14
Persons	.65	.78	.82	1.03
18-49 Women	.64	.71	.78	.96
Men	.72	.83	.90	1.19
Persons	.69	.75	.90	1.05
25-54 Women	.64	.71	.81	.92
Men	.77	.92	.91	1.06
Persons	.72	.82	.88	.98

Houston-Galveston				
Demographic	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Sat-Sun 6A-12M
12-17 Teens	.76	1.00	.70	.66
18-34 Women	.53	.65	.68	.89
Men	.78	.88	.87	.99
Persons	.64	.69	.78	.93
18-49 Women	.55	.61	.78	.85
Men	.76	.90	.98	1.05
Persons	.62	.71	.90	.88
25-54 Women	.59	.70	.80	.96
Men	.77	.94	1.15	1.10
Persons	.68	.81	.89	1.00

Portable People Meter TRP Conversion Tables

1. Using a particular demo and daypart, start with diary TRPs. Example (Using Philadelphia Men, 18-49, Mon-Fri, 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).

2. Multiply that figure by the appropriate conversion figure from the Philadelphia or Houston-Galveston table. Multiply by 0.83 (obtained from the Philadelphia chart).

3. The resulting figure is your PPM target rating point. The result is 83 PPM target ratings points equals 100 diary target ratings points for this daypart, demo and market.

For Philadelphia, the conversion factor was derived by dividing April 2007 PPM AGH by Spring-Summer-Fall 2006 diary AGH using the Top 10 PPM AGH stations for the given daypart and demographic combination used for the calculation.

For Houston-Galveston, the conversion factor was derived by dividing May 2007 PPM AGH by Winter-Spring-Summer-Fall 2006 diary AGH using the Top 10 PPM AGH stations for the given daypart and demographic combination (10 spots on each station with equal distribution within the daypart).

► For additional conversions from these markets or future PPM markets, contact your Arbitron account manager.

•Your Market??

- Very similar to Nielsen LPM
- Bottom line: same audience same results.
- CPP will continue to be driven by supply and demand, ratings, and market factors.



Two Schools of Thought 2008 Planning: GRP (TRP) change

- To ***sustain GRP levels*** in a PPM market it will likely require more spots
 - » Station/Daypart mix, and Demo will determine how much more
 - » This will bring you even more reach than before
- ***Buying to budget*** will bring you the same results, same reach, but lower GRPs.
 - » Reach will be about even, same audience same results. Same as what you've BEEN getting.
 - » Actually takes you less GRPs to achieve diary reach.



How to Start the PPM Discussion....

PPM data may show some daypart differences in comparison with the diary.

Would you be willing to consider a redistribution of dayparts to reevaluate your schedules?

How willing are you to revamp your schedule to make it more effective for your client?

