

Forward Looking Statements



Statements made in this presentation that are not historical in nature, particularly regarding expected performance in 2008 and future years, are forward-looking statements.

These forward-looking statements are based on our current expectations and assumptions, and involve various risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements.

Important factors known by the company that could cause such material differences include those referenced or discussed from time to time in our filings with the SEC, including those referenced under the heading "ITEM 1A – Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2007 and elsewhere, and any subsequent periodic or current reports filed by us with the SEC.

In addition, any forward-looking statements contained in this presentation represent our estimates only as of the date hereof and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

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Forward Looking Statements

On the call from Arbitron



- **Pierre Bouvard**
 - » President of Sales and Marketing
- **Jay Guyther**
 - » Senior Vice President, Ratings Services
- **Beth Webb**
 - » Director, PPM Research

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On the call from Arbitron

On the call from the Radio Advisory Council



- **Chuck DuCoty**
 - » Radio Advisory Council Chairperson
 - » Chief Operating Officer, NRG Media
- **Jess Hanson**
 - » Chair of research subcommittee
 - » Senior Vice President Research, Clear Channel Radio

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On the call from the Radio Advisory Council

What we will cover today...



- PPM Sample Performance vs. Benchmarks
- Persons 18-34 and ethnic sample performance
- Panel install status in new markets
- Urban Radio in the PPM World
 - » Interview with Doug Abernethy, Regional Vice President, Radio One
- Insights from PPM data
- Streaming and HD Reporting in PPM
- Questions and answers

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What we will cover today...

February Headlines




- Exceeding total sample benchmark and 18-54 guarantee
- Meeting or exceeding 87% of the benchmarks in the 46 different 18-34 age cells across eight markets
- Urban Radio remains strong in a PPM World



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February Headlines



PPM Sample Performance vs. Benchmarks



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PPM Sample Performance vs. Benchmarks

PPM Sample Performance Benchmarks



- **Purpose:** Enhance confidence in the PPM currency
- Established with feedback from the Radio Advisory Council
- Means to evaluate PPM panel performance versus Arbitron's objectives
 - » They are not guarantees

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PPM Sample Performance Benchmarks

PPM Total Sample Size Performance Benchmarks

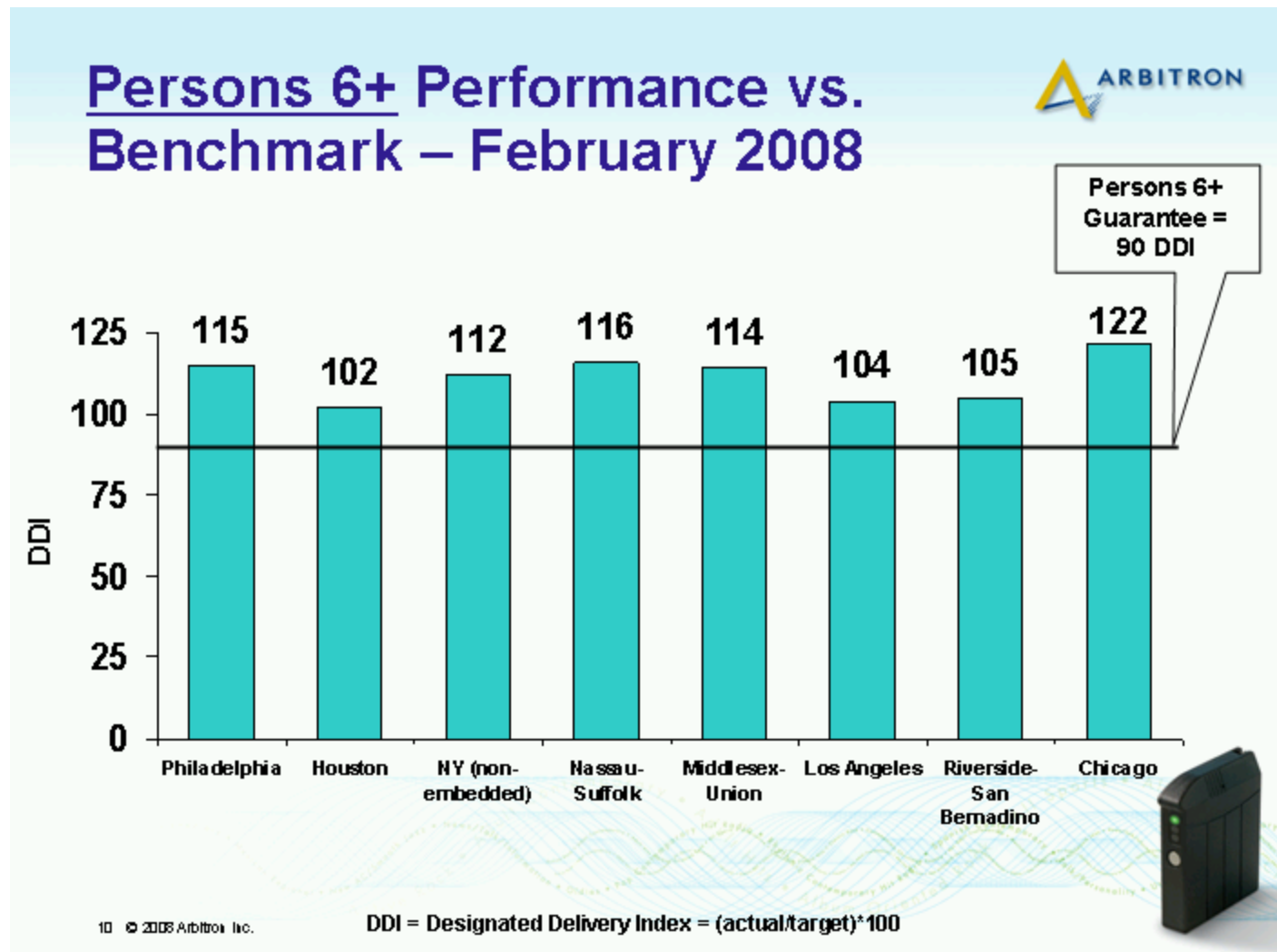


- **Achieve 90%+ (DDI) of total panel sample objective**
 - » Designated Delivery Index = DDI
 - » Actual sample size for a given demo divided by the target sample size for the demo
 - » $DDI = (actual/target) * 100$

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PPM Total Sample Size Performance Benchmarks



Persons 6+ Performance vs. Benchmark – February 2008

18-54 Sample Guarantee

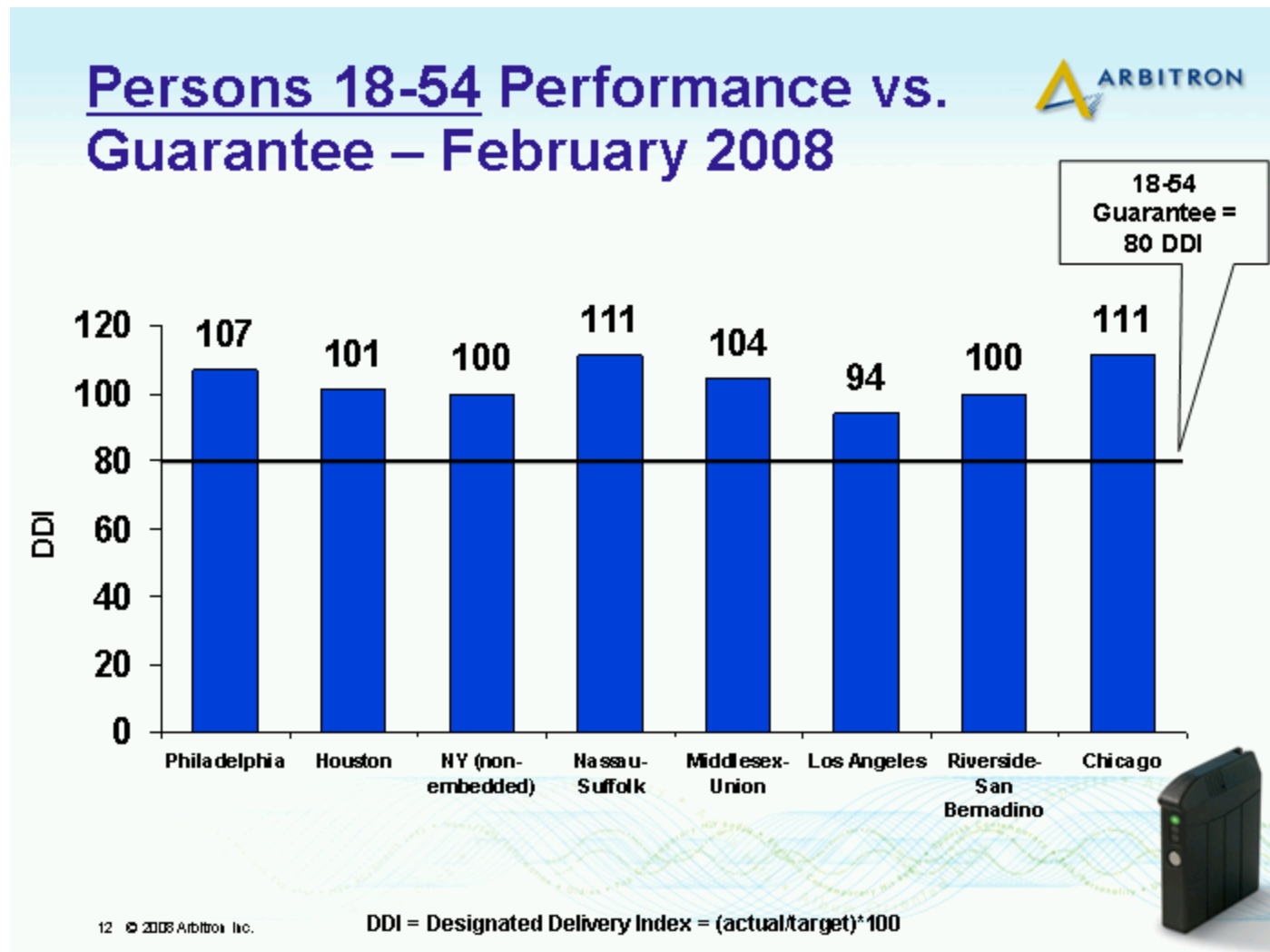


- 80%+ of the sample objective (e.g. 80 DDI) for persons 18-54
- Effective in Houston and Philadelphia now and will be effective with the third month of PPM currency in all subsequent markets

