

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



Updated for 2008-2009

Planning & Buying Radio Advertising in a PPMTM World

How 70 Meter Target Rating Points
Can Equal 100 Diary Rating Points

The Arbitron Portable People Meter™ is the biggest development in radio audience measurement in the past 40 years. Indeed, PPM is the next generation of electronic ratings. If you have already planned and bought a PPM market, you know the process has changed. Adjustments to TRPs and CPPs will be needed.

Why the PPM?

Here are but a few reasons why the PPM offers new opportunities for advertisers:

1. Enhanced credibility. The PPM automatically detects the stations that panelists are exposed to, stores the information and sends it back to Arbitron each night.

“In advertising and media, we are all facing a greater need for accountability and PPM data bring us that much closer to a better understanding of real R.O.I.

In PPM data we can see immediate evidence of format and programming changes and the effects of sports, promotions or marketing events, which should all increase our confidence about the role radio plays in our lives.

With PPM data we feel more comfortable than ever that we’re seeing the truth that’s always been there.”

— **Lisa Pilger**
V.P., Director of Local Media, RPA, Atlanta, GA

- 2. More stable survey-to-survey trends.**
- 3. Faster data make radio more relevant.** PPM results are available within weeks following a broadcast.
- 4. The PPM will measure 6- to 11-year-olds.**
- 5. The PPM will measure HD Radio®** multicasts, online streaming, podcasts and other time-shifted content.
- 6. Radio commercial audiences are much larger than suspected.** On average, radio holds more than 92% of its lead-in audience during commercial breaks.
- 7. Working persons drive radio listening.** The PPM shows that working persons are the core of radio’s listening base.
- 8. Stations with younger formats skew older than prior measurement indicated,** and stations with older formats skew younger.
- 9. Clearer understanding of the impact of play-by-play sports and special events for stations and advertisers.**
- 10. Nights and weekends are stronger dayparts.** You now have additional avenues to reach consumers.

How Does PPM Compare to Diary Measurement?

The Diary	The Portable People Meter
Person records listening for 1 week.	A household remains in the PPM panel for an average of 9 months.
4 reports a year.	13 reports a year.
Diary records listening recall.	PPM tracks actual station exposure.
Average diary reports listening to 3.2 stations per week.	Average PPM records exposure to 6 stations per week.

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
Nassau-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

Portable People Meter TRP Conversion Tables

Here's how to adjust the ratings using the Portable People Meter:

1. Using a particular demo and daypart, start with diary TRPs. Example (Using New York, 25-54 Men, 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 New York table. Multiply by 0.83 (obtained from the New York chart).

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

New York (Pre-Currency)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.75	.66	.77	.73	.69	.85
12-17 Teens	.69	.65	1.52	.50	.46	.80
18-34 Women	.65	.53	.64	.62	.64	.94
Men	.75	.62	.76	.76	.66	.82
Persons	.65	.57	.70	.63	.63	.84
18-49 Women	.69	.60	.69	.69	.64	.81
Men	.78	.70	.83	.70	.67	.81
Persons	.71	.63	.77	.70	.73	.88
25-54 Women	.69	.56	.69	.68	.67	.76
Men	.80	.70	.83	.72	.76	.88
Persons	.73	.62	.78	.71	.74	.88

Nassau-Suffolk (Long Island) (Pre-Currency)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.90	.79	.84	.80	.91	1.02
12-17 Teens	.96	1.26	2.11	.99	.91	1.33
18-34 Women	.91	.71	.98	.82	1.26	1.00
Men	.76	.74	.86	.86	.57	.82
Persons	.82	.74	.91	.78	.73	.94
18-49 Women	.97	.76	.91	.91	1.40	1.10
Men	.83	.87	.84	.72	.76	.98
Persons	.93	.82	.86	.80	1.03	1.04
25-54 Women	.85	.69	.83	.82	1.50	.98
Men	.83	.84	.83	.76	.89	1.05
Persons	.84	.75	.81	.77	.97	1.09

Middlesex-Somerset-Union (Pre-Currency)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.85	.73	.84	.85	.82	1.02
12-17 Teens	1.02	.91	1.58	.93	.69	.93
18-34 Women	.81	.61	.73	.86	.96	.97
Men	.83	.61	.82	.82	.78	1.02
Persons	.83	.60	.78	.79	.81	.97
18-49 Women	.77	.60	.70	.77	.98	.97
Men	.84	.75	.95	.77	.76	.98
Persons	.81	.68	.83	.76	.84	1.00
25-54 Women	.71	.62	.71	.71	.81	.84
Men	.84	.74	.85	.78	.78	1.03
Persons	.80	.67	.78	.74	.82	.86

Chicago (Demonstration Data)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.76	.67	.80	.77	.67	.86
12-17 Teens	.68	.77	1.48	.58	.47	.78
18-34 Women	.64	.51	.60	.69	.52	.69
Men	.80	.85	.87	.87	.75	.76
Persons	.73	.69	.73	.74	.62	.76
18-49 Women	.68	.57	.69	.67	.55	.76
Men	.85	.76	1.00	.95	.70	.88
Persons	.81	.65	.85	.82	.63	.82
25-54 Women	.76	.62	.71	.71	.68	.81
Men	.90	.77	1.05	1.02	.78	.91
Persons	.81	.69	.90	.84	.78	.88

Conversion factors derived by dividing Jan/ Feb/Mar 2008 PPM AQH by Winter 2008 Diary AQH using the Top 20 PPM AQH stations for the given daypart and demographic combination.

