



Spanish-Language Radio in a PPM™ World





Spanish-Language Radio in a PPM World

- What does the Portable People Meter™ (PPM) system look like?
- How does the PPM work?



The PPM System: Hardware

Station Encoder



Personal Docking Station



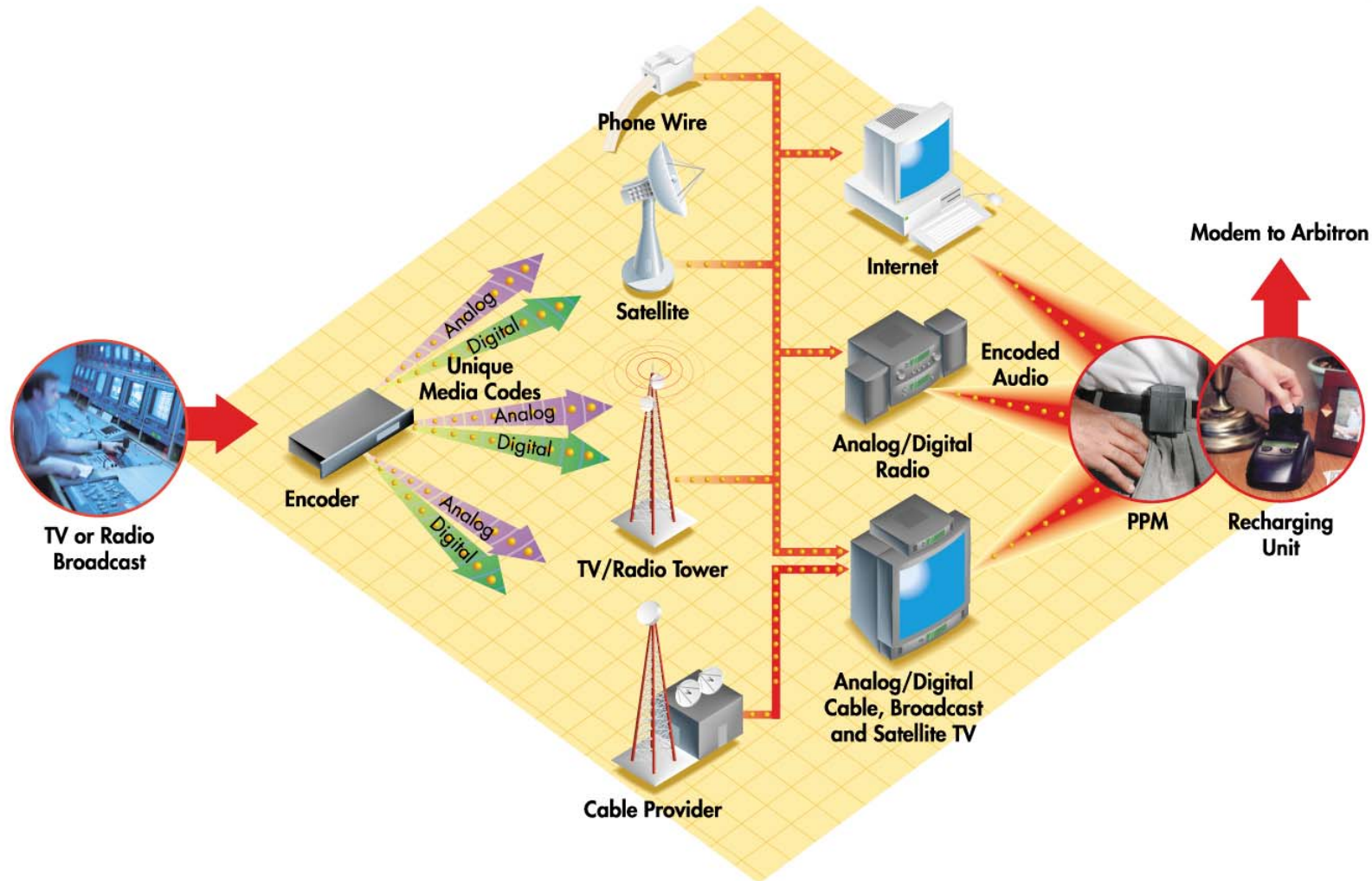
Portable People Meter



Household Data Collection (Modem) Unit



PPM Measurement System Basics





Current Diary Measurement

Sample Builds Over Time





PPM Measurement

Same Large Sample Every Day of Every Week

Month 1



Month 2



Month 3



Monthly Report





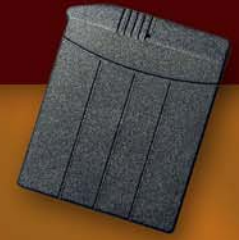
PPM Market Rollouts

PPM Rollouts	Currency	In-tab Target
Philadelphia	March 2007	1,530
Houston-Galveston	June 2007	1,361
New York	September 2008	3,878
Los Angeles	September 2008	2,456
Riverside-San Bernardino	September 2008	799
Chicago	September 2008	1,946
San Francisco	September 2008	2,141
Dallas-Ft. Worth	December 2008	1,361
Washington, DC	December 2008	1,331
Detroit	December 2008	1,440
Atlanta	December 2008	1,335





Spanish-Language Radio in a PPM World



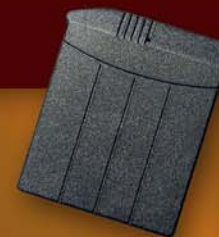
Spanish-Language Radio in a PPM World



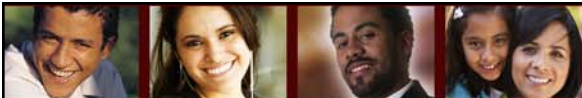


Spanish-Language Radio in a PPM World: Headlines

- The growing Hispanic population propels the growth of Hispanic radio.
- Listenership among Hispanics is as strong in the Diary as it is in the PPM.
- The Hispanic audience is extremely loyal to Spanish-language radio.
- Spanish-language radio is the only way to effectively and efficiently reach the Hispanic consumer.
- Employed listeners drive AQH ratings for Spanish-language radio in the PPM world.



Listenership Among Hispanics Is as Strong in PPM as It Is in the Diary



Hispanic Listening Remains Strong

- Radio is still an effective medium to target the Hispanic community.
- Radio reaches **96.8%** of all Hispanic Persons 12+ each week.
- Radio reaches **95.8%** of all Black Persons 12+ each week.
- Radio reaches **94.3%** of all nonethnic Persons 12+ each week.
- Hispanic and black listeners continue to be the heaviest consumers of radio as seen in Diary or PPM measurement.

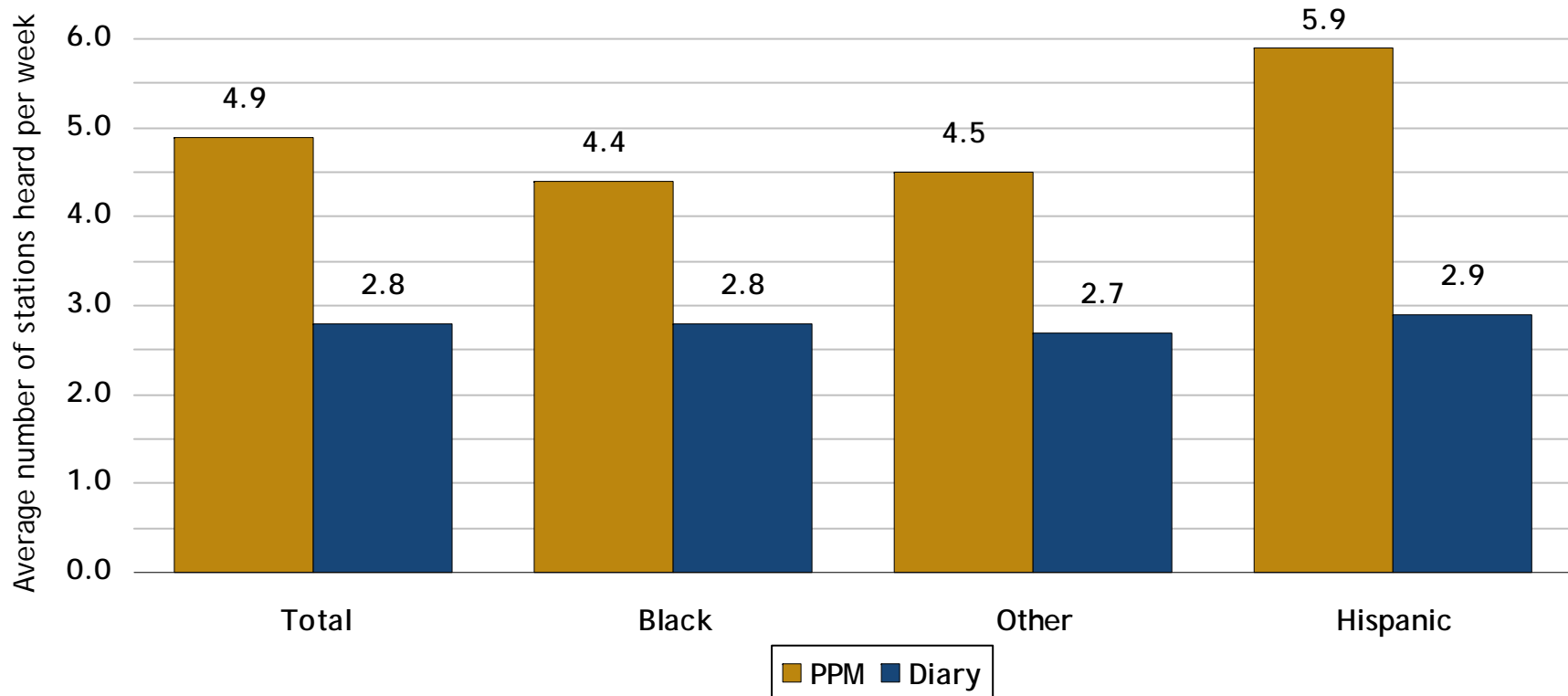
Source: PPM, Houston-Galveston Metro, February 2008, Mon–Sun 6AM–12MID, Cume Rating Persons 12+





Hispanics Are Exposed to More Radio Stations in the PPM

PPM Has Twice the Number of Stations Per Week Than Observed in the Diary



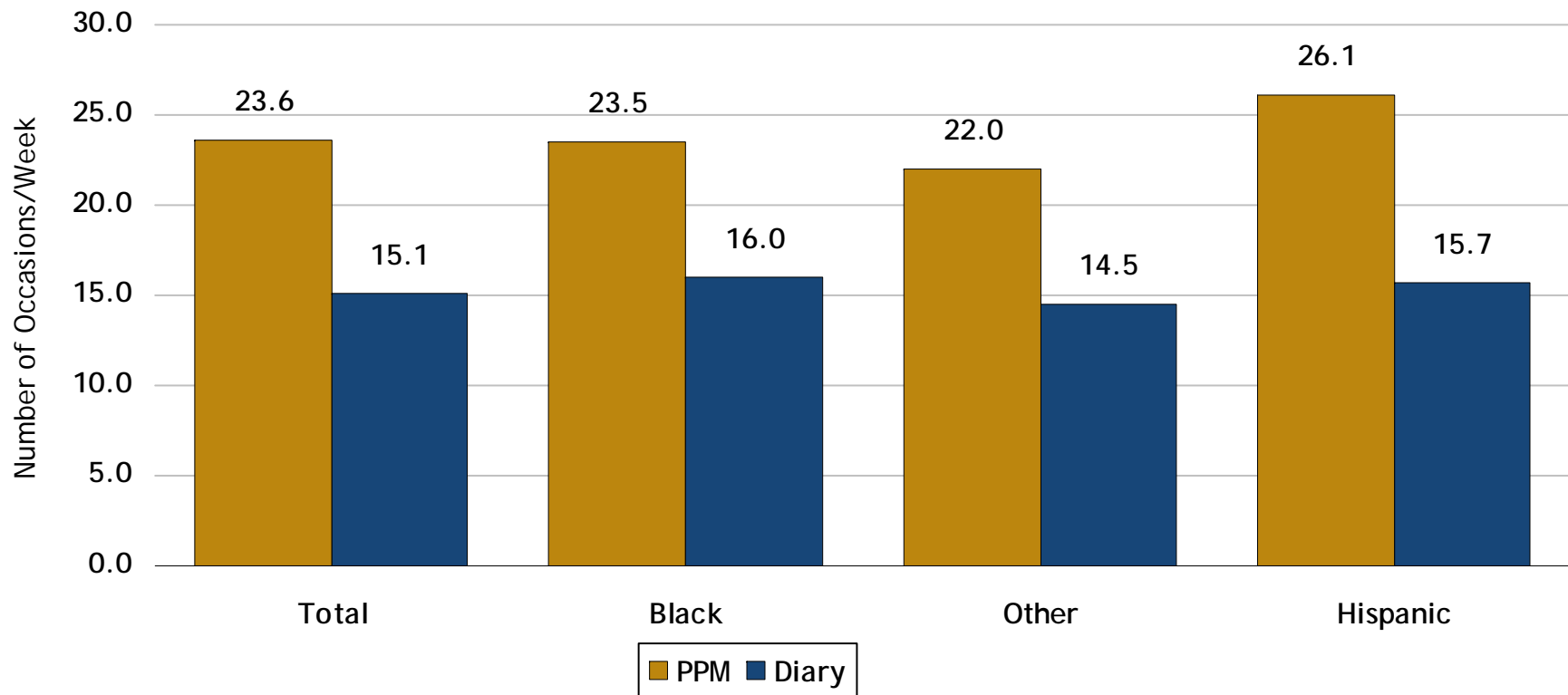
Source: PPM, Houston-Galveston Metro, February 2008 PPM vs. Winter 2007 Diary, Mon-Sun 6AM-12MID, Persons 12+, Unweighted