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18-54 Sample Guarantee



Persons 18-54 Performance vs. Guarantee – February 2008

18-34 Sample Size Performance Benchmark

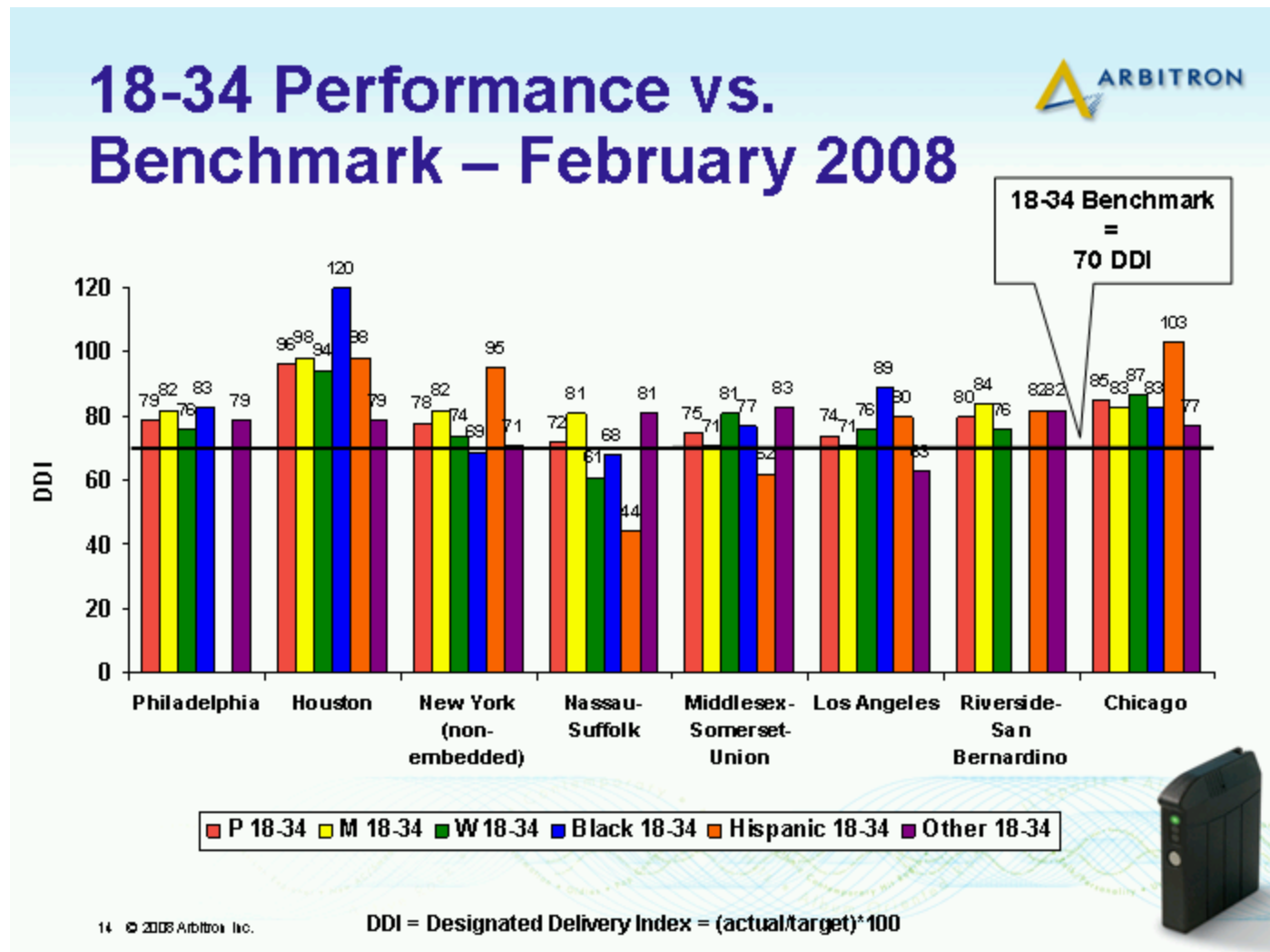


- **Benchmarks:** 70+ DDI in year one and 80 DDI in year two and beyond
- **Benchmark demos**
 - » Persons, Men, Women 18-34;
 - » Black Persons 18-34 (if greater than 10% of the market)
 - » Hispanic Persons 18-34 (if greater than 10% of the market)
 - » Other Persons 18-34 (if Black or Hispanic population is greater than 10% of the market)

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18-34 Sample Size Performance Benchmark



18-34 Performance vs. Benchmark – February 2008

In-Tab Rate vs. Benchmark



- **In-tab rate benchmark: Percent who provide eight or more hours of motion each day (five or more hours for Persons 6-17)**
 - » Total Panel: 75%+
 - » 18-34 demos: 80% of the overall In-tab goal (.8 X 75% = 60%) for first two currency years of a panel

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In-Tab Rate vs. Benchmark

In-Tab Rates – February 2008



	Persons 6+	Persons 18-34	Men 18-34	Women 18-34	Black 18-34	Hispanic 18-34	Other 18-34
BENCHMARK	75%	60%	60%	60%	60%	60%	60%
Philadelphia	76%	65%	66%	64%	59%	n/a	67%
Houston	76%	73%	74%	70%	67%	75%	72%
New York Core	79%	69%	72%	66%	63%	74%	69%
Nassau-Suffolk	79%	68%	71%	64%	70%	73%	67%
Middlesex-Somerset-Union	81%	72%	73%	71%	64%	66%	76%
Los Angeles	75%	68%	68%	68%	64%	71%	63%
Riverside-San Bernadino	73%	66%	68%	64%	n/a	71%	62%
Chicago	76%	68%	70%	66%	58%	72%	69%


In-Tab Rate Benchmark:

- Total Panel: 75%
- 18-34 target demos: 80% of the overall in-tab goal ($.8 \times 75\% = 60\%$)



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In-Tab Rates – February 2008