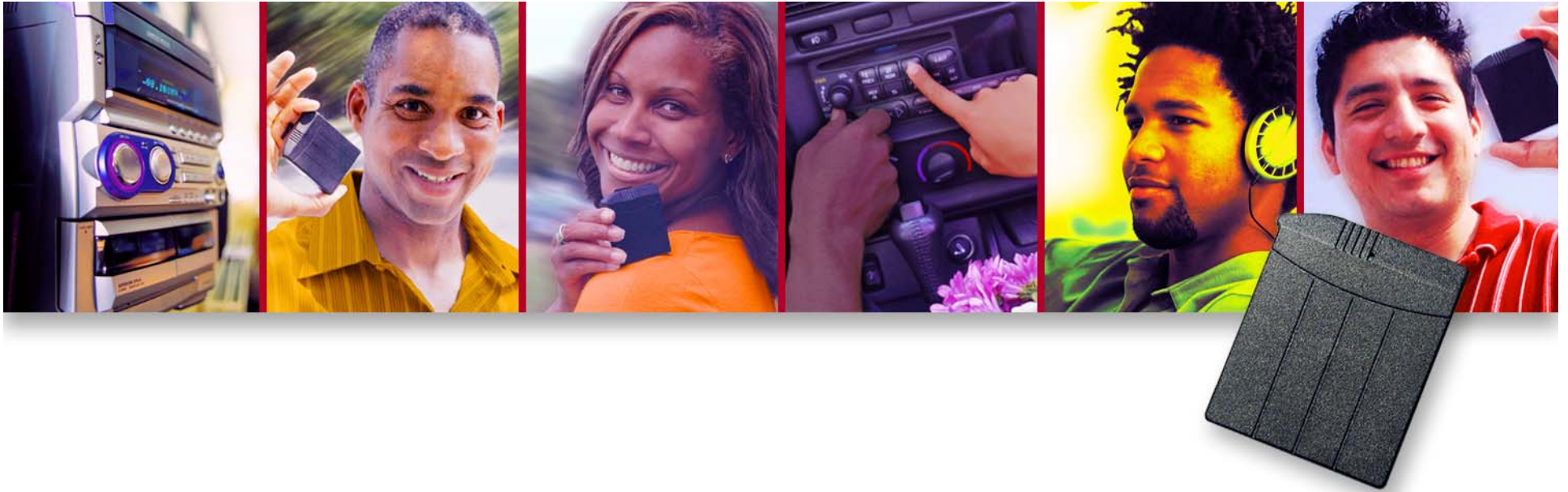


Another Suggestion to Start Your PPM Conversation

CPP changes are anticipated with electronic measurement. It was seen with the LPM Television conversion and the same will happen with PPM and Radio.

How is your planner prepared to adjust to these changes?

Is there something I can provide when the pre-currency data releases?



Preparing for PPM as Currency

**Tools to Help Broadcasters and Agencies
Transition to PPM**



Training Available Today

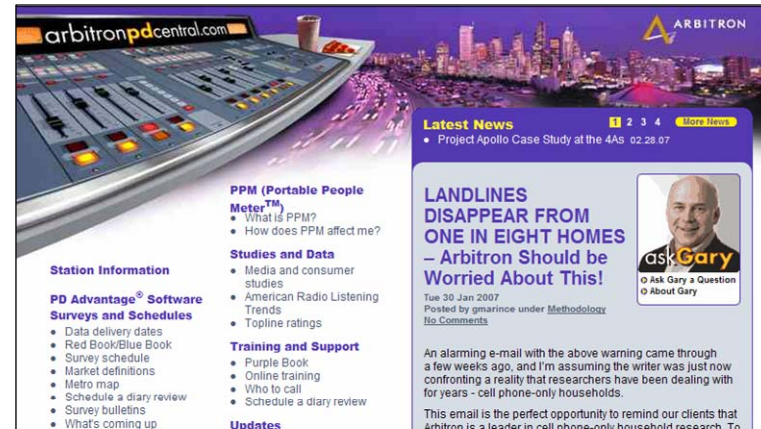
- **Website** www.arbitron.com
 - » Self paced
 - » Videos (English & Spanish)
 - » Live PPM Mondays
- **Live via web**
 - » Existing PPM Monday schedule
 - » Customized for specific organization
- **On site**
- **Dedicated web page:** [www.arbitron.com/ppm_\(city\)_](http://www.arbitron.com/ppm_(city)_)
- **Rep Firm Training**
 - » On-going
- **Market wide presentations**
 - » Broadcaster/Arbitron co-presentations
 - » Local agencies, Rep Firm, National Buyers
 - » Market wide 'orientation'

PPM Training Tools

Market-Specific Web Sites



Programming Web Site



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 that subscribe to PPM will also be reviewing the pre-currency data for analysis and comparison purposes only.
- 3. Can I use the pre-currency data when currency data kick in?**
Once the March PPM data release on April 25 and become currency, subscribers will be able to use January and February data for averaging.
- 4. 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.