PPM Reveals Hispanics Tune In More Often

PPM Has More Number of Occasions Per Week Than Observed in the Diary



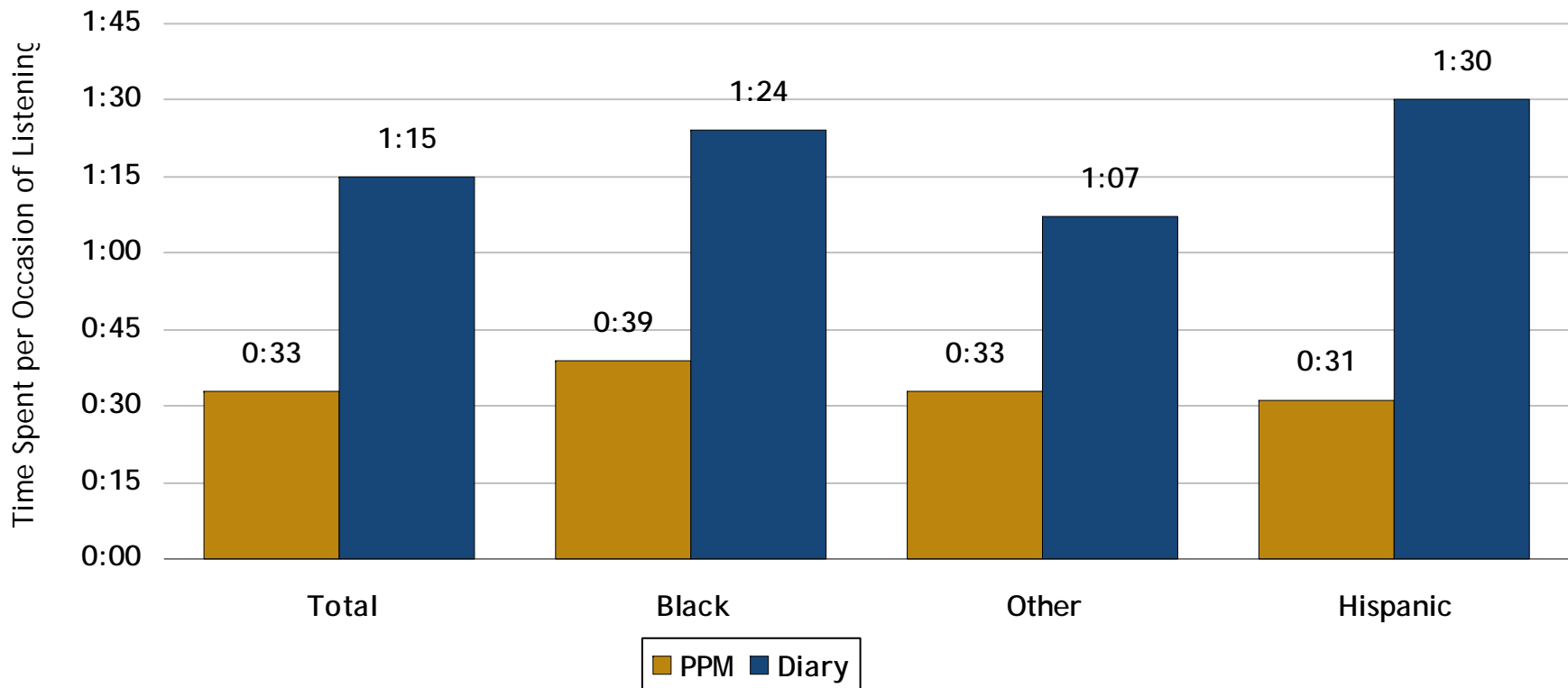
Source: Houston-Galveston Metro, February 2008 PPM vs. Winter 2007 Diary, Mon-Sun 6AM-12MID, Persons 12+, Unweighted, Based on 41 Station Reporting list





Hispanics Listen About Half an Hour Each Time They Tune In

Listening Occasions Were Longer in the Diary Per Week Than Observed in the PPM



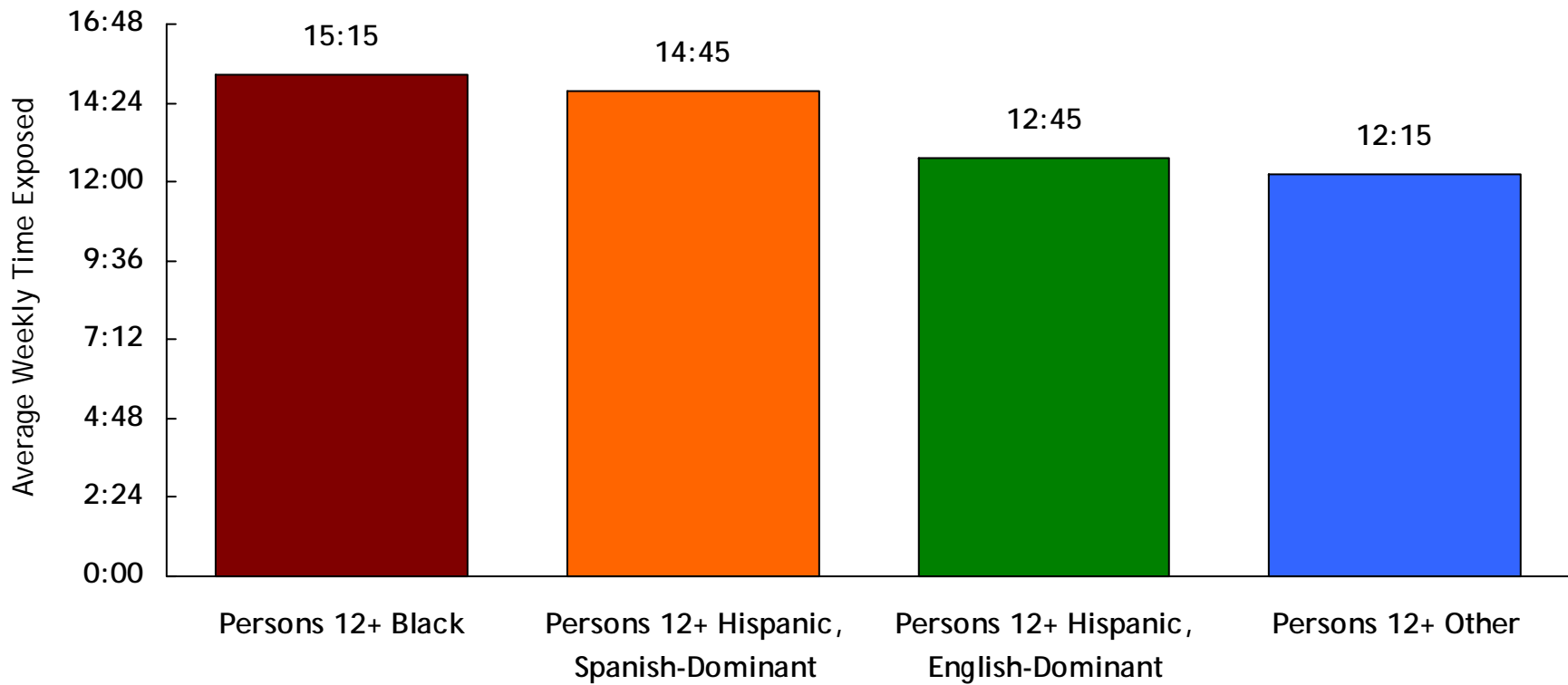
Source: Houston-Galveston Metro, April 2007 PPM vs. Winter 2007 Diary, Mon-Sun 6AM-12MID, Persons 12+, Unweighted, Based on 33 Station Reporting list





Hispanic Listening Remains Strong

Weekly Time Spent Listening Levels Drives AQH Ratings for Blacks and Hispanics



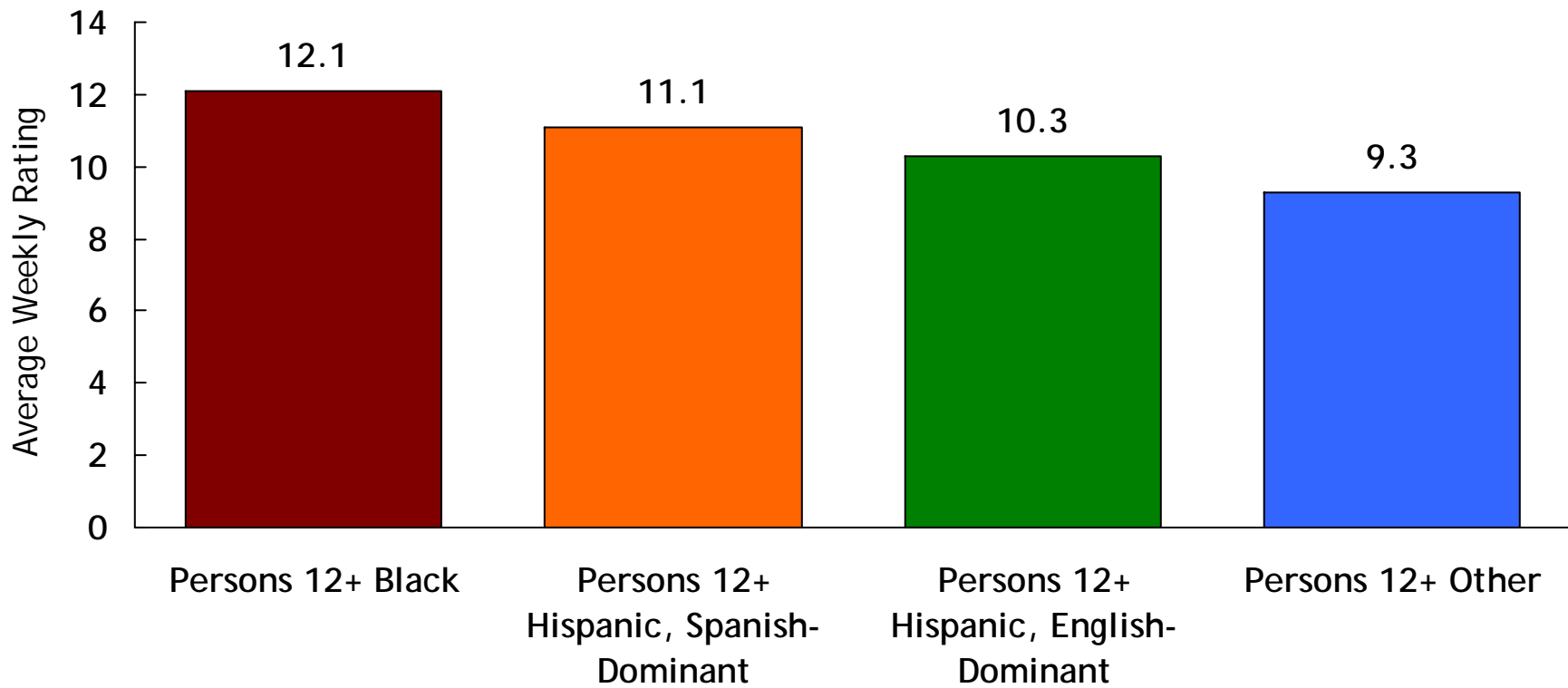
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Average Weekly Time Exposed, Persons 12+





Hispanic Listening Remains Strong

As in the Diary Service, Blacks and Hispanics Continue to Have the Highest Listening Levels



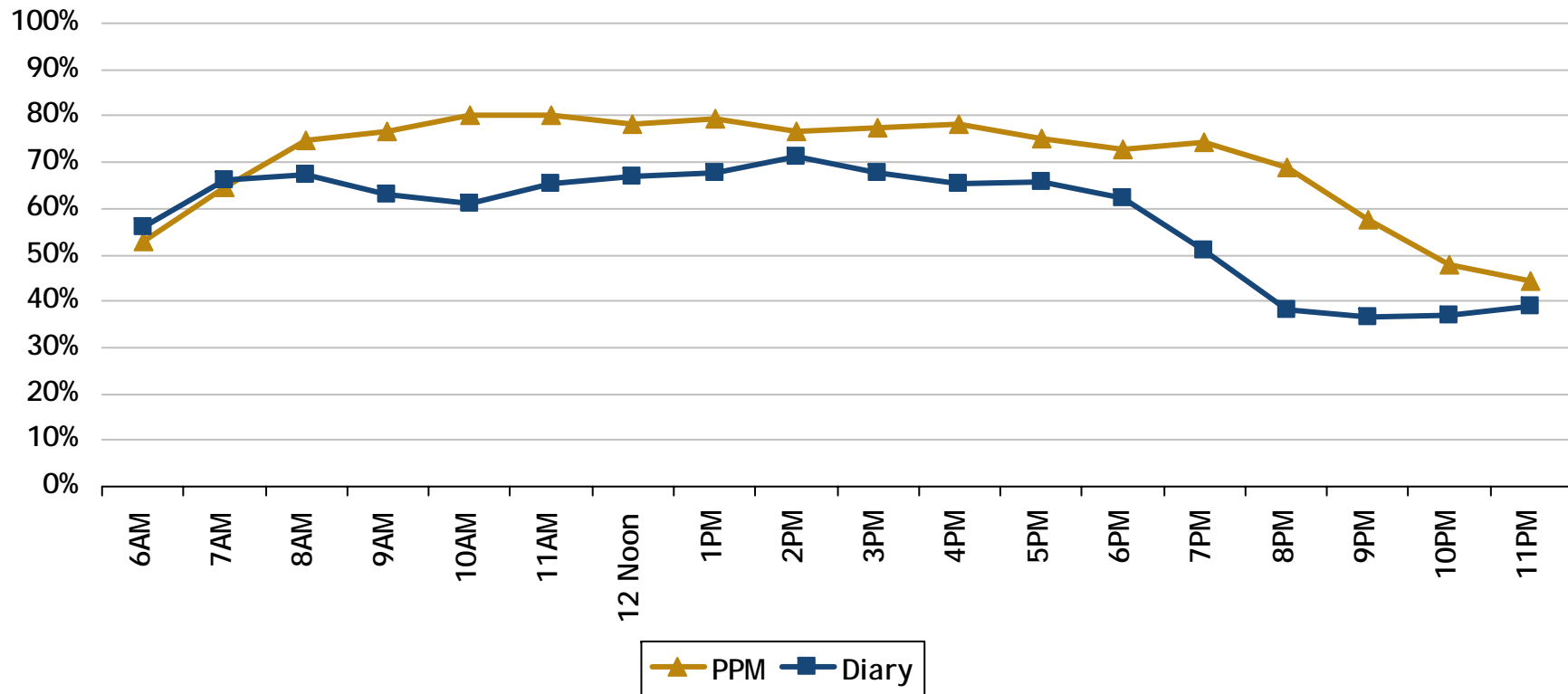
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Average Weekly Cume Rating, Persons 12+