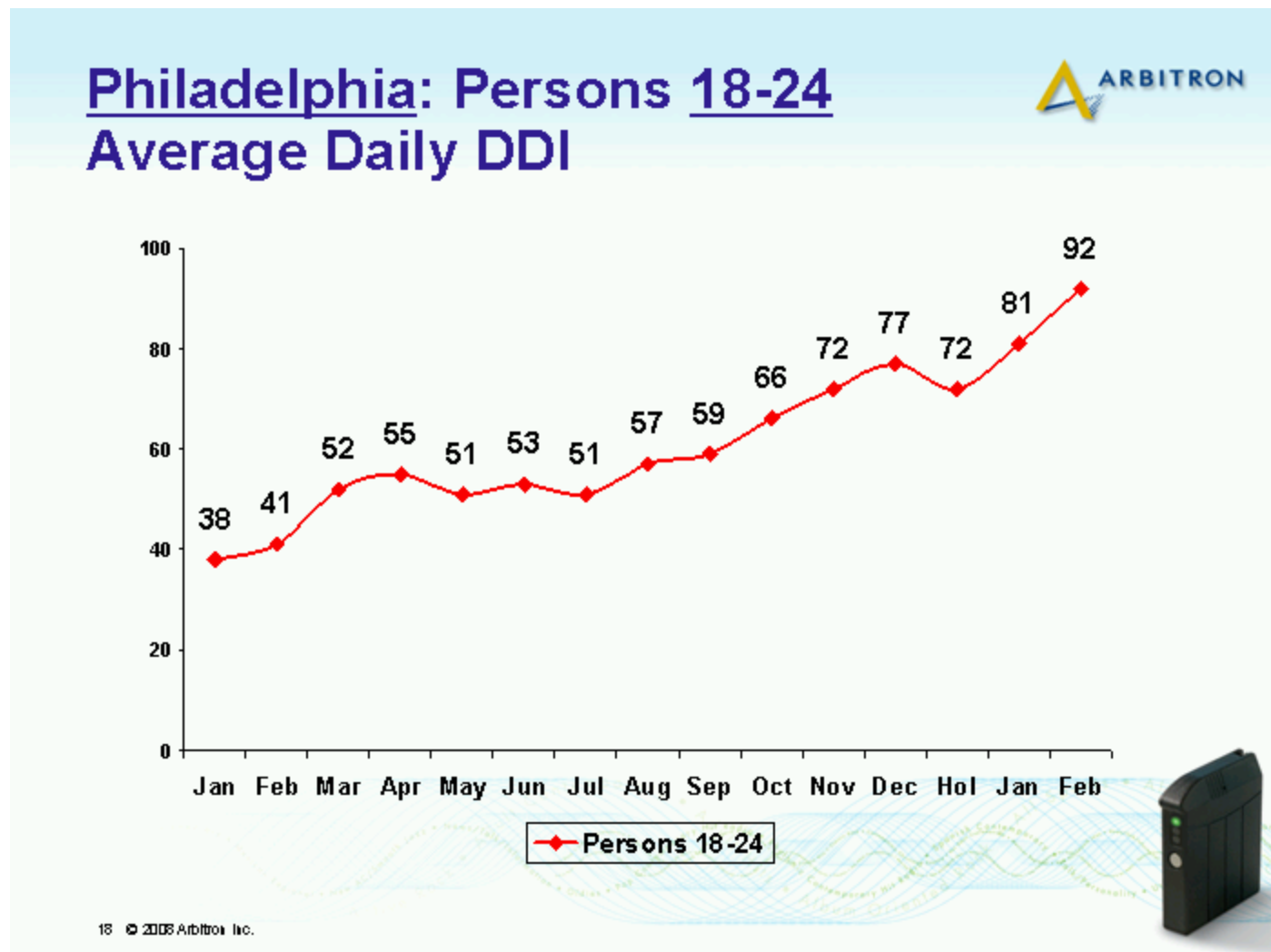


Age Cell Components of 18-34 Sample Performance

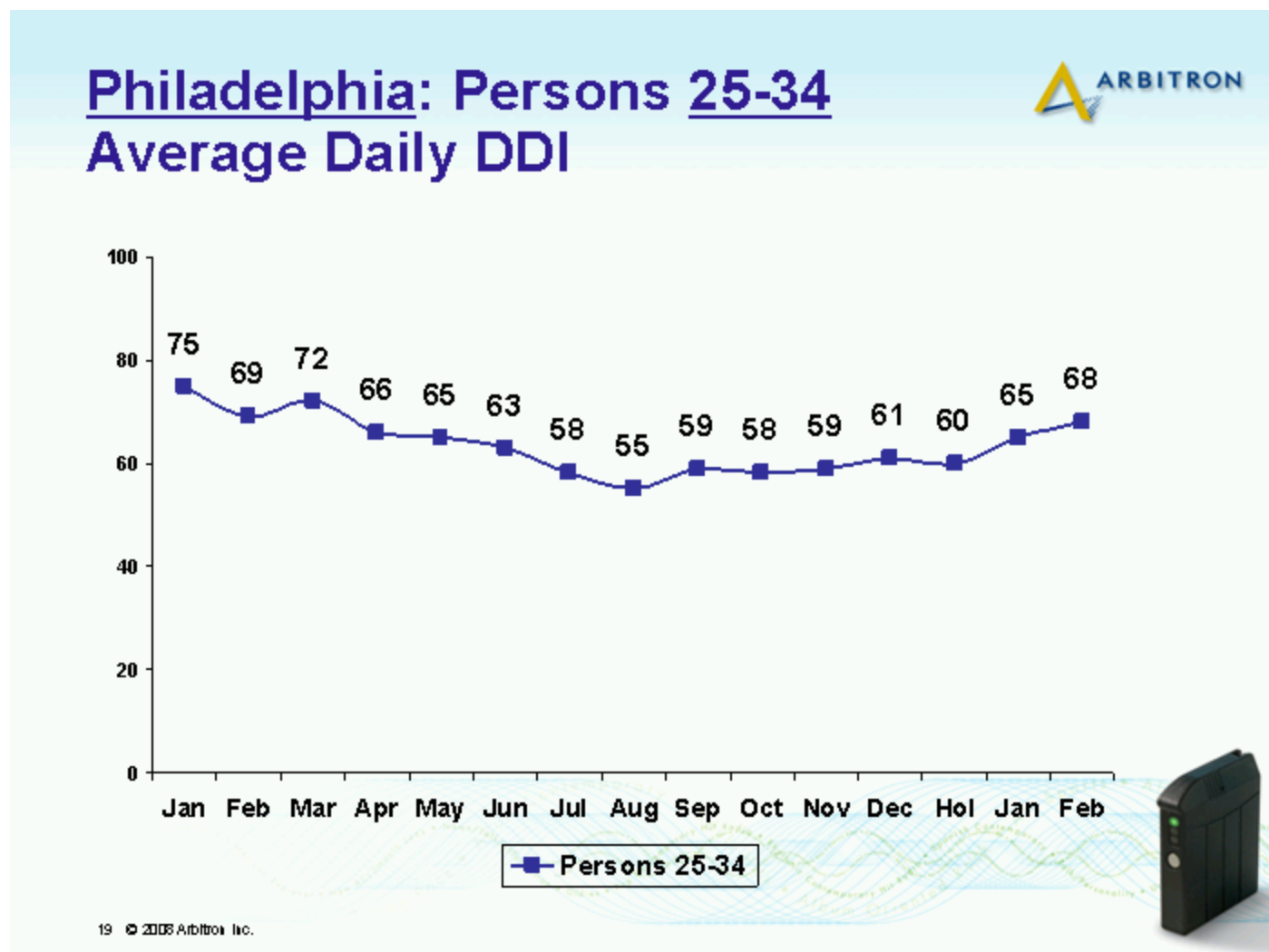


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Age Cell Components of 18-34 Sample Performance

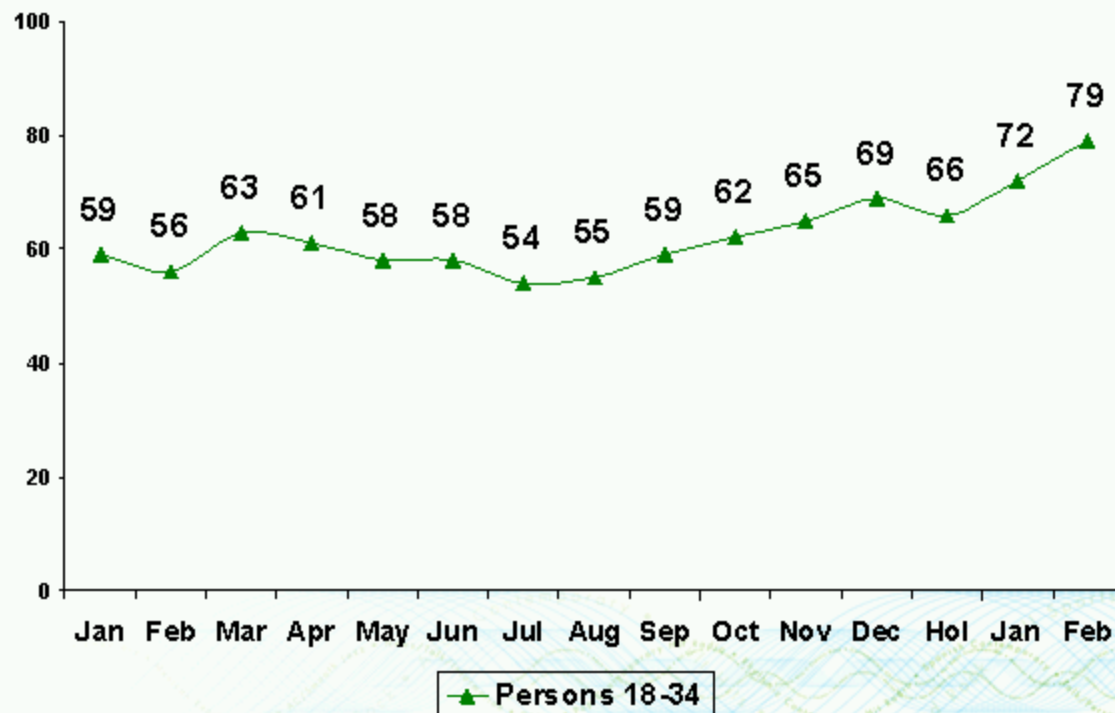


Philadelphia: Persons 18-24 Average Daily DDI



Philadelphia: Persons 25-34 Average Daily DDI

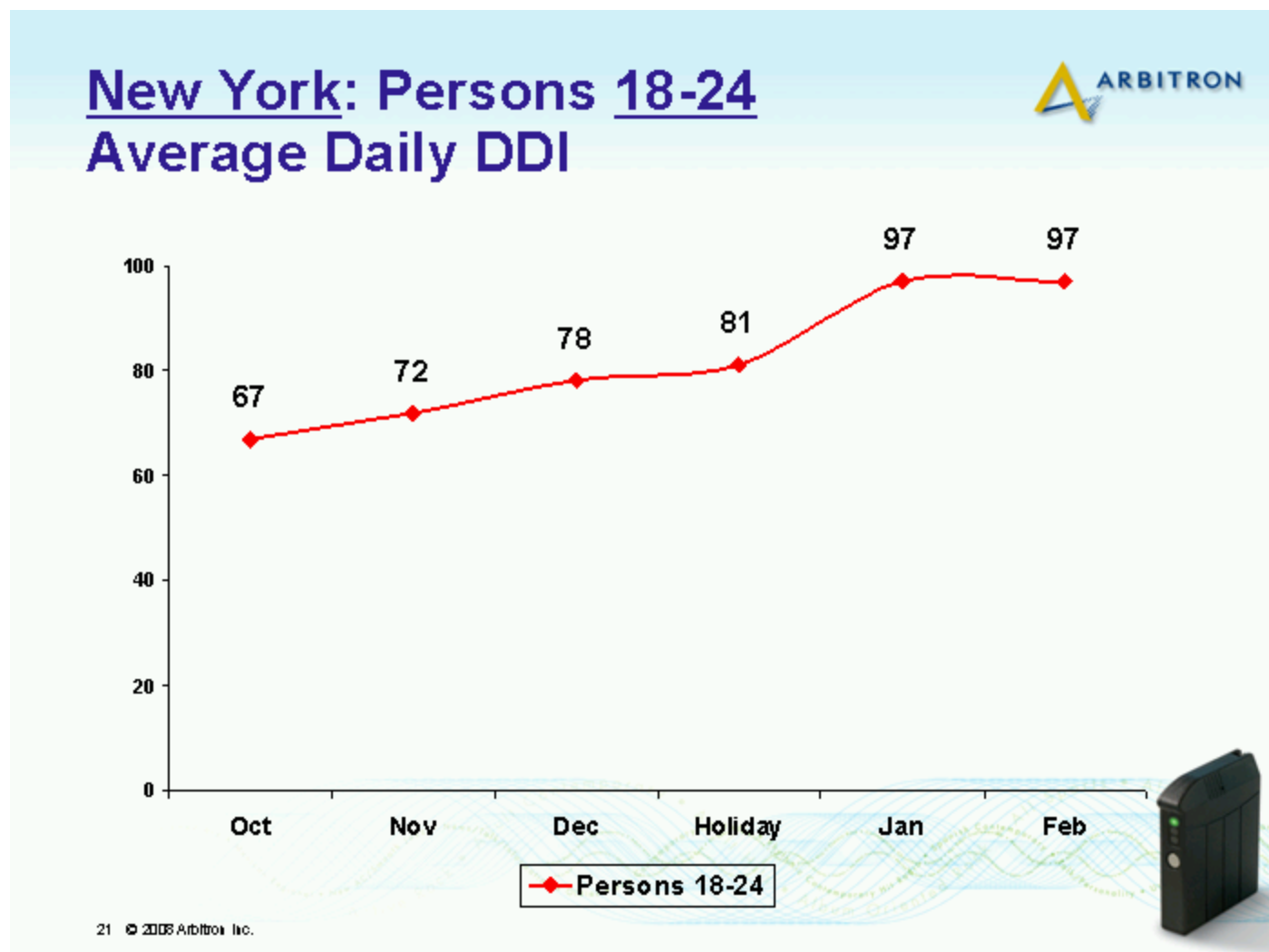
Philadelphia: Persons 18-34 Average Daily DDI