Training Calendar

ARBITRON
Arbitron Philadelphia Schedule

Feb 26th	Monday	Tuesday	Wednesday	Thursday	Friday
Jeff Davidson	Philadelphia	Philadelphia	Philadelphia	Philadelphia	Philadelphia
Jenny Tsao	X	X	Philadelphia	Philadelphia	Philadelphia
Tasia Martin	In Office	In Office	In Office	In Office	In Office

==== CONTACT ====
Brendan Kane
 cell (203) 521-3215
 office (212) 887-1310
Jacquelyn Bullerman
 613-9277
 887-4876
Davidson
 636-1163
 887-1307
Fortune
 674-1549
 874-6903
Jenny Tsao
 895-5614
 285-5390
Douglas

ARBITRON
Arbitron Houston Schedule

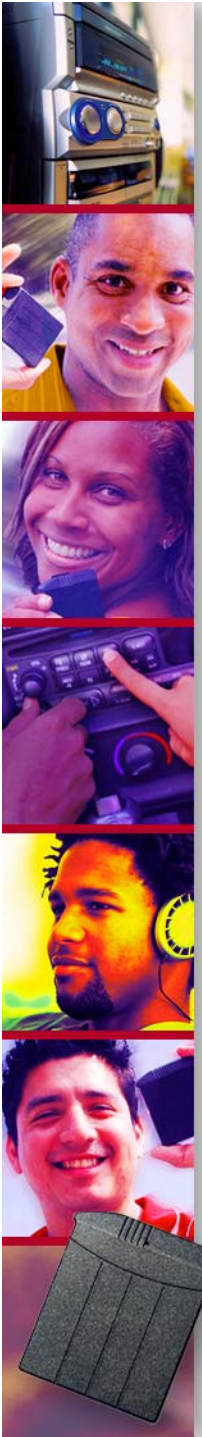
May 21, 2007	Monday	Tuesday	Wednesday	Thursday	Friday
Jennifer Wagner	X	X	Houston	Houston	Houston
Jenny Tsao	X	X	Houston	Houston	Houston
Jacquelyn Bullerman	In Office	In Office	In Office	In Office	In Office

May 28, 2007	Monday	Tuesday	Wednesday	Thursday	Friday
Jennifer Wagner	Houston	Houston	X	X	X
Tasia Martin	X	X	Houston	Houston	Houston

Materials to Help Conversion:

PPM Conversion Conversations

Talk to your Client



Conversation Starters #3

- PPM data may show some daypart differences in comparison with the diary. Would you be willing to consider a redistribution of dayparts to reevaluate your schedules? How willing are you to revamp your schedule to make it more effective for your client?

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 **ARBITRON**
• portable people meter

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Attend PPM 104

To Better Understand What Agencies Are Hearing about PPM

- Sign up on www.arbitrontraining.com



Planning & Buying in a PPM World

Tasia Martin
PPM Training Specialist



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Sharing the PPM Message

Broadcast Group Involvement is Key



Broadcast Groups who are currently coordinating a market Specific PPM Message: NYMRAD, Chicago Ad Club, D.R.A.G, PROradio, S.C.B.A.



Why Portable People Meter Matters to Philadelphia Advertisers

- **With PPM, Radio holds itself more accountable**

- » **Reliability**

- PPM data is more stable so you can be more assured that the differences you see in the ratings from survey to survey are the result of changes in listening.

- » **Credibility**

- With the PPM, people don't need to remember to tell us what they were listening to. All they have to do is take PPM with them and it takes care of the rest.
- PPM automatically detects the stations people are exposed to, stores the information and sends it back to Arbitron

- » **Timely**

- PPM data is refreshed each month so you can get a faster read on changes in the market
- You won't have to wait several months to know the results of your schedule

© 2007 Arbitron Inc.



Promoting the New Cost-Per-Point

Ad campaign

- AdAge, AdWeek, BrandWeek and MediaWeek
- Additional impressions in other ad trades, websites
- Direct distribution to agencies throughout Q4

IMPORTANT ARBITRON SERVICE ADVISORY

When Planning and Buying the Top 10 Radio Markets for 2008, Consider This Formula:

**70 PPM (Meter) GRPs
Can Equal
100 Diary GRPs**

Next year, most Top 10 Radio markets will be measured with the Arbitron Portable People Meter™ service. PPM™ measurement generates data every month with outstanding detail and timely reporting. It is important to consider the change in Gross Rating Points when planning these markets. Arbitron has developed a brochure that describes what happens when a radio market converts from Diary to PPM measurement. Contact your Arbitron Account Manager to get your free copy, or download it at www.arbitron.com/2008mediaplan.