PPM Shows a Higher Percentage of Listening Coming From Out-of-Home

Hispanic 12+ Percent Of Out-of-Home Listening Mon-Fri 6AM-12MID



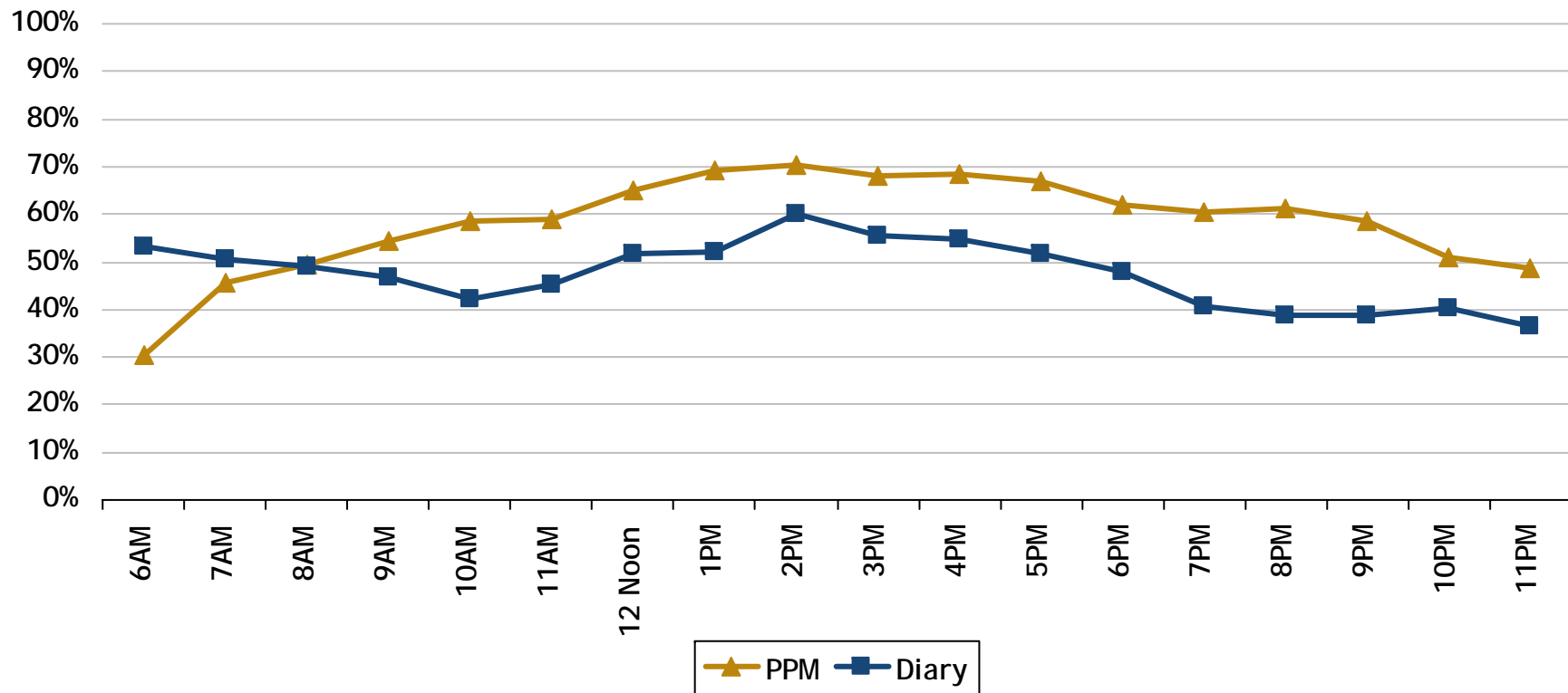
Source: PPM May 2007, Diary Winter 2006, Houston-Galveston Metro, Mon-Fri 6AM-12MID





PPM Shows a Higher Percentage of Listening Coming From Out-of-Home

Hispanic 12+ Percent Of Out-of-Home Listening, Sat-Sun 6AM-12MID

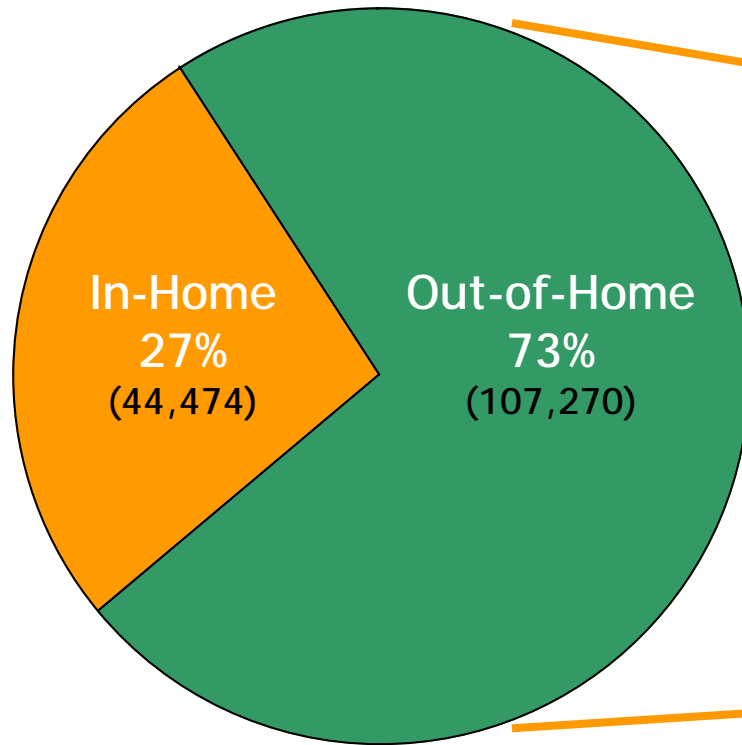


Source: PPM May 2007, Diary Winter 2006, Houston-Galveston Metro, Sat-Sun 6AM-MID



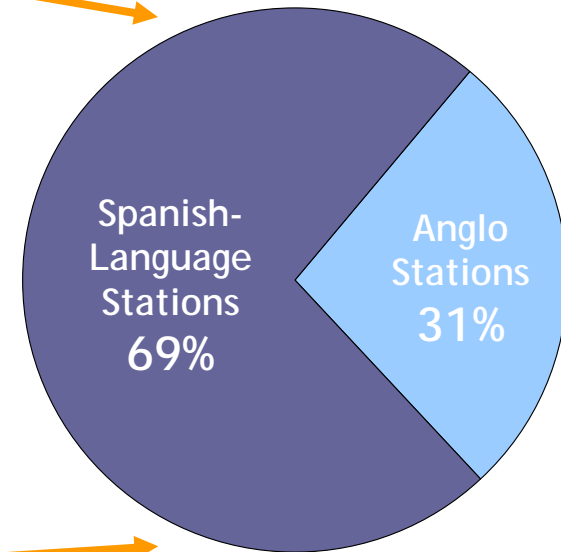


Hispanics Still Control What They Listen to When Out of Home



Total Listening: Hispanic 12+

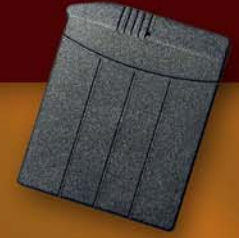
- KAMA-FM
- KEYH-AM
- KLTN-FM
- KTJM-FM
- KOVE-FM
- KLOL-FM
- KQOK-FM
- KLTN-AM
- KNTE-FM
- KQUE-AM



Total Listening: Spanish-Language Stations

Source: PPM, Houston-Galveston Metro, December 2007, Mon-Fri 6AM-12MID, 12+ Hispanic, AQH Persons





The Growing Hispanic Population Propels the Growth of Hispanic Radio



A Snapshot: U.S. Population by Race and Ethnicity, 2006

Ethnicity	Population	Percent Distribution
Hispanic	44,321,038	14.8%
Native-Born	24,642,497	8.2%
Foreign-Born	19,678,541	6.6%
Non-Hispanic White	198,744,494	66.4%
Non-Hispanic Black	36,689,680	12.3%
Non-Hispanic Asian	12,881,639	4.3%
Non-Hispanic Other	6,761,633	2.3%
Total Population	299,398,484	100%

Note: Total is subject to rounding.

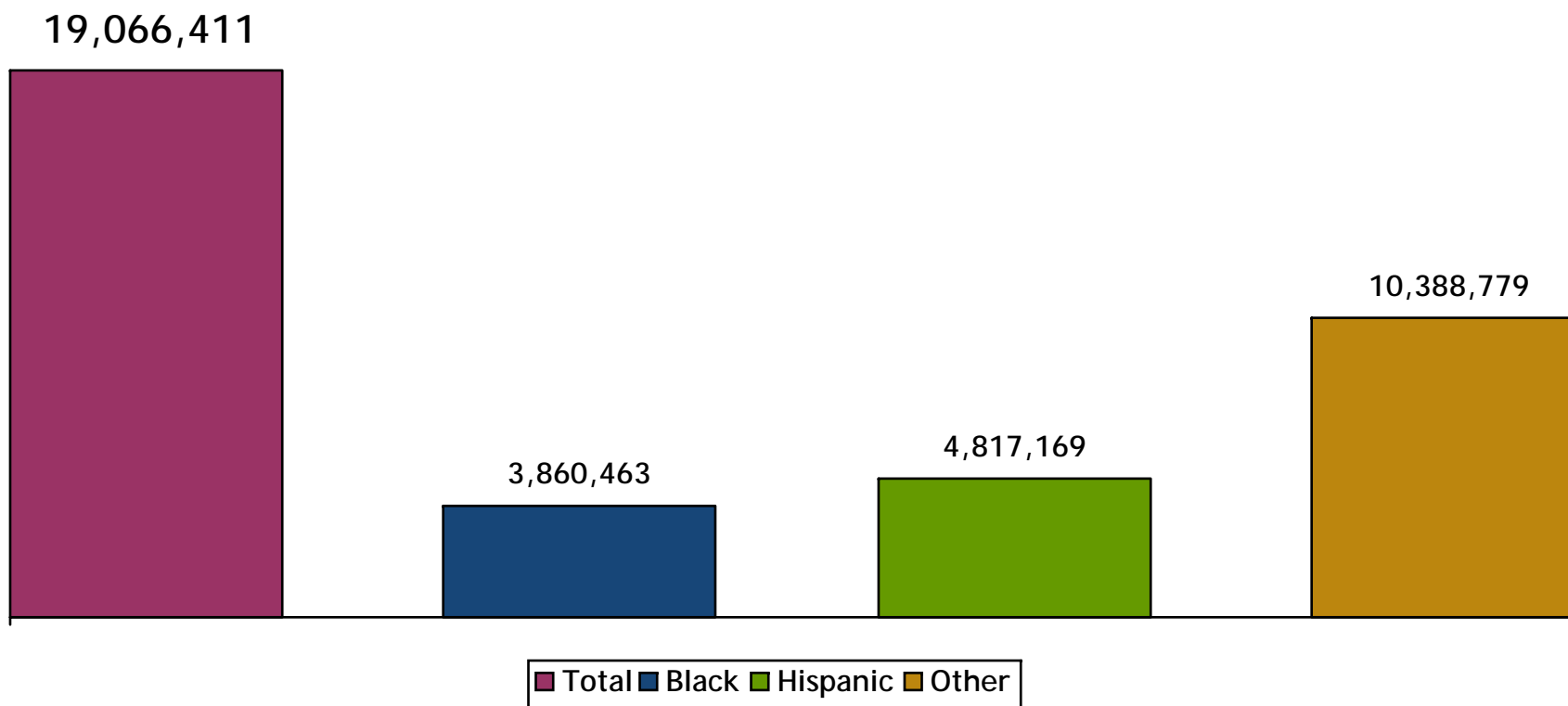
Sources: Population by race and Hispanic origin—U.S. Census Bureau
Foreign and native-born proportions of Hispanic population—U.S. Census Bureau
Bureau of Labor Statistics and U.S. Census Bureau. *Current Population Survey, Annual Social and Economic Supplement*, March 2004-2006