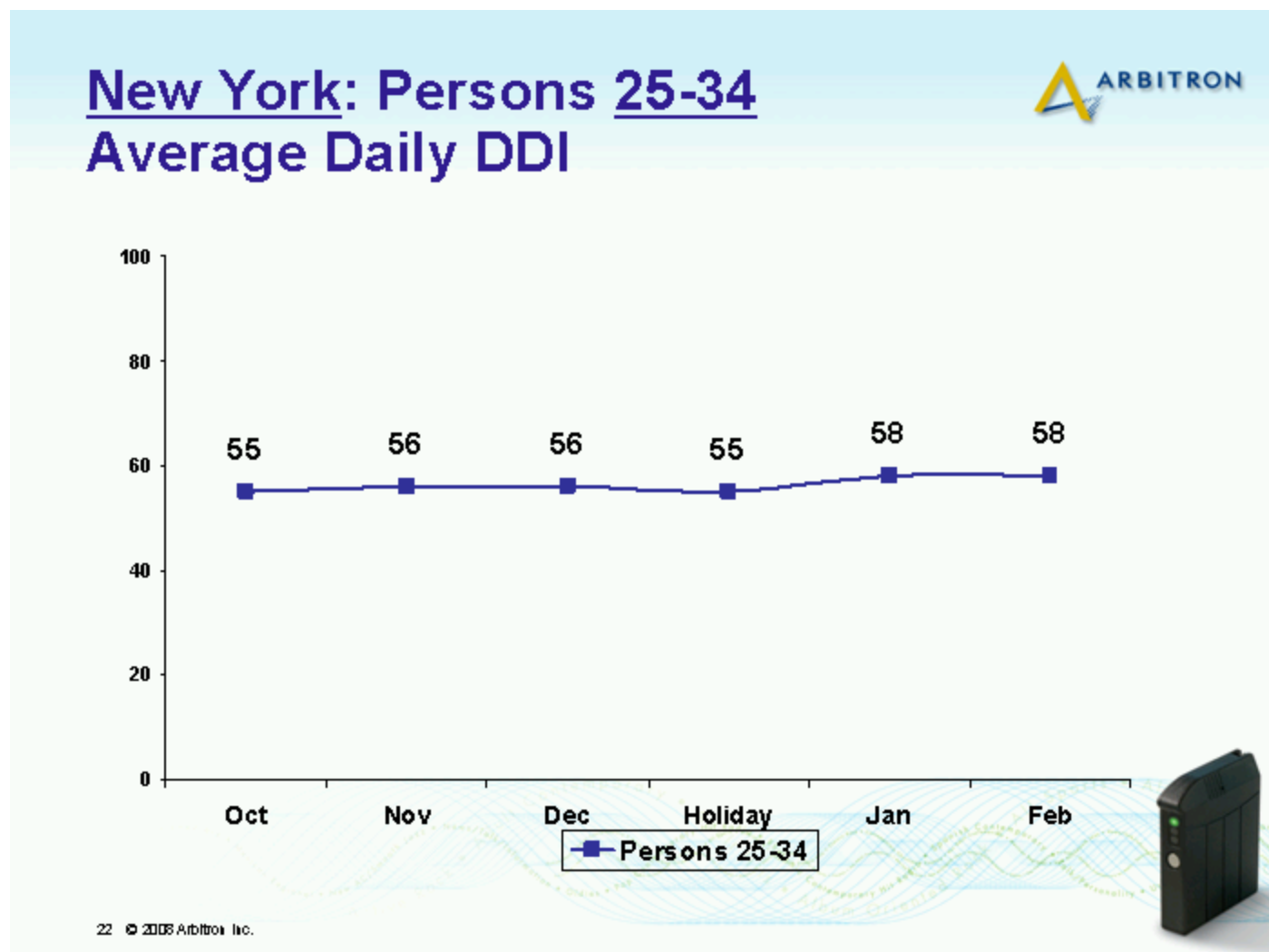
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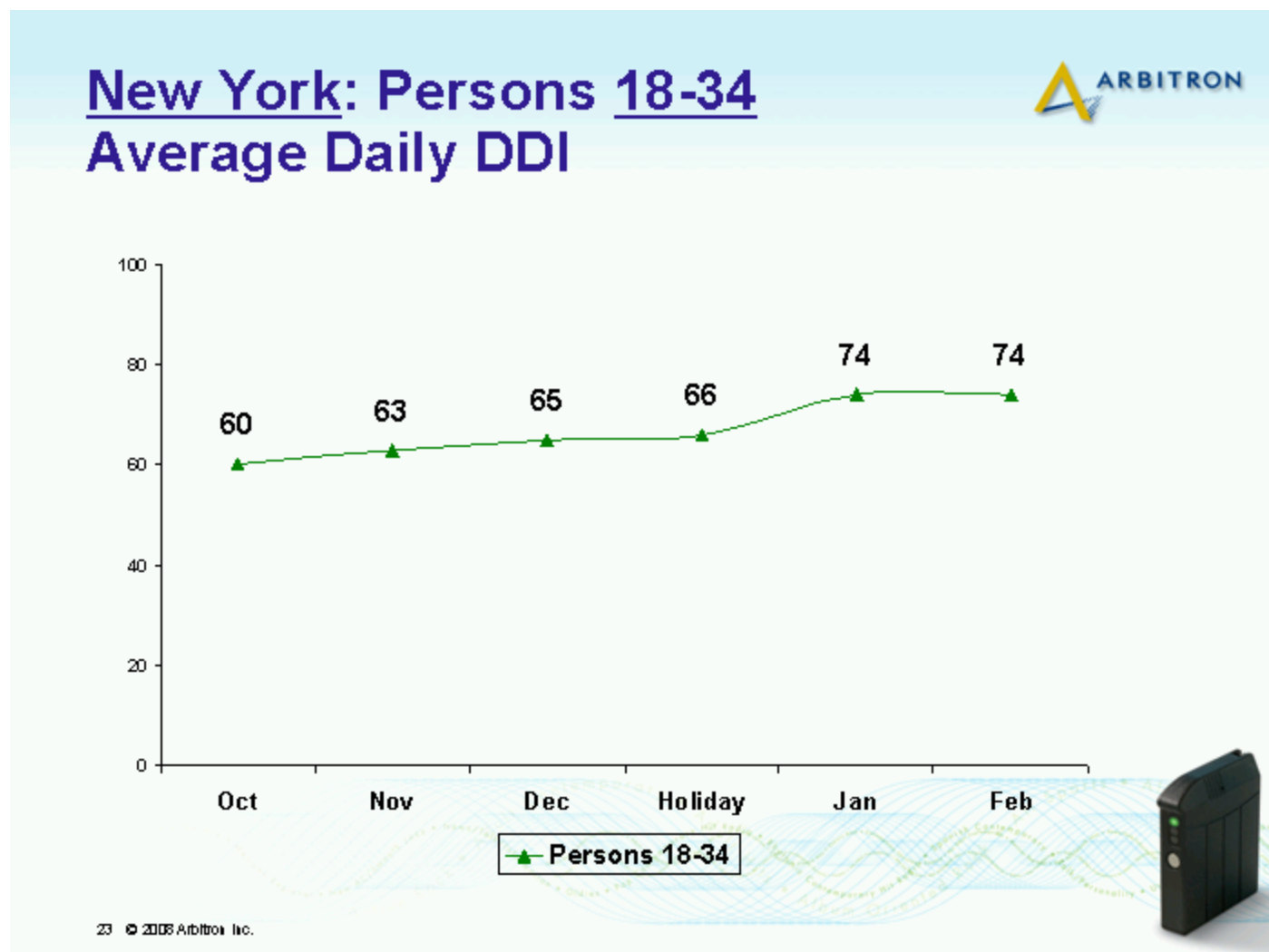
Philadelphia: Persons 18-34 Average Daily DDI



New York: Persons 18-24 Average Daily DDI



New York: Persons 25-34 Average Daily DDI



New York: Persons 18-34 Average Daily DDI



Panel Install Status In New Markets



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Panel Install Status In New Markets

Future Panel Builds



	Target	Actual	%
San Francisco	2,850	2,846	99.9%
San Jose	1,155	1,040	90.0%
Dallas	1,815	705	38.8%

Month panel install begins

- **April**
» Atlanta, DC, Detroit
- **June**
» Boston
- **September**
» Phoenix, Miami
- **October**
» Minneapolis, San Diego, Seattle

