

Frequently Asked Questions About Scarborough and the PPM™

Updated January 2009

1. How is Scarborough adapting to Arbitron's conversion from the Diary service to PPM?

There are no changes to the process of collecting radio listening or in the way the radio information is gathered for the final databases. Scarborough has aligned its radio estimates to Arbitron currency for the past 12 years and that process does not change with the Arbitron conversion from Diary to PPM.

2. What will Scarborough's Cume and AQH estimates look like with the new findings from PPM?

As in the past, the Scarborough Cume and AQH estimates will mirror those of Arbitron for Adults 18+ within the Metro and Balance of DMA for the standard reported dayparts.

3. When will my market's numbers be reflected with PPM Cume and AQH estimates?

PPM Cume and AQH estimates will be reflected within the Scarborough databases at the first Scarborough release *following* the market's currency conversion to PPM. See question 22 for the release schedule.

4. Are pre-currency PPM data ever used in the process?

Yes, depending upon the timing of conversion to PPM currency, some pre-currency PPM data may be used in Scarborough processing.

5. If the Scarborough data won't be released when PPM data becomes currency in the market, what should buyers and sellers use in the interim?

Qualitative stories that focus less on AQH and Cume Persons and more on characteristics such as station percent composition and index are recommended during the market's transition period. PPM Cume and AQH estimates will be reflected within the Scarborough databases at the first Scarborough release *following* the market's currency conversion to PPM. Additionally, the first Scarborough release with PPM estimates will be aligned to Arbitron for the "current six months" only.

6. What's the difference between using the six-month vs. 12-month Scarborough databases?

The first release following currency conversion will be aligned to Arbitron PPM for the "current six-month period" only. The data for the previous six months remains as it

was originally released to users. So the six-month data will align to Arbitron PPM, and the 12-month data will be an average of the prior Diary data and the updated Arbitron PPM data.

7. Should I use the six-month or 12-month study the first time my Scarborough market releases following currency conversion?

Scarborough always encourages customers to use the 12-month study whenever possible to have the largest sample sizes available. However, if having the Cume and AQH align to PPM is important, use the six-month data (keeping in mind that flags will appear on reports when samples get low).

8. How will some of the radio stations' numbers compare to other media?

The potential audience size for a given radio station will reflect any changes in Cume or average audience seen in PPM. If those changes move favorably toward radio compared to other media as measured by PPM, that move will be reflected in the Scarborough databases and vice-versa.

9. The percentage of Honda owners (or any other qualitative category) who listen to my station during the week went up a lot compared to the past ... why?

Because the radio station's Cume audience is now much higher in PPM, those Scarborough respondents who are now part of the larger Cume bring along their qualitative characteristics. If the percentage of Honda owners within the total market was similar across the releases, the larger Cume audience including more Honda owners now comprises a larger percentage of all Honda owners. (The above scenario can work in reverse if Cume or AQH audience is lower in PPM than in the past.)

10. I noticed that I have more In-tab available for my station now that PPM is being used in the process ... why?

Alignment to the larger PPM Cumes increases the in-tab for the station, as more respondents within the Scarborough database are now part of the station Cume.

11. How often will Scarborough data release now that PPM releases every four weeks?

Scarborough data will continue to release twice annually.

Frequently Asked Questions About Scarborough and the PPM

12. Which PPM reports will Scarborough use to align the radio estimates?

Scarborough will continue to use the most recent Fall data for Release 1 databases, and the most recent Spring data for Release 2 databases. Because PPM is a continuous measurement service, the alignment targets will be pulled for the calendar period that coincides with Fall or Spring.

13. In most cases PPM is measuring the Metro only; how is the total DMA aligned?

The PPM data are used in the Metro (in all markets except Houston-Galveston, which utilizes PPM for the entire DMA) and the Diary service that measures the balance of the DMA is used for that area. Scarborough's process has always handled those two geographies separately, so this is no change from what's been done in the past.

14. What software runs the new Scarborough data?

All applications that previously supported Scarborough data will continue to feature the data going forward, with the exception of MaximiSer[®] and MediaPro applications.

15. Will I be able to merge the Scarborough data with TAPSCAN?

Yes, TAPSCAN's reports will be able to be merged with the Scarborough data.

16. Will I be able to merge the Scarborough data with PPM Analysis ToolSM?

No, the PPM Analysis Tool will only access PPM data.

17. Will I be able to use PPM's new demo, Children 6-11, with Scarborough?

Scarborough measures Adults 18+, so any analyses of Persons 6-17 will not be available with Scarborough data.

18. What if a station is not encoding in the market? Will its numbers still show up in Scarborough?

Possibly. If a station does not encode but meets the Minimum Reporting Standard for Scarborough, it will be included in the data; however, no alignment to currency data (Diary or PPM) will be possible.

19. If my market has a Scarborough Hispanic Custom Study today, will it have new PPM Cumes?

Hispanic Custom Studies are processed in the same manner as all other syndicated databases, so all of the above apply.

20. What combination of methodologies make up Scarborough's DMA estimates?

Scarborough Metros will align to PPM estimates. However, balance of DMA counties will be aligned to Diary estimates (except in Houston which utilizes PPM for the entire DMA).

21. Will the incorporation of PPM data affect the Media Rating Council[®] (MRC) accreditation of Scarborough radio data?

Radio data aligned to accredited PPM currency data are fully accredited. Radio data aligned to PPM currency data not yet accredited will have accompanying notification to users. For the short term this means Houston-Galveston radio data are considered accredited. Philadelphia will have a notification to users regarding the accreditation status of the radio data (the accreditation of other portions of the Philadelphia database remain unchanged).

22. What is the timeline of releases for the current and upcoming PPM markets?

Philadelphia: A "current six-month study" was released on October 18, 2007; a 12-month study will be released in April 2008.

Houston-Galveston: A "current six-month study" was released on November 8; a 12-month study will be released in May 2008.

New York, Nassau-Suffolk (Long Island), Los Angeles, Chicago, San Francisco, Riverside-San Bernardino:

For each of these markets a "current six-month study" will be released in April/May 2009.

Dallas; Washington, DC; Detroit; Atlanta: For each of these markets a "current six-month study" will be released in April/May 2009.

23. Whom can I contact for help?

PPM Customer Service & Support 24/7: (866) 776-8300

Customer Service & Support 24/7: (800) 543-7300

Arbitron Portable People MeterTM, MaximiSer[®], PPMTM and PPM Analysis ToolSM are marks of Arbitron Inc. DMA[®] is a registered service mark of Nielsen Media Research, Inc., and is used pursuant to a license from Nielsen Media Research, Inc. TAPSCAN[®] is a registered mark of TAPSCAN Inc., used under license. Media Rating Council[®] is a registered mark of The Media Rating Council.

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.