Population Growth, 2000-2007: Total Additional Persons 12+

Arbitron Markets



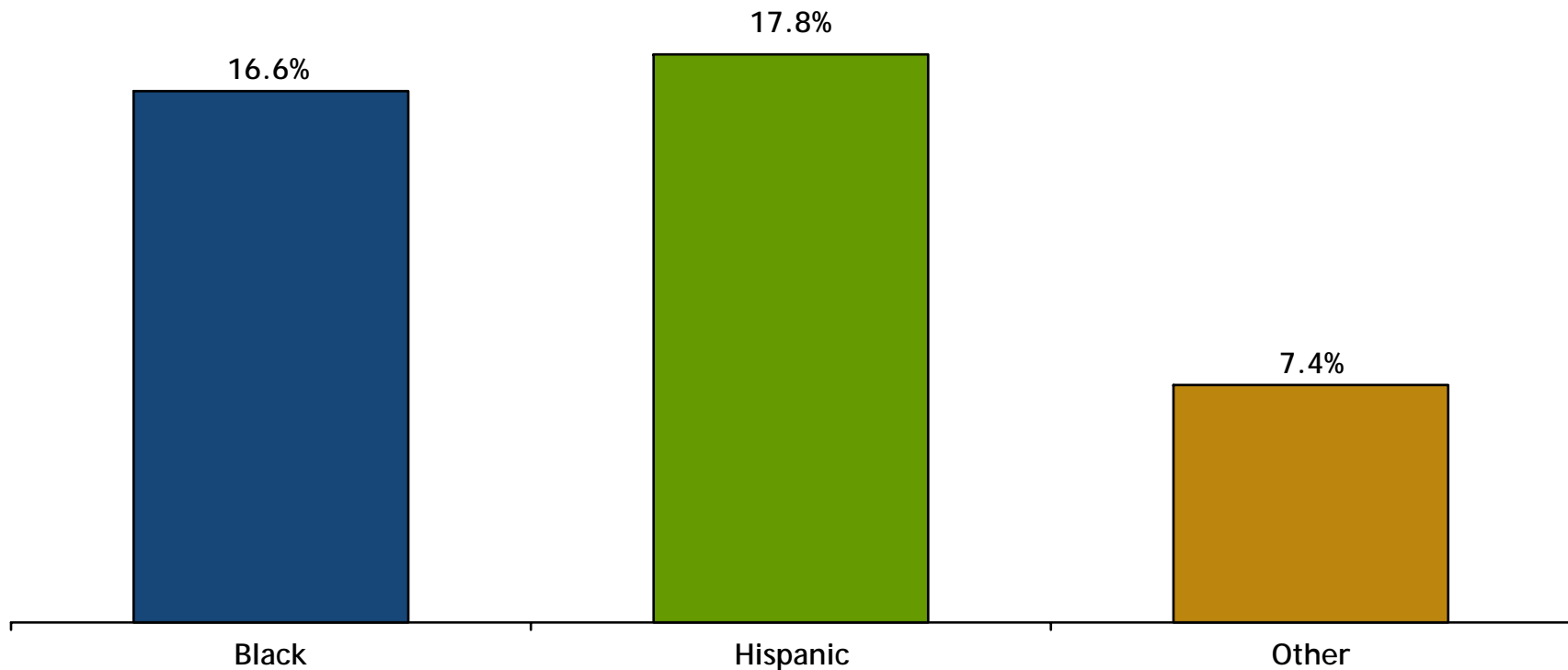
Sources: Census 2000; January 1, 2008, Claritas estimates for all Arbitron markets





Population Growth, 2000-2007: Percent Increase in Persons 12+

Arbitron Markets



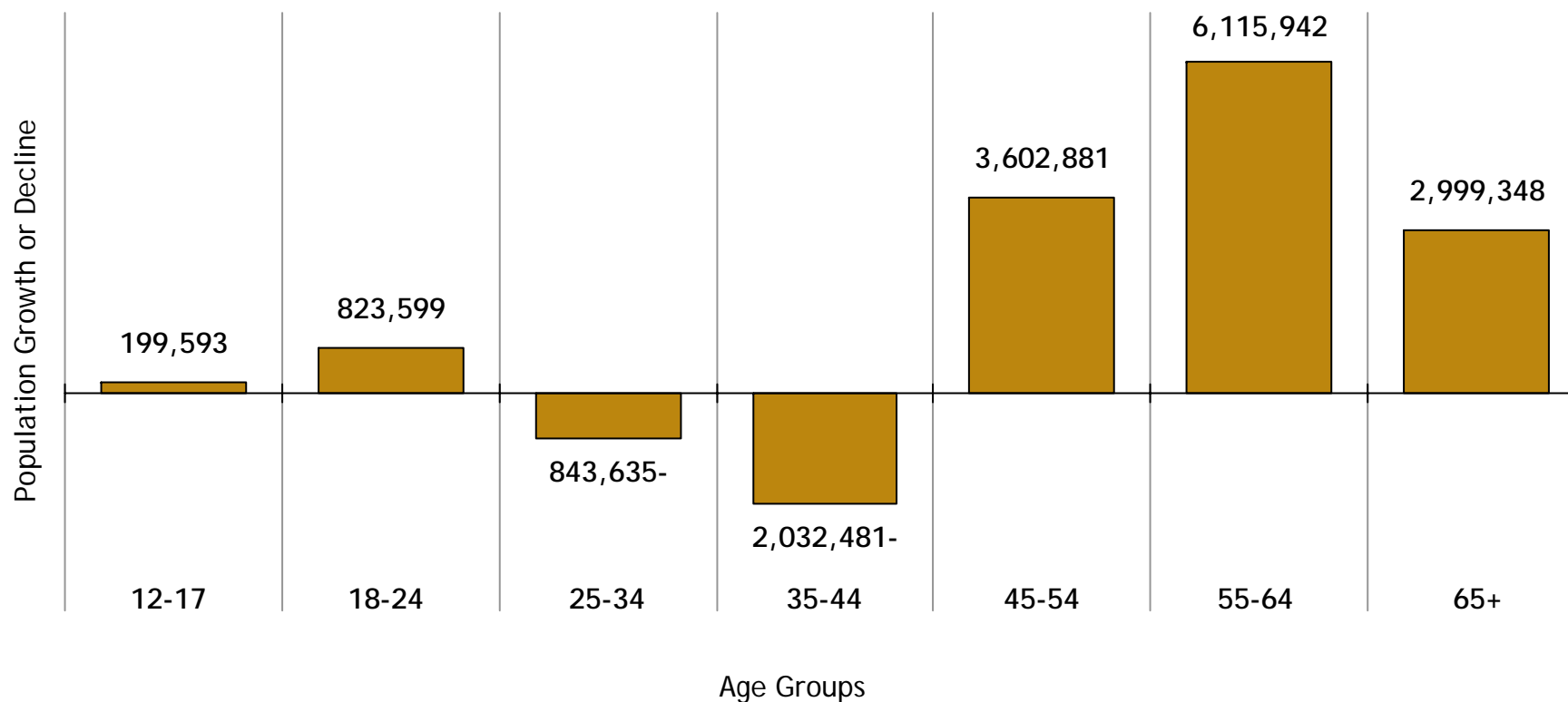
Sources: Census 2000; January 1, 2008, Claritas estimates for all Arbitron markets





Changing Demographics for "Other" Race/Ethnicity, by Age Group, 2000-2007

Arbitron Markets



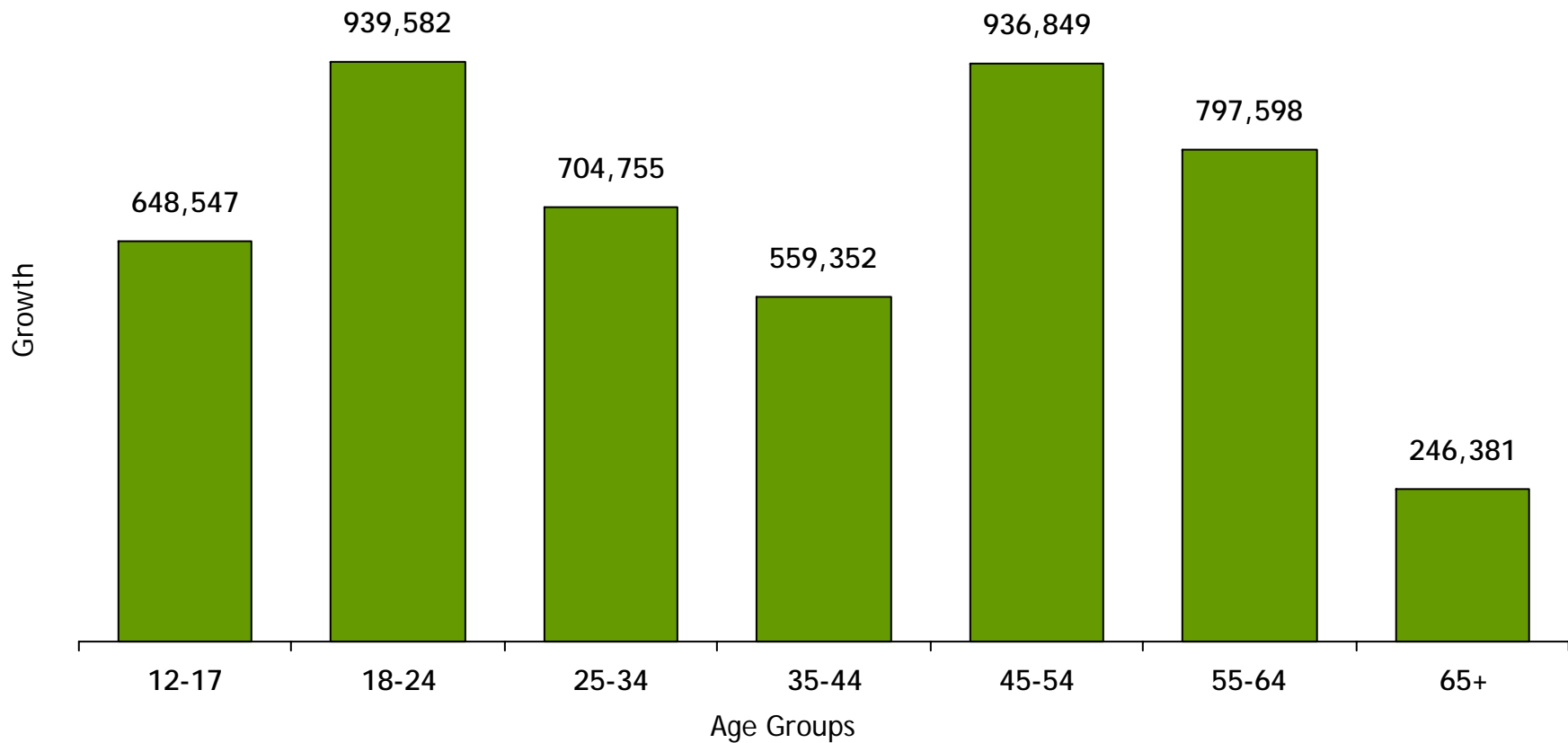
Sources: Census 2000; January 1, 2008, Claritas estimates for all Arbitron markets





Changing Age Demographics for Hispanic Population, 2000-2007

Arbitron Markets



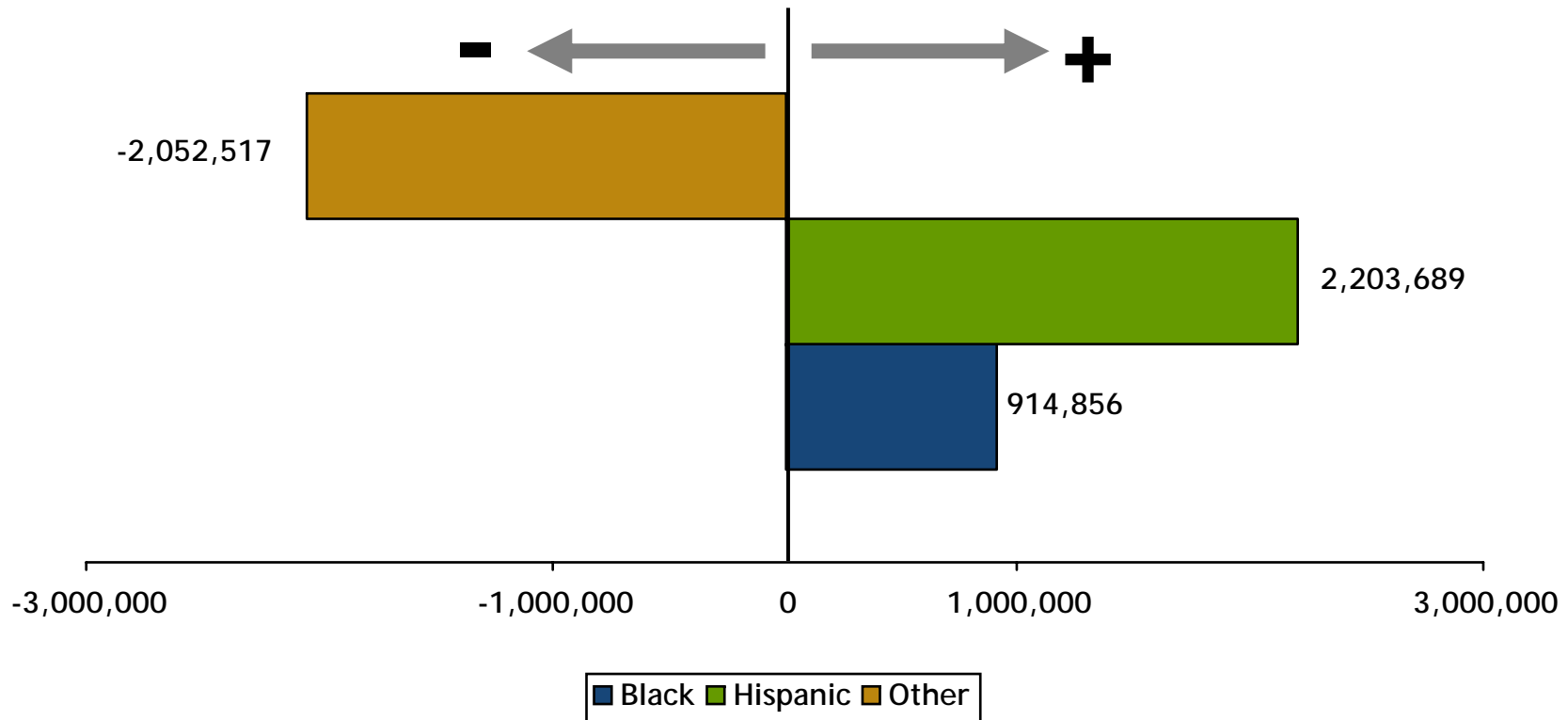
Sources: Census 2000; January 1, 2008, Claritas estimates for all Arbitron markets