On track for
20,222
PPM Panelists
across first 11 markets

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Future Panel Builds

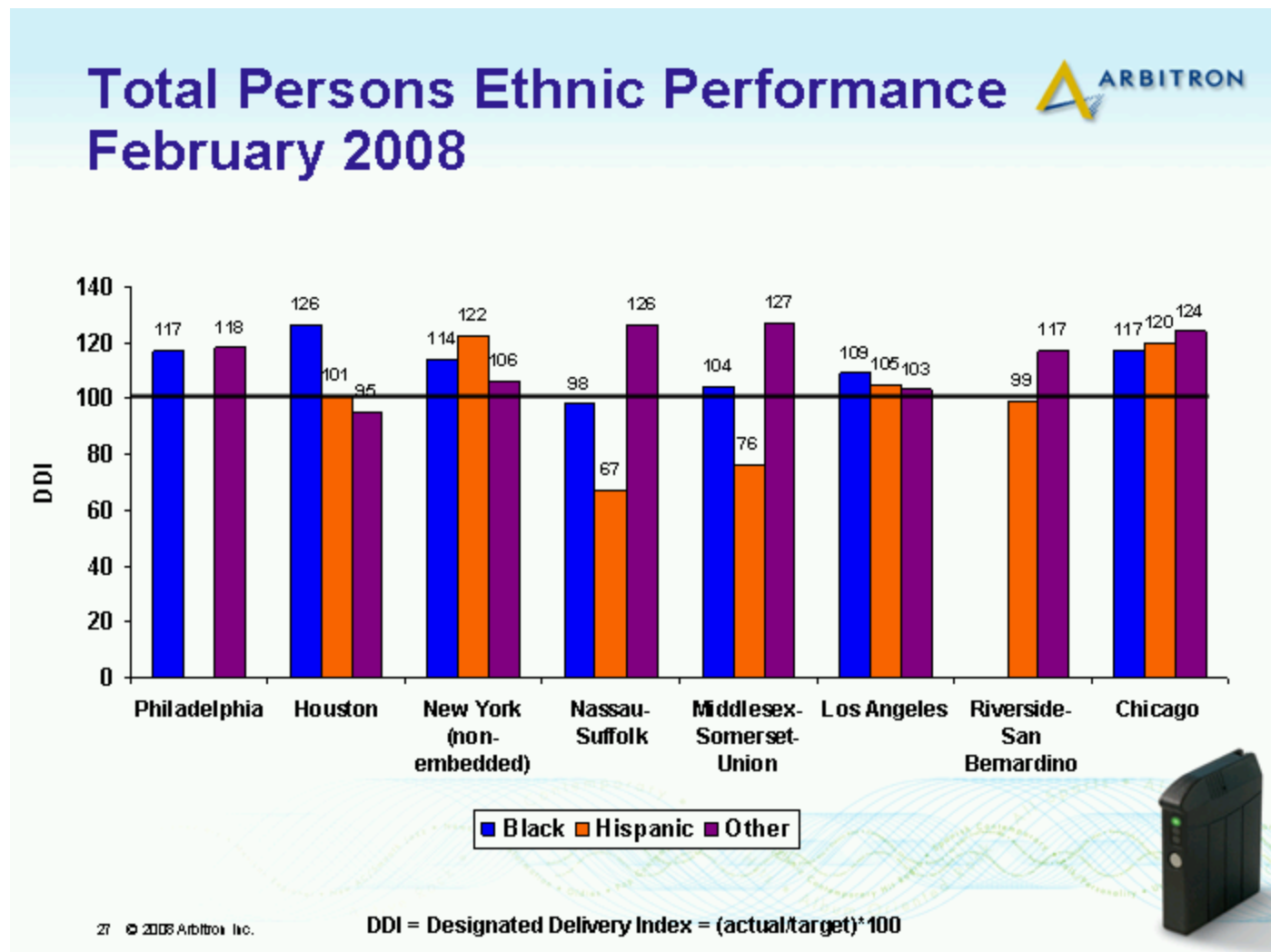


Ethnic Sample Performance

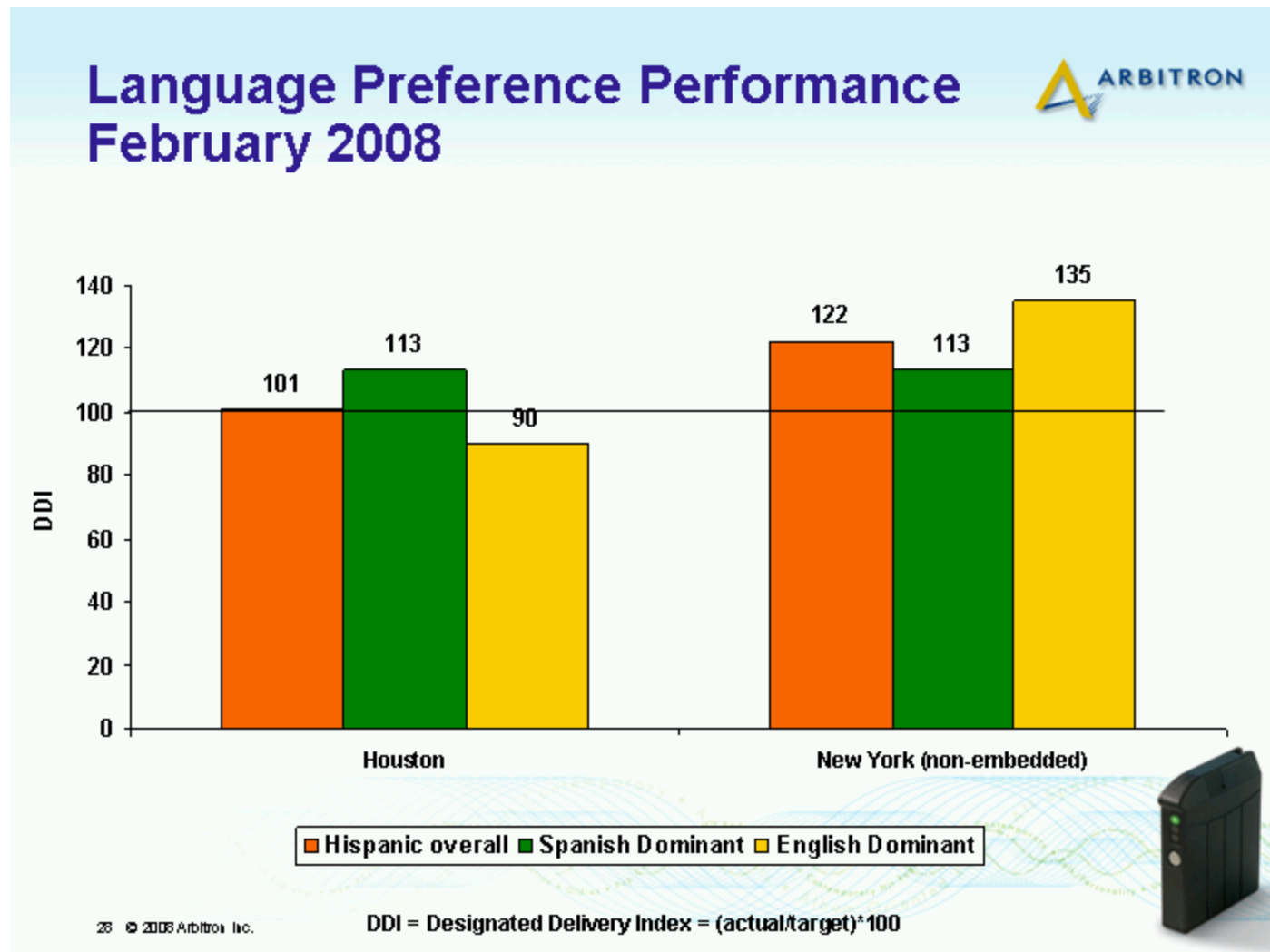


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Ethnic Sample Performance



Total Persons Ethnic Performance February 2008



Language Preference Performance February 2008



Urban Radio in the PPM World



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Urban Radio in the PPM World

New York February 2008 Persons 18-34, M-Su 6a-Mid

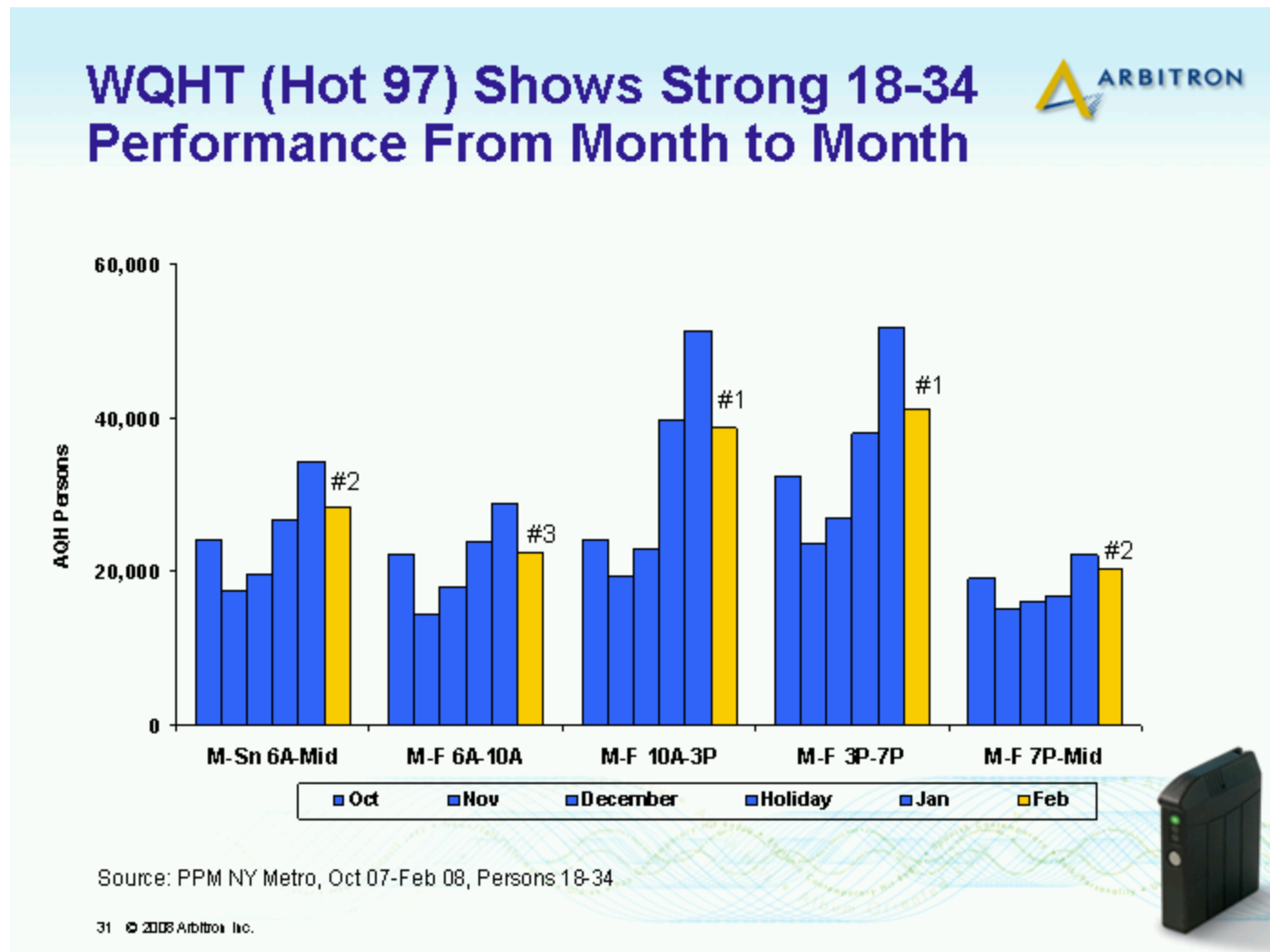


Rank	Station	Format	PPM Feb 2008
1	WHTZ-FM	CHR	0.8
2	WQHT-FM	Rhythmic CHR	0.7
3	WWPR-FM	Urban Contemporary	0.6
4	WKTU-FM	CHR/Rhythmic	0.5
5t	WLTW-FM	AC	0.4
5t	WSKQ-FM	Spanish Tropical	0.4
5t	WWFS-FM	AC	0.4
5t	WCBS-FM	Classic Hits	0.4
6t	WRKS-FM	Urban AC	0.3
6t	WXRK-FM	Alternative	0.3