Remember: 70 PPM (Meter) GRPs can equal 100 Diary GRPs.

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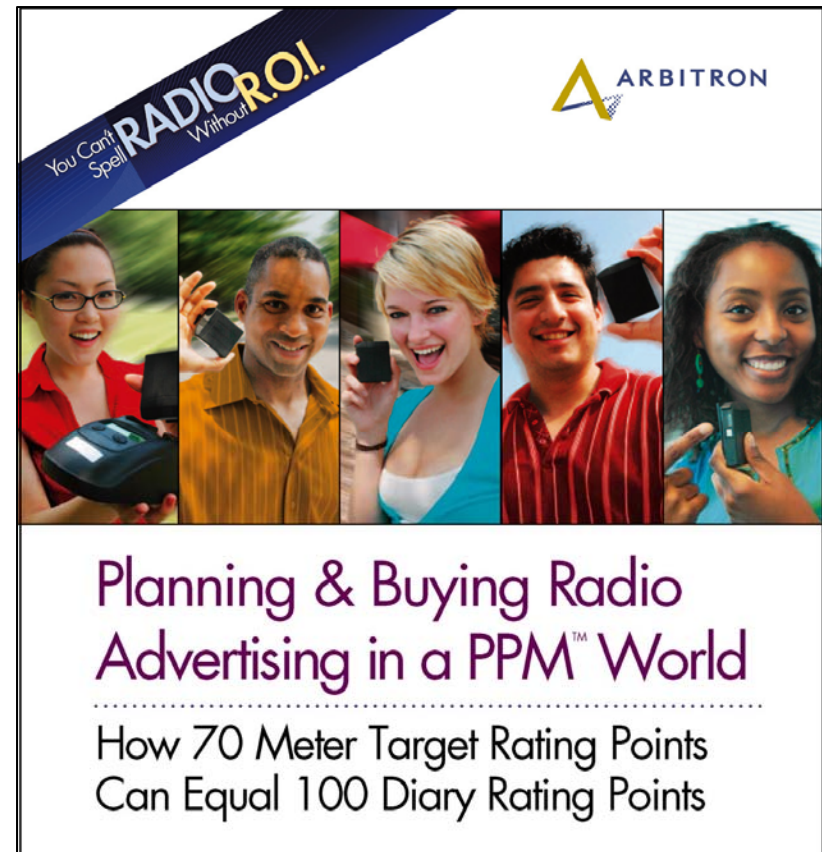
You Can't Spell **RADIO** Without **ROI.**

ARBITRON

Promoting the New Cost-Per-Point

• Brochure

- » Heavy distribution to ad agencies
- » Stations in all PPM markets to receive copies
- » Wide distribution at conventions, trade shows
- » Order more hard copies from your Arbitron AM



Download: www.arbitron.com/2008mediaplan



Market-Focused Web Sites

Access Links From Arbitron.com

- **New York Metro**

» www.arbitron.com/ppmny

- **Nassau-Suffolk (Long Island)**

» www.arbitron.com/ppmnynassau

- **Middlesex-Somerset-Union**

» www.arbitron.com/ppmnymiddlesex

investors | newsroom | about Arbitron | careers
training & support | who to call | site index | home

search for: in entire site

Monday, October 8th, 2007

ARBITRON

PPM HOME

- PPM RADIO RATINGS SERVICE
- PPM DATA & DELIVERY SCHEDULE
- PPM SOFTWARE
- TRAINING & SUPPORT
- OPPORTUNITIES FOR TV
- MULTIMEDIA MEASUREMENT
- PPM TECHNOLOGY
- PPM R&D HISTORY