U.S. Population Growth Fueled by Hispanics and Blacks

Change in 18-44 Demographic from 2000 to 2008 in Arbitron Markets



Sources: Census 2000; January 1, 2008, Claritas estimates for all Arbitron markets





Key Growing Hispanic Markets*, by Population of Hispanic Persons 12+, 2000-2008

	Market	Hispanic Persons 12+	Increase in Hispanic Persons 12+	Hispanic % Change
1	Los Angeles	4,460,900	674,187	17.8%
2	Houston-Galveston	1,443,000	432,146	42.8%
3	Dallas-Ft. Worth	1,240,200	418,353	50.9%
4	New York	3,210,100	394,381	14.0%
5	Phoenix	867,000	318,855	58.2%
6	Miami-Ft. Lauderdale-Hollywood	1,647,500	316,369	23.8%
7	Riverside-San Bernardino	808,300	314,180	63.6%
8	Chicago	1,412,200	307,455	27.8%
9	Atlanta	393,100	182,215	86.4%
10	San Francisco	1,183,600	178,523	17.8%
11	Las Vegas	383,700	163,386	74.2%
12	Washington, DC	491,000	159,321	48.0%
13	McAllen-Brownsville-Harlingen, TX	742,700	158,546	27.1%
14	San Antonio	825,400	157,139	23.5%
15	Orlando	355,500	149,784	72.8%

*Top growth markets with Hispanic population over 50,000
Sources: Census 2000, Claritas January 2008 population estimates



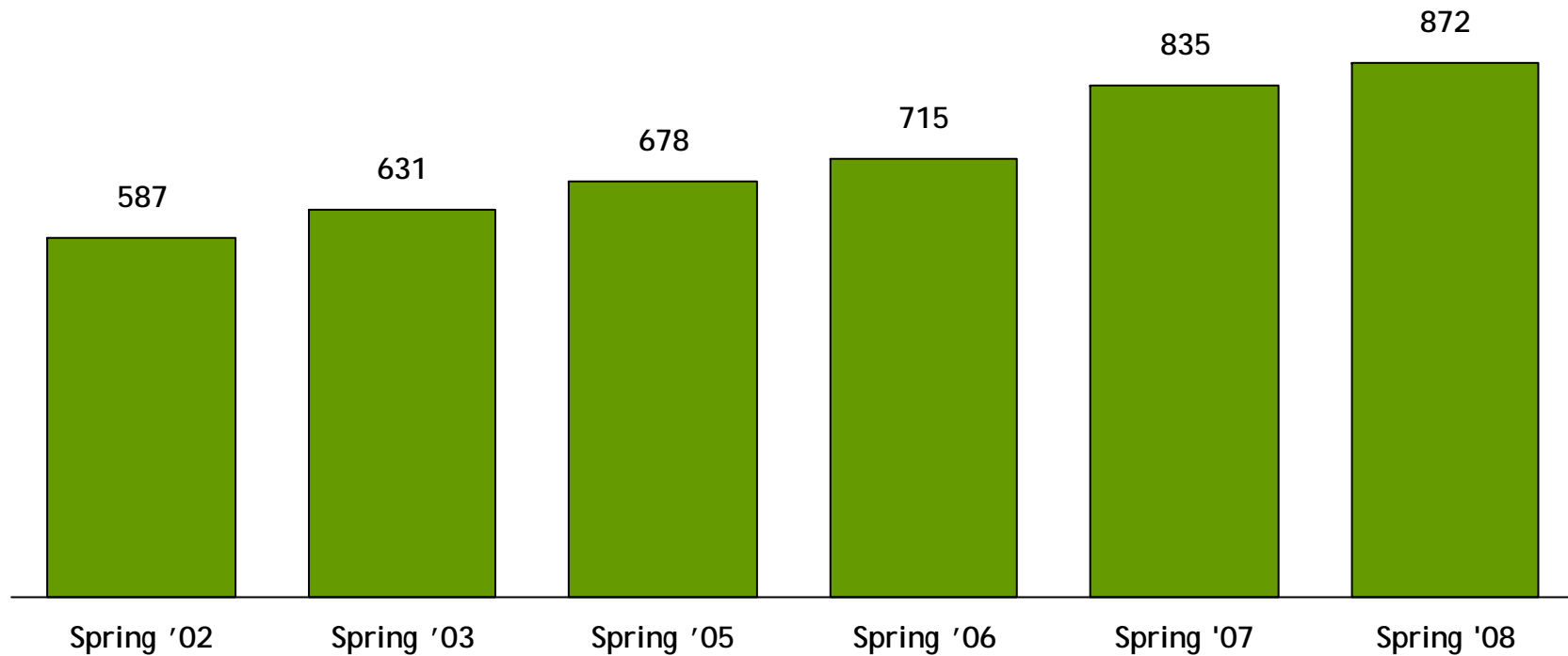
Key Growing and Emerging Hispanic Markets*, by Percent of Hispanic Persons 12+, 2000-2008

	Market	Hispanic Persons 12+	Increase in Hispanic Persons 12+	Hispanic % Change
1	Ft. Pierce-Stuart-Vero Beach, FL	51,400	26,545	106.8%
2	Ft. Myers-Naples-Marco Island, FL	144,000	73,700	104.8%
3	Charlotte-Gastonia-Rock Hill, NC-SC	130,800	64,226	96.5%
4	Lakeland-Winter Haven, FL	64,900	30,815	90.4%
5	Nashville	59,400	28,112	89.8%
6	Atlanta	393,100	182,215	86.4%
7	Indianapolis	57,200	26,099	83.9%
8	Raleigh-Durham	104,500	47,335	82.8%
9	Victor Valley, CA	119,100	53,367	81.2%
10	Greensboro-Winston Salem-High Point, NC	84,200	37,291	79.5%
11	Sarasota-Bradenton, FL	52,300	23,110	79.5%
12	Las Vegas	383,700	163,386	74.2%
13	Orlando	355,500	149,784	72.8%
14	Jacksonville, FL	56,300	23,178	70.0%
15	West Palm Beach-Boca Raton, FL	184,000	71,719	63.9%

*Top growth markets with Hispanic population over 50,000
Sources: Census 2000, Claritas January 2008 population estimates



Growth in Number of Spanish-Language Radio Stations, 2002-2008



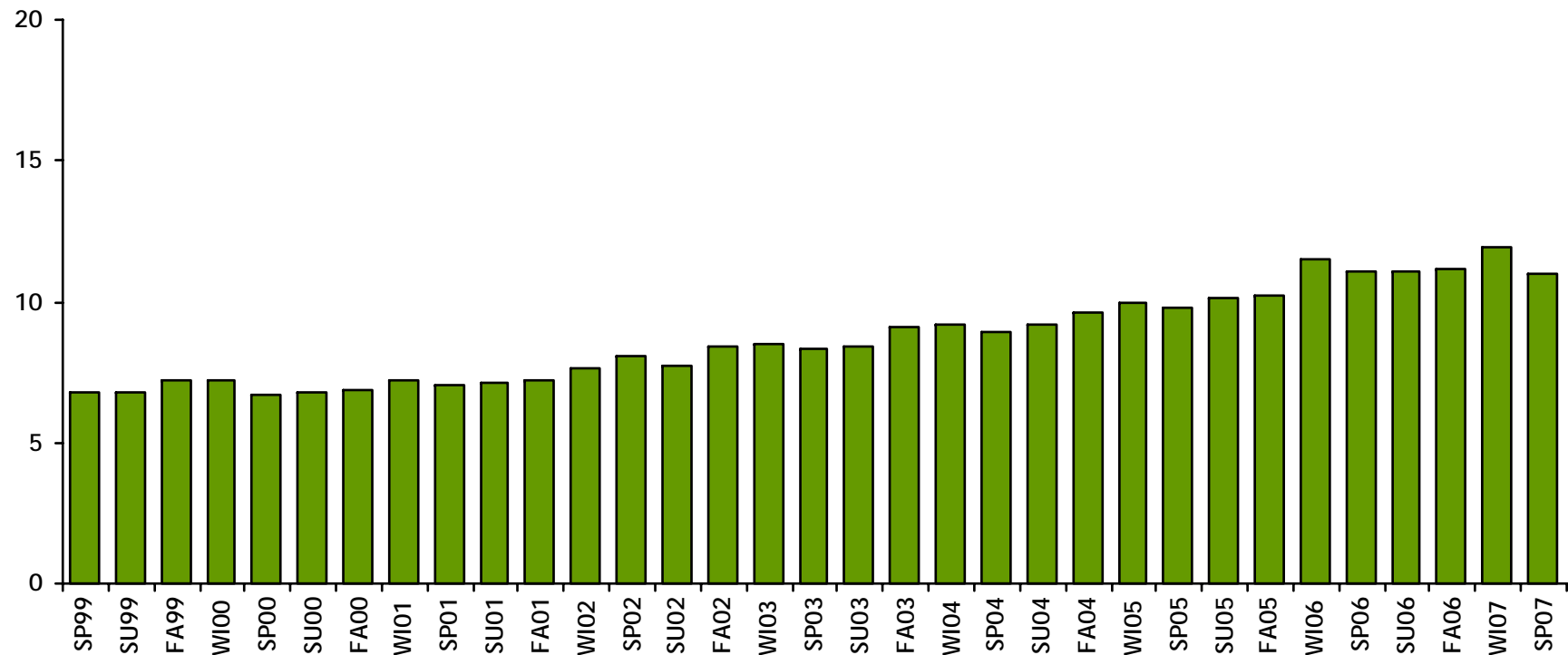
Source: Arbitron National Regional Database stations qualifying for reporting with at least 1 diary mention, 2002-2007





Sixty-two Percent Growth in Share of Spanish-Language Stations

All Spanish-Language-Format Stations, Spring 1999-Spring 2007 Cumulative Shares: Persons 12+



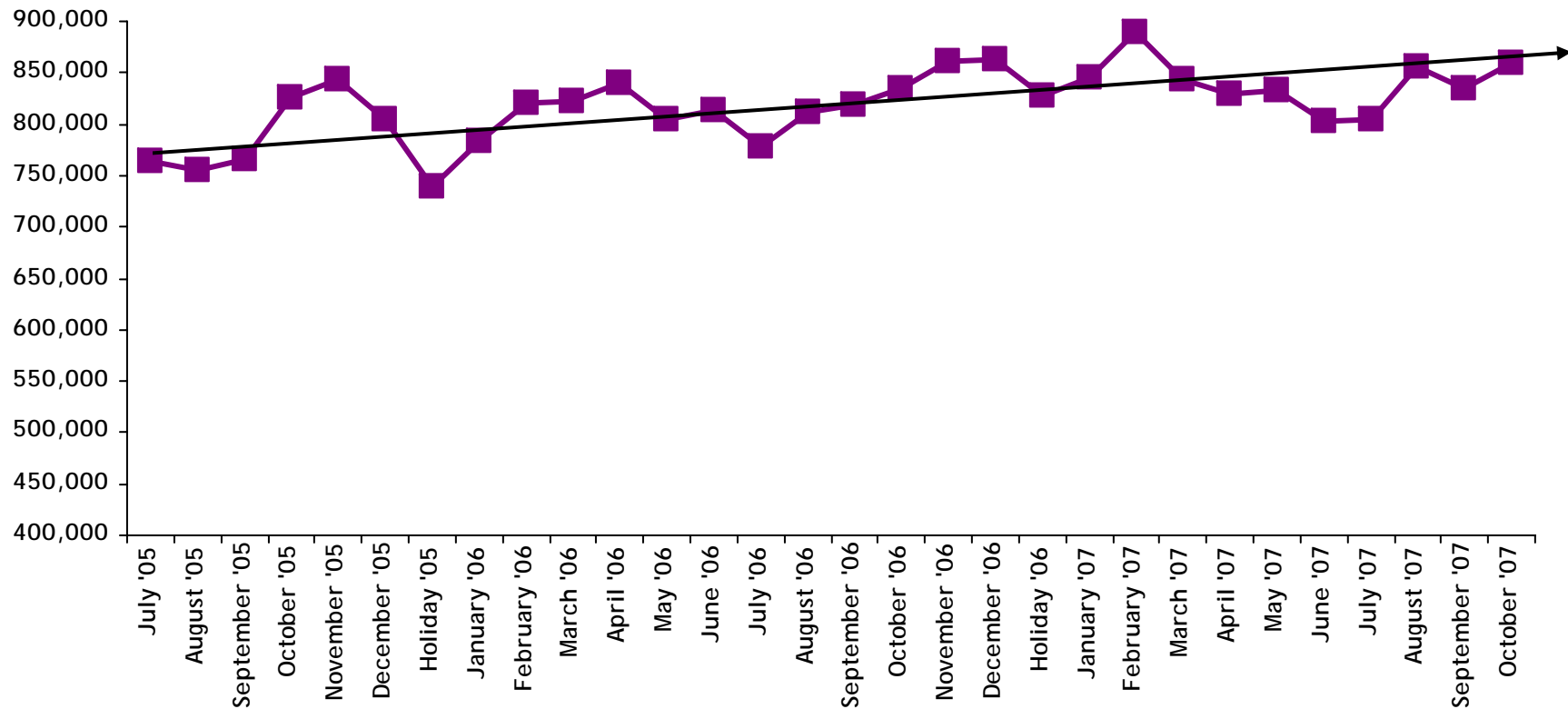
Source: Arbitron American Radio Listening Trends, Spring 1999 Survey-Spring 2007 Survey, Mon-Sun 6AM-12MID





PPM Shows Promising Future for Spanish-Language Formats*

Average Daily Cume per Month, July 2005–October 2007



Source: PPM, Houston-Galveston Metro, July '05-October '07, Mon-Sun 6AM-12MID, Persons 12+