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New York February 2008 Persons 18-34, M-Su 6a-Mid



WQHT (Hot 97) Shows Strong 18-34 Performance From Month to Month

New York February 2008 Persons 25-54, M-Su 6a-Mid



Rank	Station	Format	PPM Feb 2008
1t	WHTZ-FM	CHR	0.6
1t	WLTW-FM	AC	0.6
2t	WRKS-FM	Urban AC	0.5
2t	WAXQ-FM	Classic Rock	0.5
2t	WCBS-FM	Classic Hits	0.5
2t	WKTU-FM	CHR/Rhythmic	0.5
3t	WPLJ-FM	Hot AC	0.4
3t	WWFS-FM	AC	0.4
3t	WWPR-FM	Urban Contemporary	0.4
3t	WINS-AM	News	0.4

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New York February 2008 Persons 25-54, M-Su 6a-Mid

Philadelphia February 2008 Persons 18-34, M-Su 6a-Mid



Rank	Station	Format	PPM Feb 2008
1	WBEB-FM	AC	0.8
2	WRDW-FM	Rhythmic CHR	0.7
3t	WUSL-FM	Urban Contemporary	0.6
3t	WMMR-FM	Album Oriented Rock	0.6
4t	WRFF-FM	Alternative	0.5
4t	WIOQ-FM	CHR	0.5
5t	WDAS-FM	Urban Contemporary	0.4
5t	WPHI-FM	Rhythmic CHR	0.4
5t	WXTU-FM	Country	0.4
5t	WISX-FM	Rhythmic AC	0.4

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Philadelphia February 2008 Persons 18-34, M-Su 6a-Mid

Philadelphia February 2008 Persons 25-54, M-Su 6a-Mid



Rank	Station	Format	PPM Feb 2008
1	WBEB-FM	AC	0.9
2t	WMMR-FM	AOR	0.7
2t	WDAS-FM	Urban AC	0.7
2t	WMGK-FM	Classic Rock	0.7
3t	KYW-AM	News	0.6
4t	WXTU-FM	Country	0.5
4t	WHYY-FM	News/Talk	0.5
4t	WOGL-FM	Classic Hits	0.5
5t	WRFF-FM	Alternative	0.4
5t	WUSL-FM	Urban Contemporary	0.4

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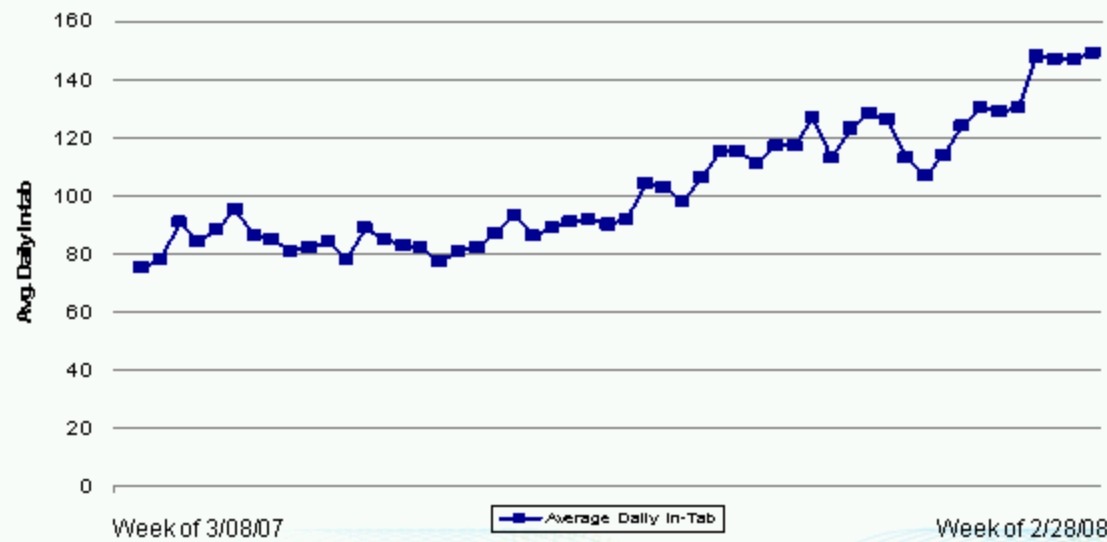


Philadelphia February 2008 Persons 25-54, M-Su 6a-Mid

Person 18-24 In-tab On The Rise...



Persons 18-24 Philadelphia Average Daily In-tab



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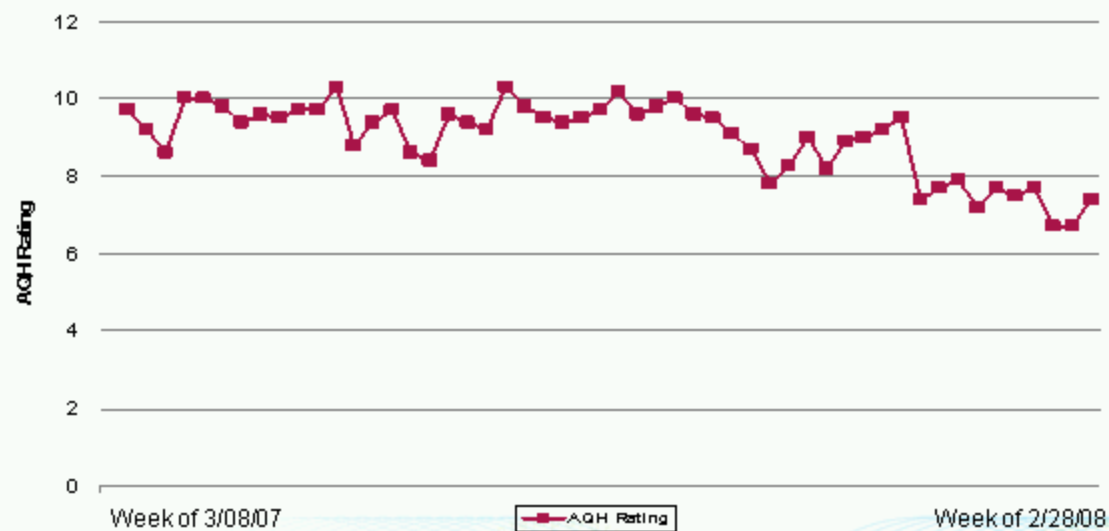


Person 18-24 In-tab On The Rise...

...No Link Between Sample Size and Ratings



Persons 18-24 Philadelphia Market Total AQH Rating



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...No Link Between Sample Size and Ratings



Doug Abernethy Regional Vice President Radio One



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Doug Abernethy Regional Vice President Radio One



Houston AQH Ratings Persons 12+

Winter 2007 Diary

	AQH	Rating
KBXX-FM	38,900	0.9%
KODA-FM	38,700	0.9%
KMJQ-FM	38,400	0.9%
KLTN-FM	32,600	0.7%
KTRH-AM	27,500	0.6%
KTBZ-FM	27,400	0.6%
KRBE-FM	26,300	0.6%
KOVE-FM	26,200	0.6%
KILT-FM	21,800	0.5%
KROI-FM	21,000	0.5%
KLOL-FM	20,800	0.5%
KKRW-FM	18,800	0.4%

February 2008 PPM

	AQH	Rating
KMJQ-FM	32,000	0.7%
KBXX-FM	27,700	0.6%
KTBZ-FM	25,500	0.6%
KKBQ-FM	25,000	0.5%
KTRH-AM	22,800	0.5%
KRBE-FM	21,600	0.5%
KODA-FM	21,100	0.5%
KILT-FM	20,900	0.5%
KKRW-FM	19,400	0.4%
KHMX-FM	18,900	0.4%
KLTN-FM	18,900	0.4%
KLOL-FM	18,100	0.4%

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Source: Arbitron Houston Metro Winter 2007 & February 2008 Mon-Sun 6a-12m

Slide 38



Houston AQH Ratings Adults 18-34

Winter 2007 Diary

	AQH	Rating
KBXX-FM	22,700	1.7%
KLTN-FM	16,600	1.2%
KTBZ-FM	16,000	1.2%
KRBE-FM	12,200	0.9%
KLOL-FM	11,700	0.9%
KTJM-FM	11,200	0.8%
KQBU-FM	11,100	0.8%
KPTY-FM	10,200	0.8%
KMJQ-FM	9,200	0.7%
KOVE-FM	9,100	0.7%
KODA-FM	8,900	0.7%
KHMX-FM	6,900	0.5%

February 2008 PPM

	AQH	Rating
KTBZ-FM	14,100	1.0%
KBXX-FM	13,400	1.0%
KLOL-FM	10,000	0.7%
KLTN-FM	10,000	0.7%
KRBE-FM	9,500	0.7%
KKBQ-FM	8,900	0.6%
KTJM-FM	8,200	0.6%
KMJQ-FM	7,500	0.5%
KHMX-FM	6,100	0.4%
KILT-FM	5,800	0.4%
KPTY-FM	5,500	0.4%
KODA-FM	5,000	0.4%

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Source: Arbitron Houston Metro Winter 2007 & February 2008 Mon-Sun 6a-12m

Slide 39



Houston AQH Ratings Adults 25-54

Winter 2007 Diary

	AQH	Rating
KMJQ-FM	25,000	1.0%
KODA-FM	25,000	1.0%
KLTN-FM	23,300	1.0%
KOVE-FM	19,100	0.8%
KTBS-FM	16,400	0.7%
KBXX-FM	15,000	0.6%
KKRW-FM	14,100	0.6%
KRBE-FM	13,500	0.6%
KQBU-FM	13,500	0.6%
KTRH-AM	13,300	0.6%
KROI-FM	13,100	0.5%
KHMX-FM	12,600	0.5%