► For additional demo and daypart conversions from these markets or future PPM markets, visit www.arbitron.com/ppm or contact your Arbitron account manager.

“The currency of measurement has changed...While change is always difficult to embrace, the opportunity to know more about a radio market and have more reliable and accurate information makes me a better media buyer and steward of my client's investments in the medium.

PPM is the new currency to embrace.”

— **Paula Hambrick**
President, Hambrick & Associates, Inc., Chicago, IL

Portable People Meter TRP Conversion Tables *(continued)*

Los Angeles <i>(Demonstration Data)</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.74	.64	.76	.75	.80	.89
12-17 Teens	.81	.75	1.67	.61	.52	.87
18-34 Women	.72	.54	.73	.74	.66	.89
Men	.66	.47	.71	.71	.72	.94
Persons	.71	.51	.70	.72	.73	.96
18-49 Women	.72	.63	.72	.80	.77	.86
Men	.78	.64	.77	.72	.90	1.08
Persons	.78	.62	.75	.76	.83	.95
25-54 Women	.73	.62	.72	.80	.61	.88
Men	.86	.71	.85	.82	1.09	1.06
Persons	.79	.67	.80	.83	.84	1.00

Riverside-San Bernardino <i>(Demonstration Data)</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.76	.60	.75	.82	.73	.89
12-17 Teens	.79	.60	1.19	.70	.72	.85
18-34 Women	.72	.49	.69	.80	.67	.83
Men	.63	.38	.64	.64	.64	.86
Persons	.69	.43	.65	.85	.67	.88
18-49 Women	.74	.57	.70	.83	.62	.84
Men	.69	.51	.73	.87	.56	.94
Persons	.73	.54	.72	.84	.59	.88
25-54 Women	.76	.57	.67	.84	.62	.81
Men	.70	.49	.72	.85	.61	.97
Persons	.71	.52	.71	.86	.58	.89

Conversion factors derived by dividing Jan/Feb/Mar 2008 PPM AQH by Winter 2008 Diary AQH using the Top 20 PPM AQH stations for the given daypart and demographic combination.

Portable People Meter™ and PPM™ are marks of Arbitron Inc.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using a particular demo and daypart, start with diary TRPs.** Example (Using Los Angeles, 25-54 Men, 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 Los Angeles table.** Multiply by 0.85 (obtained from the Los Angeles chart).
- 3. The resulting figure is your PPM™ target rating point.** The result is 85 PPM target ratings points equal 100 diary target ratings points for this daypart, demo and market.

► For additional demo and daypart conversions from these markets or future PPM markets, visit www.arbitron.com/ppm or contact your Arbitron account manager.

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Portable People Meter TRP Conversion Tables *(continued)*

Philadelphia (2007 Currency)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.77	.64	.74	.77	.85	.95
12-17 Teens	.66	.64	1.03	.54	.49	.81
18-34 Women	.80	.64	.77	.79	.75	.89
Men	.70	.48	.55	.73	.92	.96
Persons	.74	.56	.61	.76	.89	.94
18-49 Women	.70	.57	.59	.73	.80	.89
Men	.78	.63	.66	.79	.95	1.01
Persons	.75	.60	.65	.76	.90	.95
25-54 Women	.69	.56	.60	.72	.82	.86
Men	.83	.68	.71	.79	1.04	1.01
Persons	.76	.62	.66	.76	.94	.95

Houston-Galveston (2007 Currency)						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	.71	.61	.70	.75	.75	.86
12-17 Teens	.66	.58	.81	.68	.47	.66
18-34 Women	.67	.51	.57	.74	.66	.86
Men	.74	.63	.64	.78	.85	.87
Persons	.70	.57	.61	.76	.76	.87
18-49 Women	.69	.55	.60	.74	.75	.87
Men	.77	.63	.59	.81	.95	.96
Persons	.74	.59	.63	.78	.86	.84
25-54 Women	.70	.57	.61	.77	.85	.86
Men	.81	.63	.69	.85	1.11	1.01
Persons	.76	.60	.64	.81	.98	.98

Conversion factors derived by dividing Apr/May/June 2007 PPM AQH by Spring 2006 Diary AQH using the Top 20 PPM AQH stations for the given daypart and demographic combination.

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Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using a particular demo and daypart, start with diary TRPs.** Example (Using Philadelphia, 25-54 Men, 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 0.71 (obtained from the Philadelphia chart).
- 3. The resulting figure is your PPM™ target rating point.** The result is 71 PPM target ratings points equal 100 diary target ratings points for this daypart, demo and market.

► For additional demo and daypart conversions from these markets or future PPM markets, visit www.arbitron.com/ppm or contact your Arbitron account manager.

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