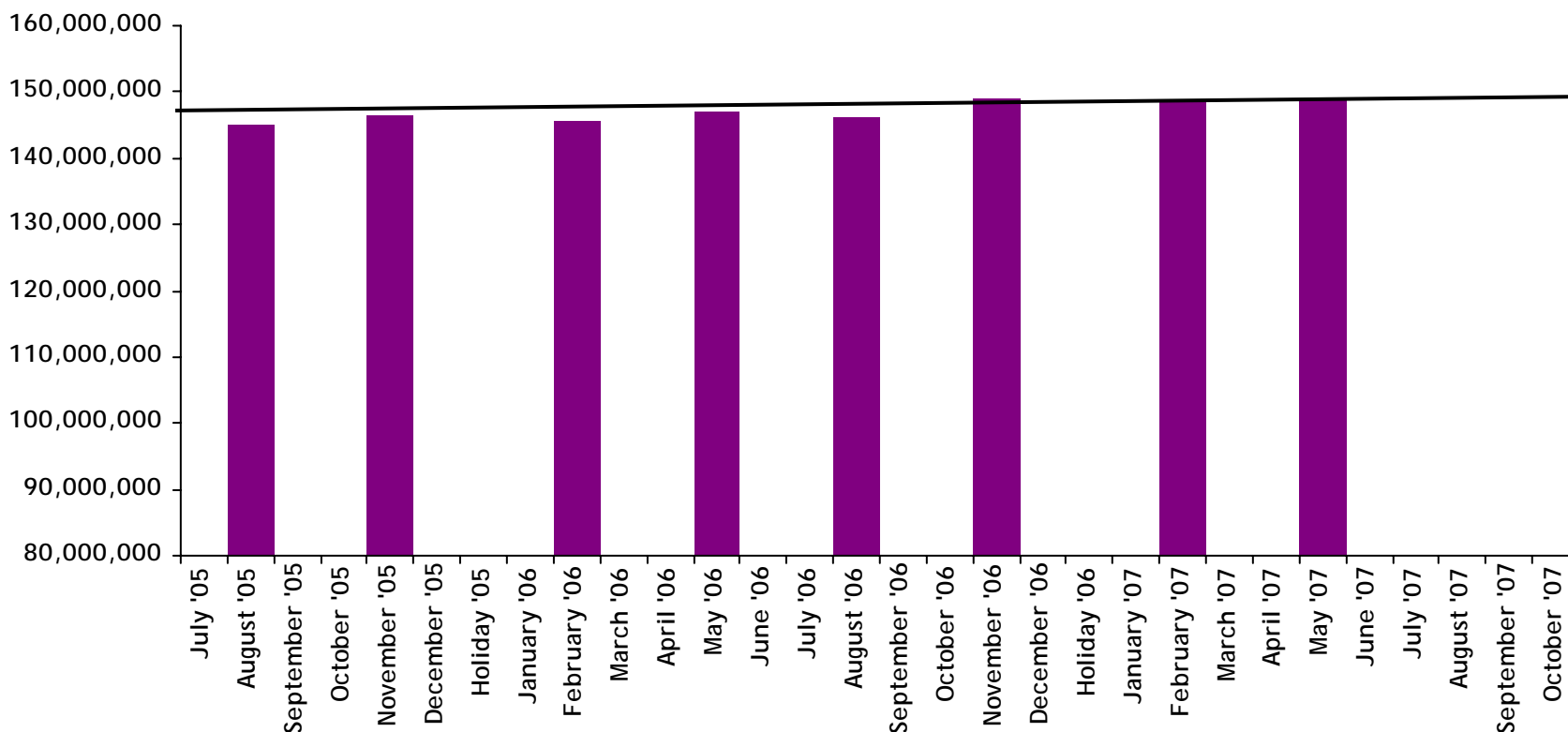
*All Spanish-language-format stations that qualified for reporting in all months; KQBU not encoding fully September 2005 and May 2006





...While Growth in Total Radio Audience Has Been Flat Across the Country

Weekly Cume per Quarter, July 2005–October 2007



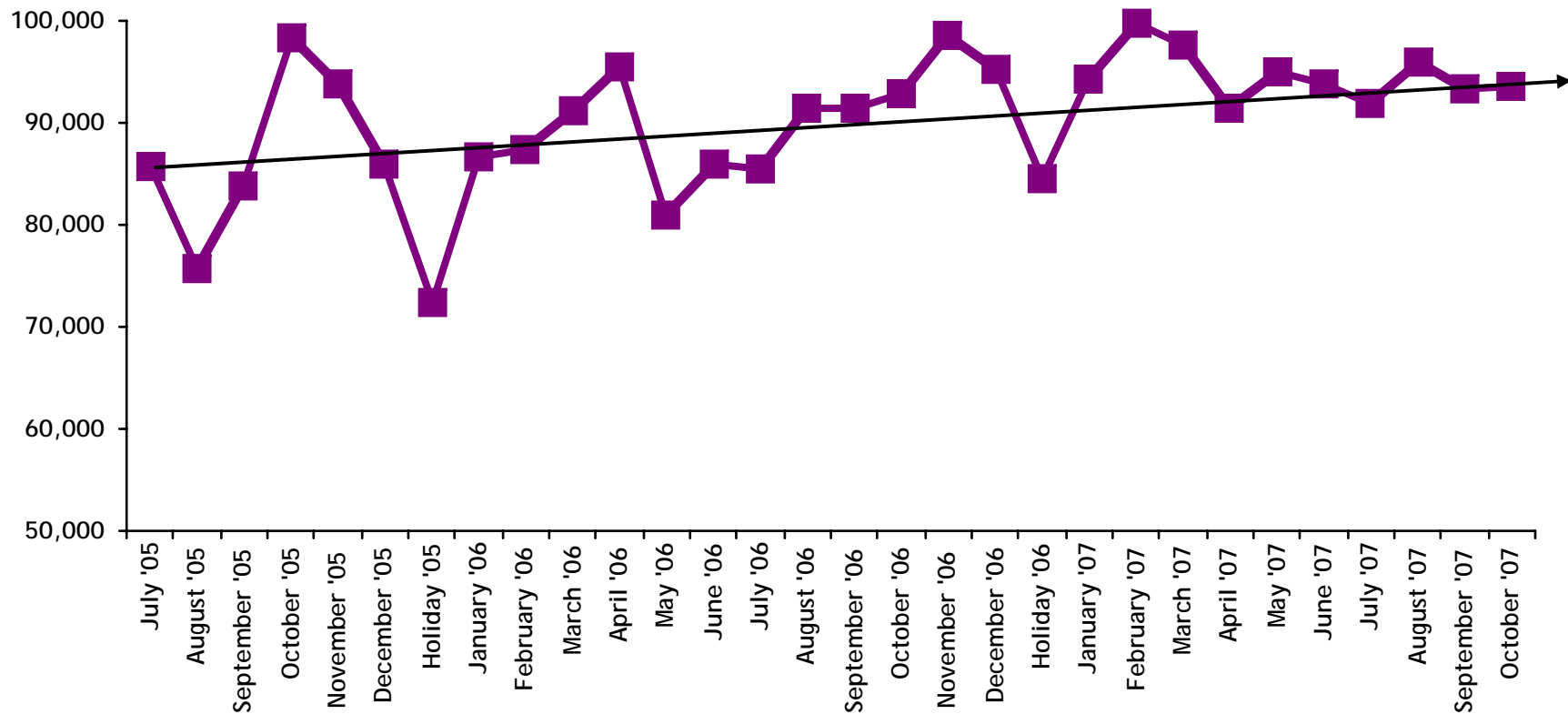
Source: American Radio Listening Trends from top 94 continuously measured markets, Summer '05-Spring '07, Mon–Sun 6AM–12MID, Persons 12+ PPM Cume for Philadelphia and Houston added to Spring '07 Diary Cume; PPM Cume for Philadelphia added to Winter '07 Diary Cume





PPM Shows Promising Future for Spanish-Language Formats

AQH per Month, July 2005–October 2007



Source: PPM, Houston-Galveston Metro, July '05-October '07, Mon-Sun 6AM-12MID, Persons 12+

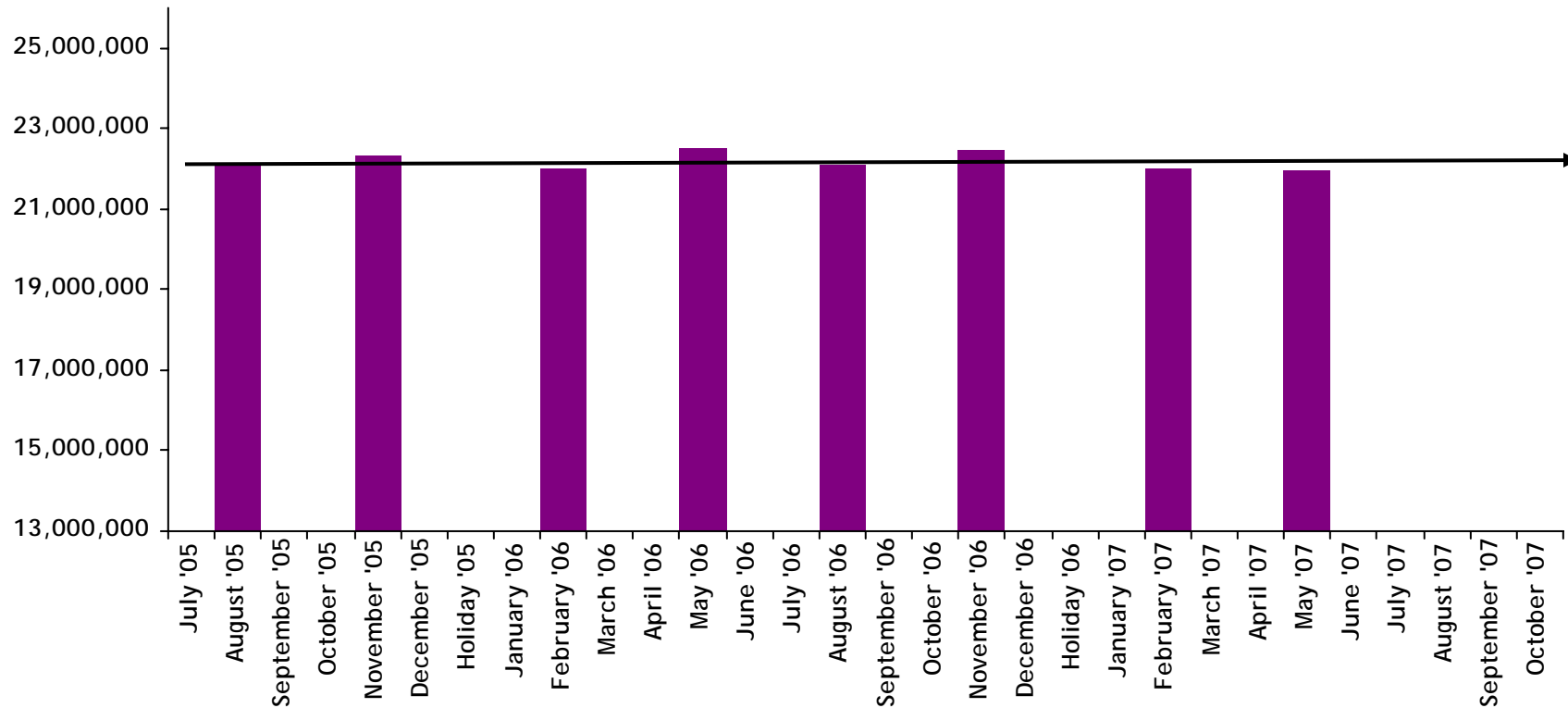
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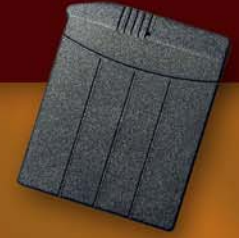
...While Growth in Total AQH Listening Has Been Flat Across The Country

AQH Persons per Quarter, July 2005–October 2007



Source: American Radio Listening Trends from top 94 continuously measured markets, Summer '05-Spring '07, Mon–Sun 6AM–12MID, Persons 12+ PPM AQH Persons for Philadelphia and Houston added to Spring '07 Diary Cume; PPM AQH Persons for Philadelphia added to Winter '07 diary estimates





The Hispanic Audience is Extremely Loyal to Spanish-Language Radio



Hispanic Buying Power

State	Hispanic Buying Power (billions)
California	\$227.9
Texas	\$153.7
Florida	\$90.8
New York	\$66.2
Illinois	\$37.9
New Jersey	\$33.0
Arizona	\$28.4
Colorado	\$19.6
New Mexico	\$16.5
Georgia	\$13.6

Hispanic buying power is estimated to rise to almost \$1.2 trillion by 2011. That is a 457% increase over 1990, compared to a 176% increase in non-Hispanic buying power.

Hispanics and their buying power are much more geographically concentrated than non-Hispanics. California alone accounts for 26% of Hispanic buying power. The five states with the largest Hispanic markets account for 67% of Hispanic buying power.