February 2008 PPM

	AQH	Rating
KMJQ-FM	18,500	0.7%
KTBS-FM	18,000	0.7%
KBXX-FM	16,500	0.7%
KKRW-FM	14,500	0.6%
KKBQ-FM	13,400	0.5%
KODA-FM	13,300	0.5%
KRBE-FM	13,000	0.5%
KSBJ-FM	12,500	0.5%
KLOL-FM	11,800	0.5%
KTRH-AM	11,800	0.5%
KLTN-FM	11,500	0.5%
KHMX-FM	10,300	0.4%

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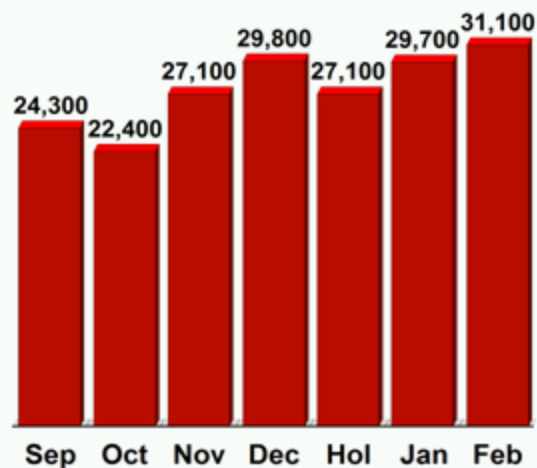
Source: Arbitron Houston Metro Winter 2007 & February 2008 Mon-Sun 6a-12m

Slide 40



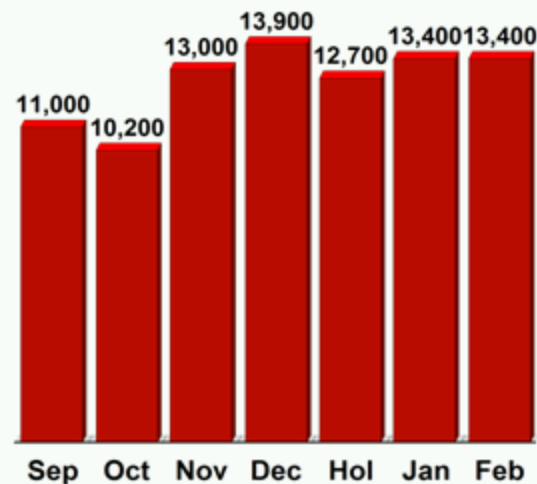
KBXX-FM, Houston AQH Trend

Persons 6+
AQH Persons
Mon-Sun 6a-12m



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Persons 18-34
AQH Persons
Mon-Sun 6a-12m



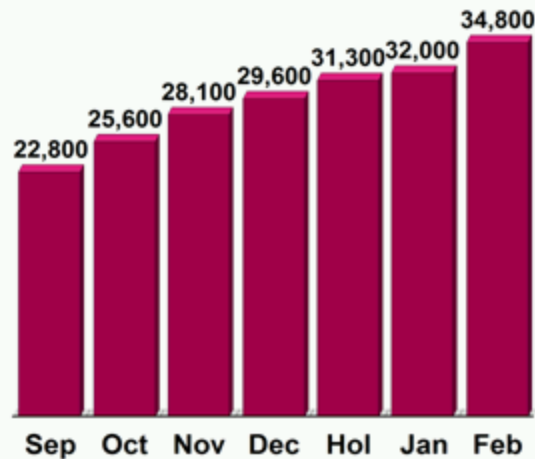
Source: Arbitron, Houston Metro, Sept. 2007 - February 2008 Mon-Sun 6a-12m

Slide 41



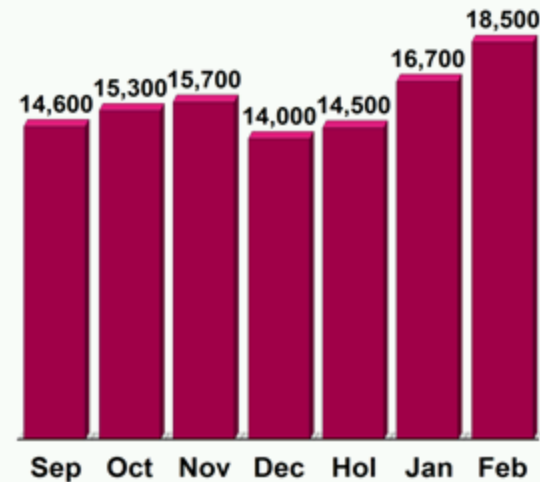
KMJQ-FM, Houston AQH Trend

Persons 6+
AQH Persons
Mon-Sun 6a-12m



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Persons 25-54
AQH Persons
Mon-Sun 6a-12m



Source: Arbitron, Houston Metro, Sept. 2007 - February 2008 Mon-Sun 6a-12m

Slide 42

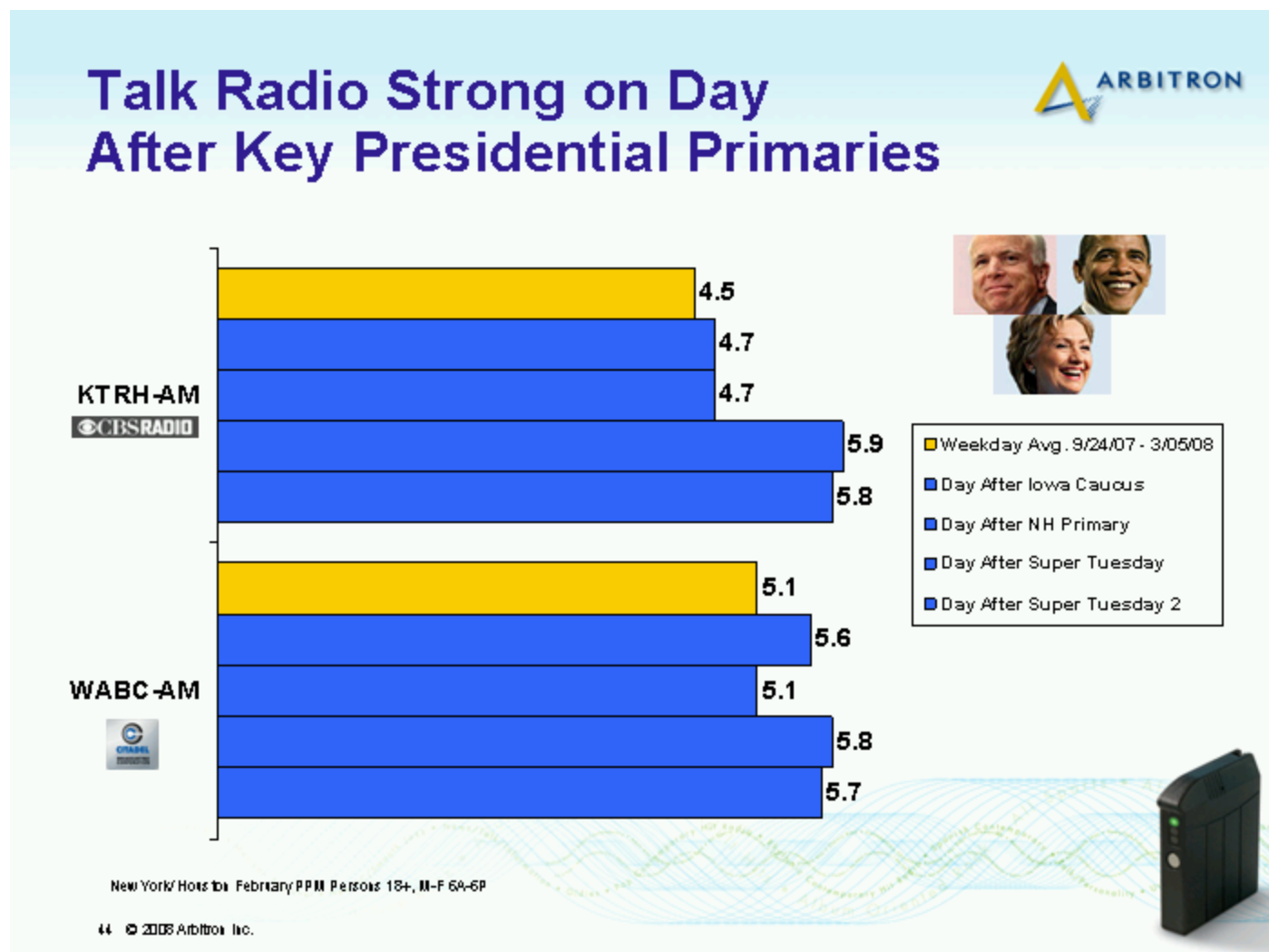


Insights from PPM Data



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Insights from PPM Data



Talk Radio Strong on Day After Key Presidential Primaries

New from Coleman Insights: *The PPM DNA of Rush Limbaugh*

- Insights into what drives the performance of Rush Limbaugh's nationally-syndicated show
 - How does the show's performance vary based on the types of content Rush provides?
 - Does the manner in which Rush presents content impact the show's performance?
 - What impact do commercials have on the show?
 - How does the show's performance vary by hour and between different points in each hour?
 - What capabilities does PPM provide for examining discrete content elements?



Slide 45

New from Coleman Insights: *The PPM DNA of Rush Limbaugh*

- **Free webinars**: Thursday, April 3rd at 10 AM and 1PM EDT
- Advance registration required
- Free report summarizing the key findings to be released immediately after the webinars

For more information and to register, visit

www.ColemanInsights.com/PPM.htm



Slide 46



Update on Reporting Radio Digital Platforms



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The background of the slide features a light blue gradient with a series of wavy lines. Overlaid on these waves are various radio format names in a light green, sans-serif font, including 'Contemporary', 'Adult Contemporary', 'Spanish Contemporary', 'Rhythmic Contemporary', 'Hit Radio', 'Album Oriented', 'Talk/Personality', 'Urban Adult', and 'Alternative'.