The Portable People Meter
NEXT GENERATION ELECTRONIC RATINGSSM

New Study: All P1s Are Not Created Equal
Learn more in P1s in the PPM™ World: Insights Into the Listeners Who Matter Most (PDF) 09.28.07

PPM Markets

- [Chicago](#)
- [Houston](#)
- [Los Angeles](#)
- [Middlesex-Somerset-Union](#)
- [Nassau-Suffolk](#)
- [New York](#)
- [Philadelphia](#)
- [Riverside-San Bernardino](#)

Featured

Planning & Buying Radio Advertising in a PPM World
Your GRP goals will change in an



New PPM Messaging Campaign Begins September 07

Series of ads to run in Agency publications

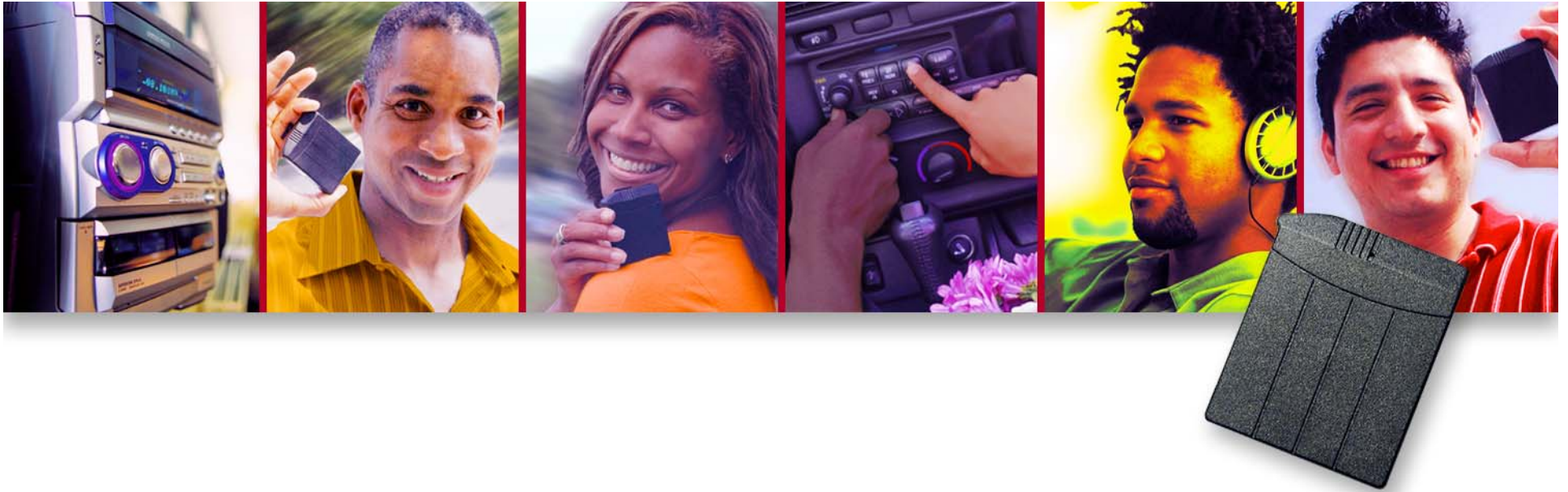




Converting to PPM as Currency Recipe For Success

General Observations

- **Broadcasters who are having an easier time with PPM conversion are...**
 - » Talking to their clients. Strong relationships make tough conversations easier.
 - » Attending and conducting training internally and externally.
 - » Working with local broadcaster group to develop cohesive message.
 - » Have Research Directors
 - » Keeping very detailed logs of market and station events for future opportunity
 - » Anticipating shifts in market listening
 - » Understanding and applying PPM programming messages before market converts to electronic measurement



Urban Radio in the PPM™ World: *Applying Lessons Learned in Philadelphia and Houston to Planning for 2008 Conversion to PPM*

Joanna Douglas
PPM Implementation Team

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.