Source: The Selig Center for Economic Growth, *The Multicultural Economy 2007*





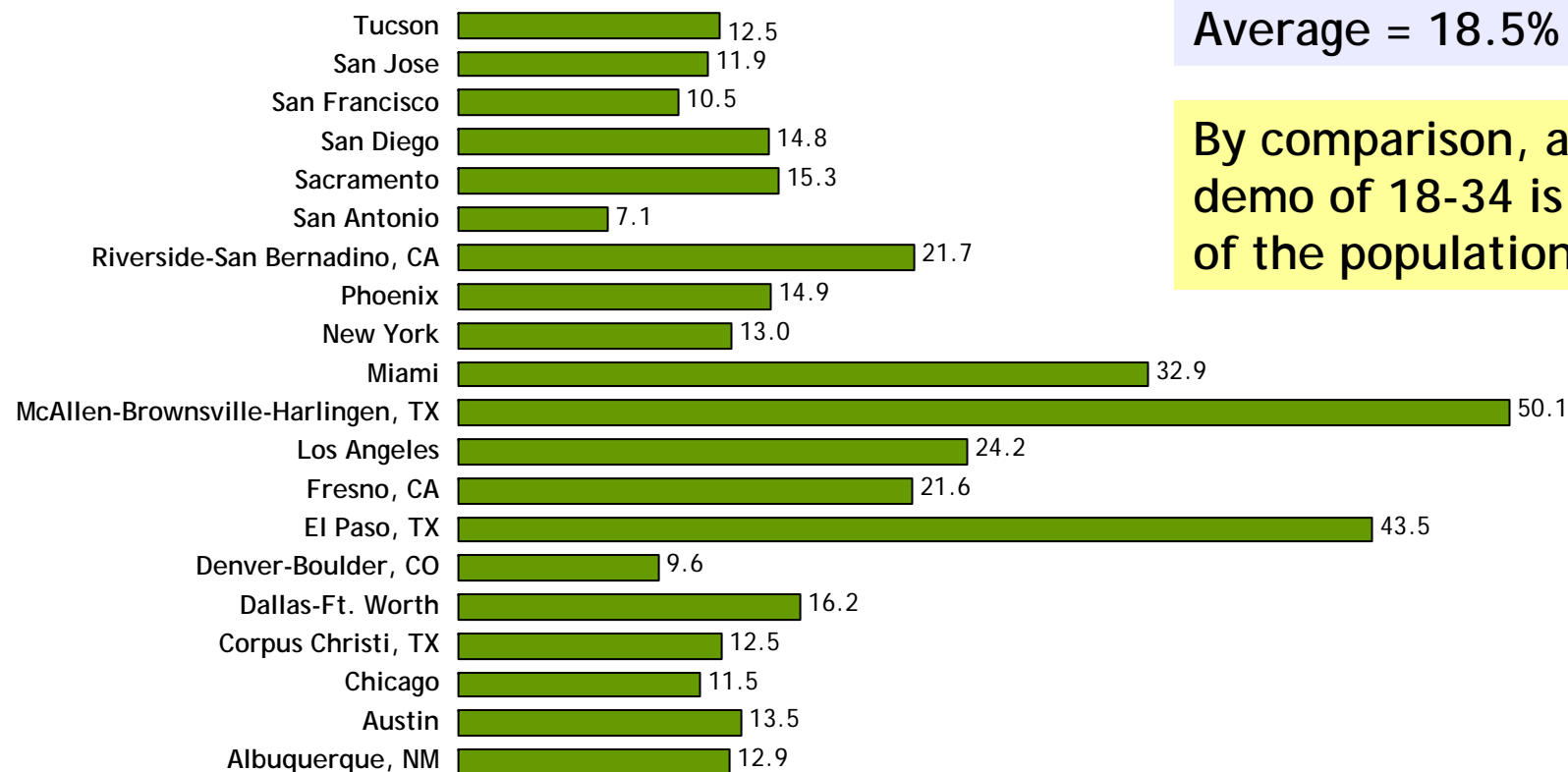
Fundamentals of Marketing to the Hispanic Consumer

- In a world where the population of most of our major metros are approaching or have passed the 50% mark in ethnic composition, it is critical for marketers and advertisers to understand the concept of ethnic marketing.
- In fact, because of the changing complexion of American society, the concept of a general market has to be reevaluated.
- Ethnic consumers, Hispanics in particular, consume media differently and respond to advertisements differently than the general market.
- Understanding and embracing these differences can significantly affect the success of a campaign and a marketer's success in creating new customers.



Spanish-Language-Dominant Percent Among All Persons in 21 Markets

Spanish-Language Dominant Percent of Total 12+ Population



Average = 18.5%

By comparison, ad demo of 18-34 is 27.8% of the population.

Source: Nielsen Fall 2007 language estimates





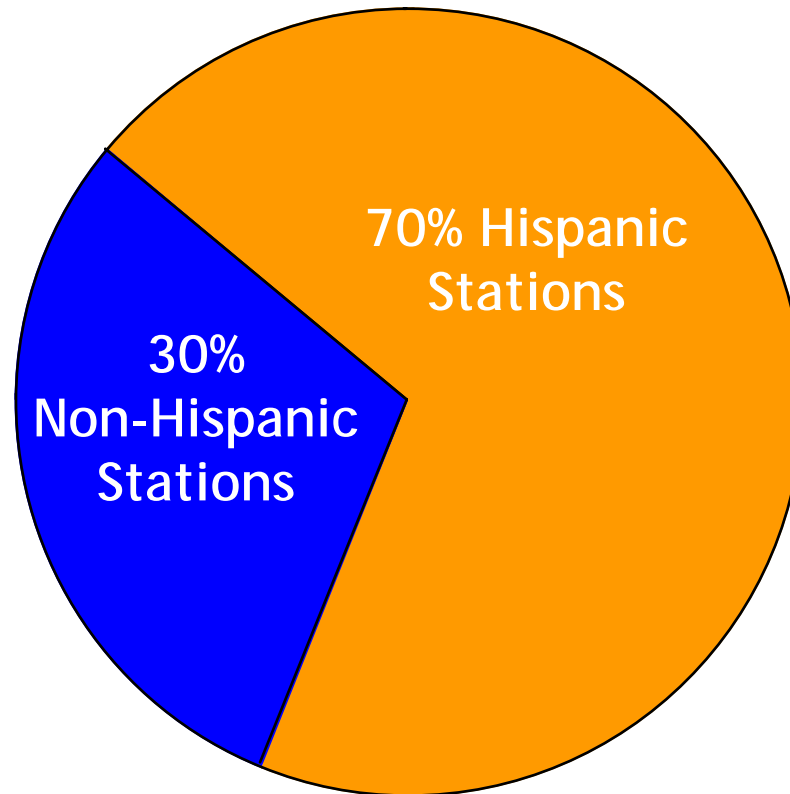
Fundamentals of Marketing to the Hispanic Consumer

- Marketers have come to know that to effectively reach Spanish-dominant Hispanics, Spanish-language media must be used.
- Spanish-language radio has long been proven as one of the most effective and efficient means of reaching this audience.
- The introduction of Arbitron's PPM rating methodology gives us an opportunity to better understand and utilize the power of Spanish-language radio to reach this market segment.



Hispanic Listeners Are Extremely Loyal to Spanish-Language Radio!

Seventy Percent of All Spanish-Dominant Hispanics 12+ Are Loyal to Spanish-Language Radio



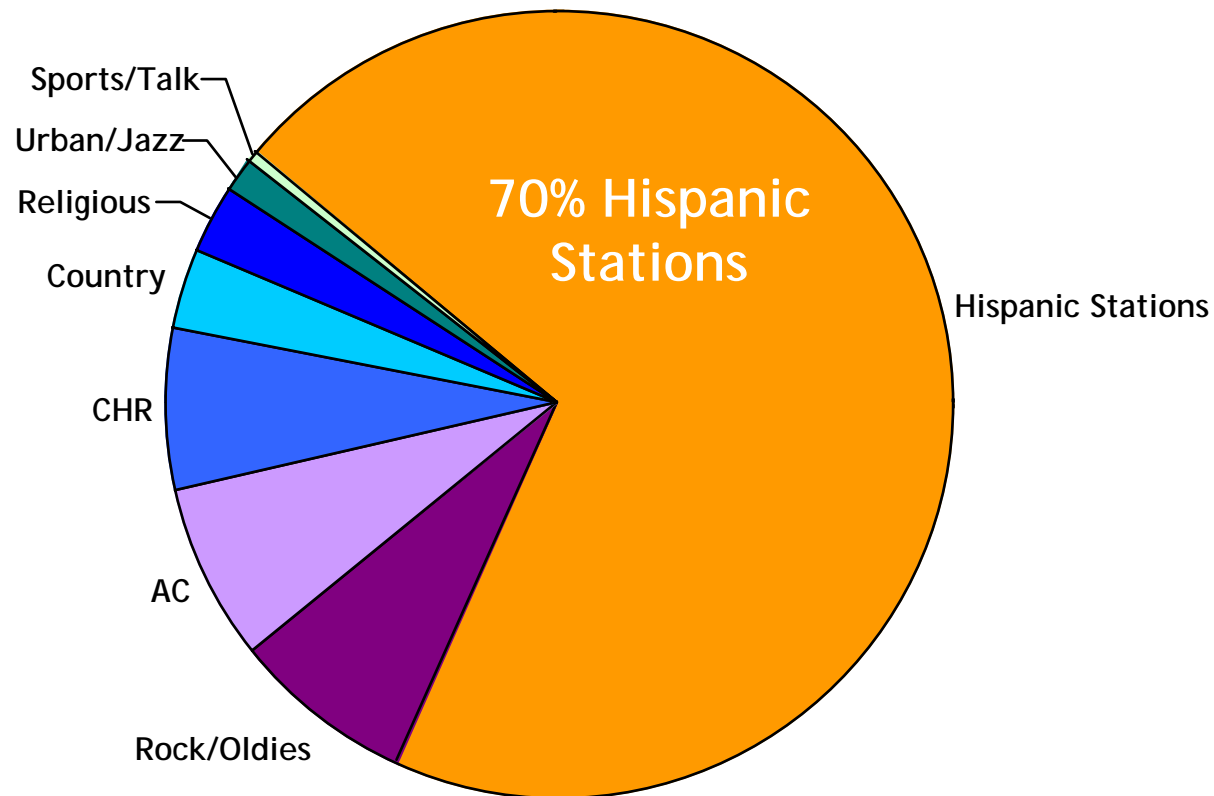
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 4AM-12MID, Persons 12+ Spanish-dominant Hispanic, AQH Persons





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Seventy Percent of All Spanish-Dominant Hispanics 12+ Are Loyal to Spanish-Language Radio



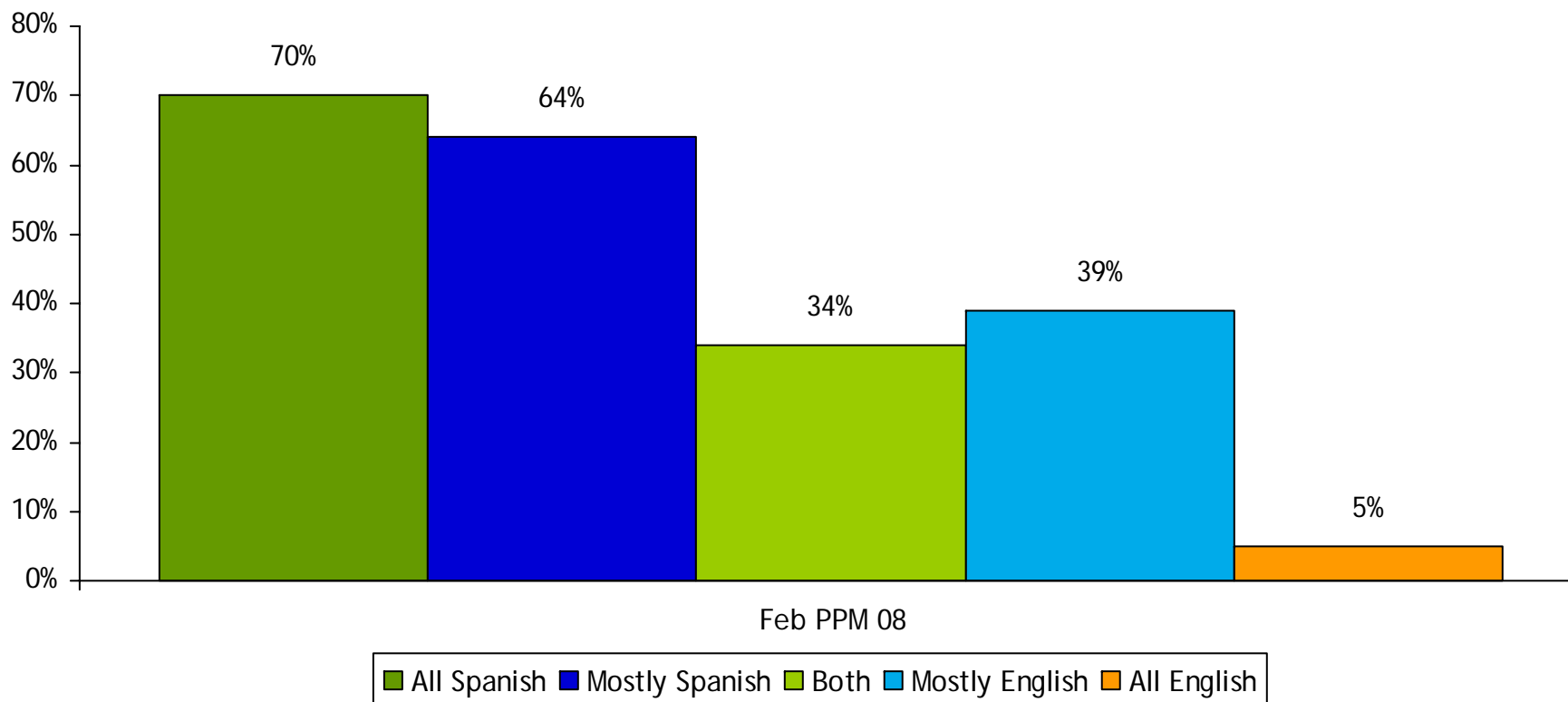
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 4AM-12MID, Persons 12+ Spanish-dominant Hispanic, AQH Persons