Update on Reporting Radio Digital Platforms

Digital Station Encoding (Internet Streams/HD)



- Reporting begins with the July '08 survey
 - » Stations must meet minimum reporting standards
- Station counts (Houston through Dallas)

	Total	AM/FM Web	HD2	HD2 Web	HD3	HD3 Web
Eligible to encode	299	174	77	35	9	4
Ready for reporting	97	67	22	7	1	0

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Digital Station Encoding (Internet Streams/HD)



Communicating About PPM Progress



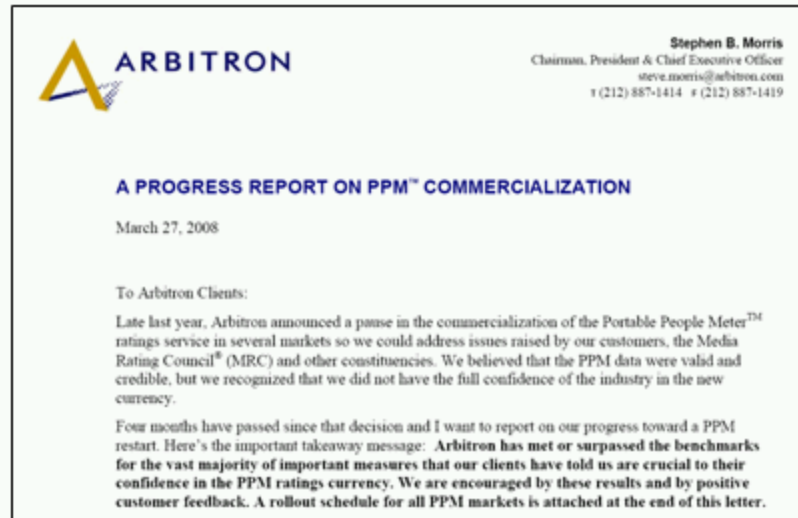
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Communicating About PPM Progress

Progress Report about PPM



- Advisory Council recommended that Arbitron provide updates on PPM progress
- Letter sent to all PPM clients on Thursday



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Progress Report about PPM

Important Dates Coming Up



- **PPM March Data Release**
 - » Wednesday, April 23
- **Next Client Briefing**
 - » Friday, April 25
 - » *Details will be sent April 21*
- **Agency Advisory Council**
 - » April 24

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Important Dates Coming Up

Questions and Answers



- To maximize the number of people who can ask a question, please limit yourself to one question and a follow-up
- If your question isn't answered today
 - » Send it to your Council member
 - » Arbitron will respond to your question within five business days after we receive it
- Web page for Advisory Council contacts
 - » www.arbitron.com/radio_stations/arac_members.htm
- Download this presentation now:
 - » Select "File," then "Print to PDF." On the next screen you can print the presentation or save it to your computer.

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Questions and Answers



Appendix

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Slide 53



Houston, Philadelphia & New York Sample Status



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Houston, Philadelphia & New York Sample Status

Persons 18-54 In-tab and DDI

February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*
Houston	804	814	101
New York	2187	2240	102
Middlesex	391	408	104
Nassau-Suffolk	579	642	111
Philadelphia	845	907	107

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$
Guarantee = 80+

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Persons 18-54 In-tab and DDI

February 18-34 DDI Headlines

- **Houston**
 - » At or above benchmark for each 18-34 target demo
- **Philadelphia**
 - » At or above benchmark for each 18-34 target demo.
- **New York (non-embedded portion)**
 - » At or above benchmark for all demos except Women 18-34.
 - » Near benchmark for Women 18-34.

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February 18-34 DDI Headlines

February 18-34 DDI Headlines

- **Nassau-Suffolk**
 - » At or near benchmark for Persons 18-34, Men 18-34 and Other 18-34.
 - » Approaches benchmark for Black 18-34.
 - » Below benchmark for Hispanic 18-34 and Women 18-34.
- **Middlesex-Union**
 - » At or above benchmark for Persons 18-34, Black 18-34, Women 18-34, Men 18-34 and Other 18-34.
 - » Below benchmark Hispanic 18-34

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February 18-34 DDI Headlines

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Houston			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1361	1391	102	1969
P18+	1086	1110	102	1518
P18-54	804	814	101	1143
P25-54	659	668	101	919
Black 6+	226	284	126	438
Hispanic 6+	438	443	101	597
Other 6+	697	664	95	934

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

18-34 DDI Performance versus Benchmarks



	Houston			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	363	348	96	522
Men 18-34	185	181	98	263
Women 18-34	178	167	94	259
Black 18-34	60	72	120	116
Hispanic 18-34	155	152	98	215
Other 18-34	155	123	79	191

*Designated Delivery Index: $DDI = (actual/target) * 100$
Benchmark = 70+

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18-34 DDI Performance versus Benchmarks

In-Tab Sample Size by Race/Ethnicity



	Houston			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Black 6+	226	284	126	438
Hispanic 6+	438	443	101	597
Eng Dom 6+	179	161	90	234
Span Dom 6+	250	282	113	363
Other 6+	697	664	95	934

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size by Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Philadelphia			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1530	1763	115	2401
P18+	1259	1501	119	1993
P18-54	845	907	107	1255
P25-54	685	759	111	1021
Black 6+	318	371	117	547
Hispanic 6+ **	93	70	75	104
Other 6+	1120	1322	118	1750

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

** Small population in market

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In-Tab Sample Size, by Demo and Race/Ethnicity

18-34 DDI Performance versus Benchmarks



	Philadelphia			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	356	282	79	443
Men 18-34	179	147	82	225
Women 18-34	177	135	76	218
Black 18-34	81	67	83	116
Other 18-34	243	191	79	288

*Designated Delivery Index: $DDI = (actual/target) * 100$

Benchmark = 70+

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18-34 DDI Performance versus Benchmarks

In-Tab Sample Size by Race/Ethnicity



	Philadelphia			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Black 6+	318	371	117	547
Other 6+	1120	1322	118	1750

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size by Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	New York Total			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	3878	4390	113	5880
P18+	3203	3750	117	4932
P18-54	2187	2240	102	3076
P25-54	1811	1878	104	2505
Black 6+	**	**	**	**
Hispanic 6+	**	**	**	**
Other 6+	**	**	**	**

*Designated Delivery Index: $DDI = (actual/target) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	New York Metro (non-embedded portion)			
	Avg. Daily In- tab Target	Avg. Daily In- tab Actual	DDI*	Total Month In-Tab
P6+	2104	2346	112	3199
P18+	1740	2019	116	2703
P18-54	1195	1191	100	1666
P25-54	993	994	100	1346
Black 6+	421	479	114	678
Hispanic 6+	499	611	122	813
Other 6+	1185	1255	106	1708

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

18-34 DDI Performance versus Benchmarks



	New York (non-embedded portion)			
February 2008	Avg. Daily In- tab Target	Avg. Daily In- tab Actual	DDI*	Total Month In-Tab
Persons 18-34	513	400	78	636
Men 18-34	257	210	82	322
Women 18-34	257	190	74	314
Black 18-34	103	71	69	123
Hispanic 18-34	154	147	95	214
Other 18-34	257	183	71	299

*Designated Delivery Index: $DDI = (\text{actual/target}) * 100$
Benchmark = 70+

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18-34 DDI Performance versus Benchmarks

In-Tab Sample Size by Race/Ethnicity



	New York (non-embedded portion)			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Black 6+	421	479	114	679
Hispanic 6+	499	611	122	813
Eng Dom 6+	219	295	135	426
Span Dom 6+	280	316	113	387
Other 6+	1185	1255	106	1708

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size by Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Nassau-Suffolk			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1080	1251	116	1630
P18+	887	1062	120	1351
P18-54	579	642	111	848
P25-54	477	540	113	696
Black 6+	102	100	98	142
Hispanic 6+	136	91	67	118
Other 6+	843	1060	126	1370

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

18-34 DDI Performance versus Benchmarks



February 2008	Nassau-Suffolk			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	227	163	72	242
Men 18-34	118	96	81	135
Women 18-34	109	67	61	107
Black 18-34	25	17	68	24
Hispanic 18-34	48	21	44	29
Other 18-34	154	124	81	189

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$
Benchmark = 70+

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18-34 DDI Performance versus Benchmarks

In-Tab Sample Size by Race/Ethnicity



February 2008	Nassau-Suffolk			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Black 6+	102	100	98	142
Hispanic 6+	136	91	67	118
Other 6+	843	1060	126	1370

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size by Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Middlesex-Somerset-Union			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	694	793	114	1051
P18+	568	670	118	878
P18-54	391	408	104	562
P25-54	325	344	106	463
Black 6+	93	97	104	136
Hispanic 6+	128	97	76	139
Other 6+	473	600	127	776

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In-Tab Sample Size, by Demo and Race/Ethnicity

18-34 DDI Performance versus Benchmarks



	Middlesex-Somerset-Union			
February 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	158	119	75	190
Men 18-34	80	57	71	89
Women 18-34	77	63	81	101
Black 18-34	22	17	77	26
Hispanic 18-34	42	26	62	46
Other 18-34	93	77	83	118

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$
Benchmark = 70+

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18-34 DDI Performance versus Benchmarks

In-Tab Sample Size by Race/Ethnicity



February 2008	Middlesex-Union			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Black 6+	93	97	104	136
Hispanic 6+	128	97	76	139
Other 6+	473	600	127	776

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

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In-Tab Sample Size by Race/Ethnicity



Los Angeles, Riverside and Chicago Sample Performance



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Los Angeles, Riverside and Chicago Sample Performance

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Los Angeles			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	2456	2566	104	3586
P18+	1975	2081	105	2867
P18-34	639	471	74	735
P18-54	1422	1337	94	1909
P25-54	1157	1110	96	1557
Black 6+	184	200	109	302
Hispanic 6+	1049	1104	105	1535
Other 6+	1223	1263	103	1749

*Designated Delivery Index: $DDI = (actual/target) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Riverside – San Bernardino			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	799	842	105	1170
P18+	623	676	108	922
P18-34	229	183	80	280
P18-54	464	462	100	653
P25-54	369	363	98	498
Black 6+	76	63	83	92
Hispanic 6+	365	361	99	507
Other 6+	358	418	117	571

*Designated Delivery Index: $DDI = (actual/target) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity

In-Tab Sample Size, by Demo and Race/Ethnicity



February 2008	Chicago			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1946	2368	122	3321
P18+	1576	1968	125	2689
P18-34	489	416	85	660
P18-54	1113	1240	111	1764
P25-54	914	1047	115	1455
Black 6+	354	416	117	638
Hispanic 6+	368	440	120	642
Other 6+	1224	1512	124	2041

*Designated Delivery Index: $DDI = (actual/target) * 100$

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In-Tab Sample Size, by Demo and Race/Ethnicity