Language Usage Predicts Radio Listening

Percentage of Listening to Hispanic Radio by Language Preference



Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, AQH Persons 6+





Fundamentals of Marketing to the Hispanic Consumer

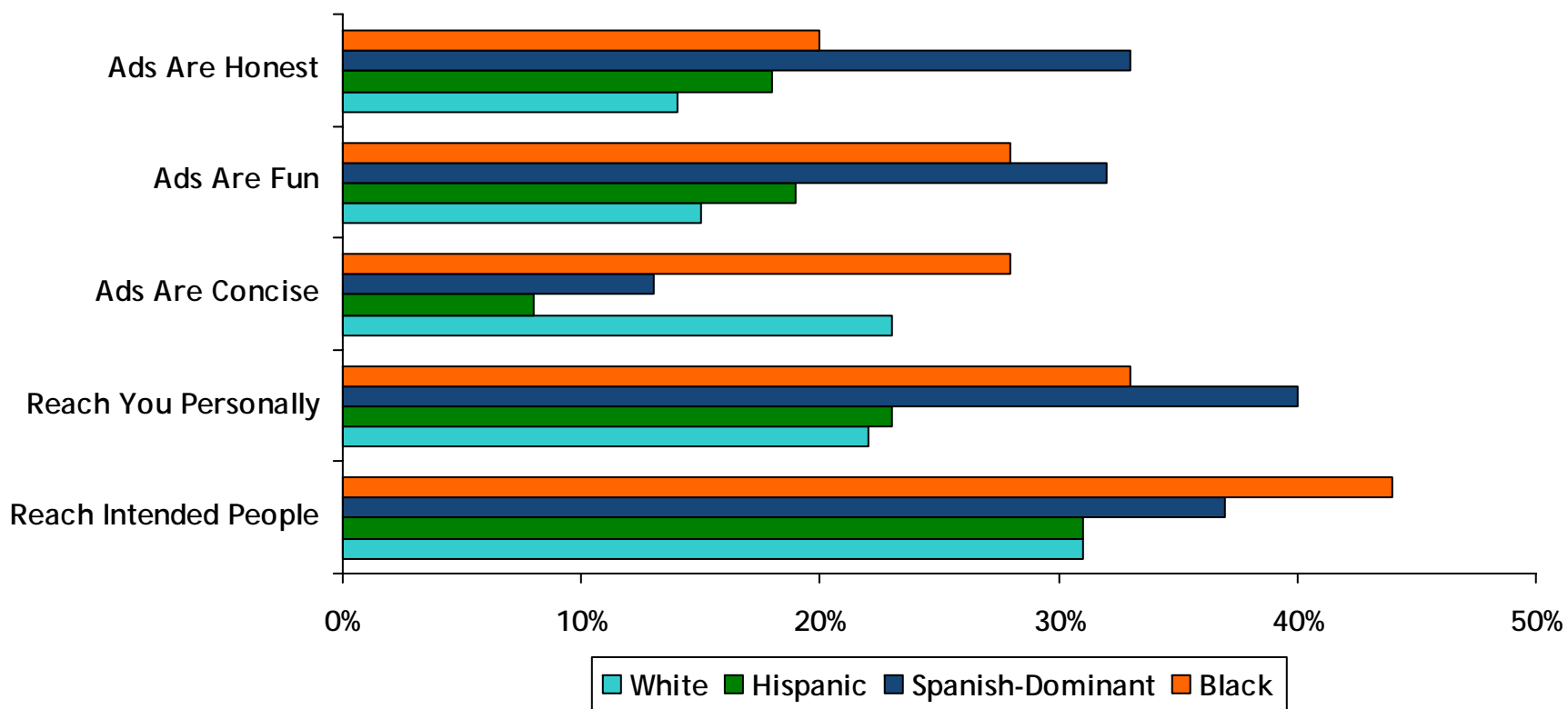
- Over 40% of Spanish-dominant Hispanics report that radio messages reach them personally.
- Hispanics/Latinos have especially strong emotional connections to radio.
- Our findings about radio listeners having expectations of personal relevance are even stronger for ethnic radio listeners, especially for Spanish-dominant Hispanics.
- Hispanics/Latinos show a pattern of greater tolerance for radio advertising (in comparison to TV and Internet) than the general population.

Source: RAEL Personal Relevance Two, September 2006



Hispanics Are Emotionally Connected with Radio

Percent of Group Choosing Radio Over Other Media for this Emotion

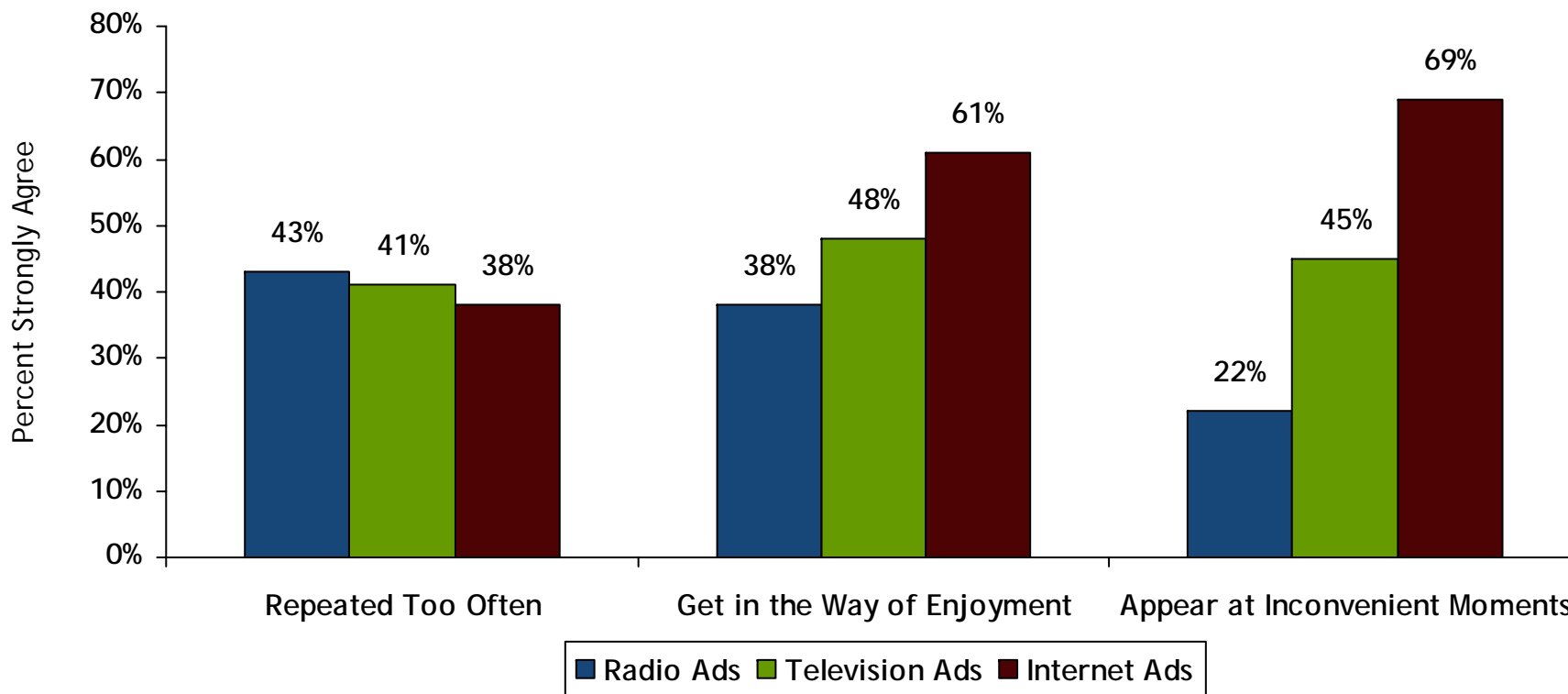


Source: RAEL Personal Relevance Two, September 2006





Radio Ads Are Particularly Effective on Spanish-Language Radio



Source: RAEL Personal Relevance Two, September 2006





Fundamentals of Marketing to the Hispanic Consumer

- Hispanics are very brand-conscious and brand-loyal, focusing on value and quality (they stick with a brand they know and trust).
- Brand name, quality and good customer service sway the purchase more than the price.
- Word-of-mouth recommendations play a key role in purchase behavior and brand choice.

In addition:

- Ninety-two percent are likely to buy the best-known brand that has been around for a long time.
- Ninety-one percent are likely to have a lot of information before buying a product.
- Eighty-six percent of respondents stick with a favorite brand rather than trying a new one.
- Eighty-five percent are willing to pay more for quality and prefer to buy a more expensive but trusted brand rather than a less expensive but unfamiliar brand.
- Eighty-four percent are likely to buy a brand that rewards customers with special benefits and privileges.

Source: Center for Media Research



Spanish-Language Radio Is the Only Way to Effectively and Efficiently Reach the Hispanic Consumer



Reaching the Hispanic Consumer on Spanish-Language Radio

- At first, the introduction of Arbitron's PPM rating methodology appeared to favor the non-Hispanic radio formats.
- Now we see that the strengths of Hispanic radio continue to shine even through the lens of electronic measurement.
- Occasionally, Spanish-language stations are excluded from certain ad buys because it is believed that Hispanics can be reached on other stations.
- In an effort to better understand these differences, we will compare two sets of top stations in Houston.
- Remember that with PPM, there may be 16 to 20 stations in the Top 10 due to ratings compression.



A Tale of Two Rankers: Number of Weekly Hispanic Listeners Roughly the Same

12+ Cume Audience

Non-Hispanic Top 8 Stations

KBXX-FM	Rhythmic CHR
KHMX-FM	Hot AC
KKBQ-FM	Country
KMJQ-FM	Urban AC
KODA-FM	Adult Contemporary
KRBE-FM	Top 40/CHR
KTBZ-FM	Alternative
KTRH-AM	News/Talk

Hispanic Top 8 Stations

KAMA-FM	Spanish Contemporary
KLAT-AM	Spanish News/Talk
KLOL-FM	Spanish Contemporary
KLTN-FM	Mexican Regional
KNTE-FM	Tejano
KOVE-FM	Spanish Adult Hits
KQQK-FM	Spanish Contemporary
KTJM-FM	Mexican Regional

Anglo Top 8 Mon-Sun 6AM-12MID	Average Weekly Cume Persons	Average Weekly Cume Rating
Adults 12+	3,795,900	82.0%
Hispanic 12+	1,105,800	76.3%

Hisp. Top 8 Mon-Sun 6AM-12MID	Average Weekly Cume Persons	Average Weekly Cume Rating
Adults 12+	1,425,100	30.8%
Hispanic 12+	1,137,500	78.4%

Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Average Weekly Cume Persons and Rating

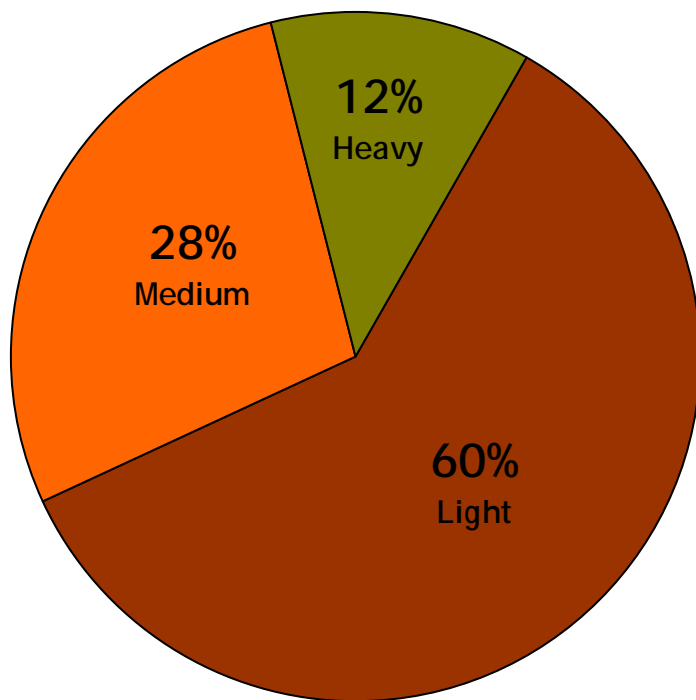




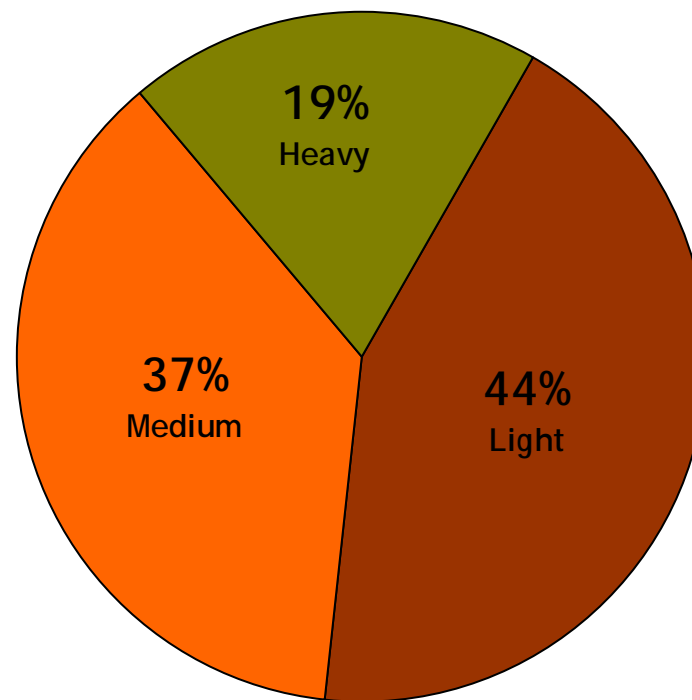
Light, Medium and Heavy Listening

Hispanics Listen to These Groups of Stations in Very Different Ways

Anglo Top 8
1,105,800 Hispanic Cume



Hispanic Top 8
1,137,500 Hispanic Cume



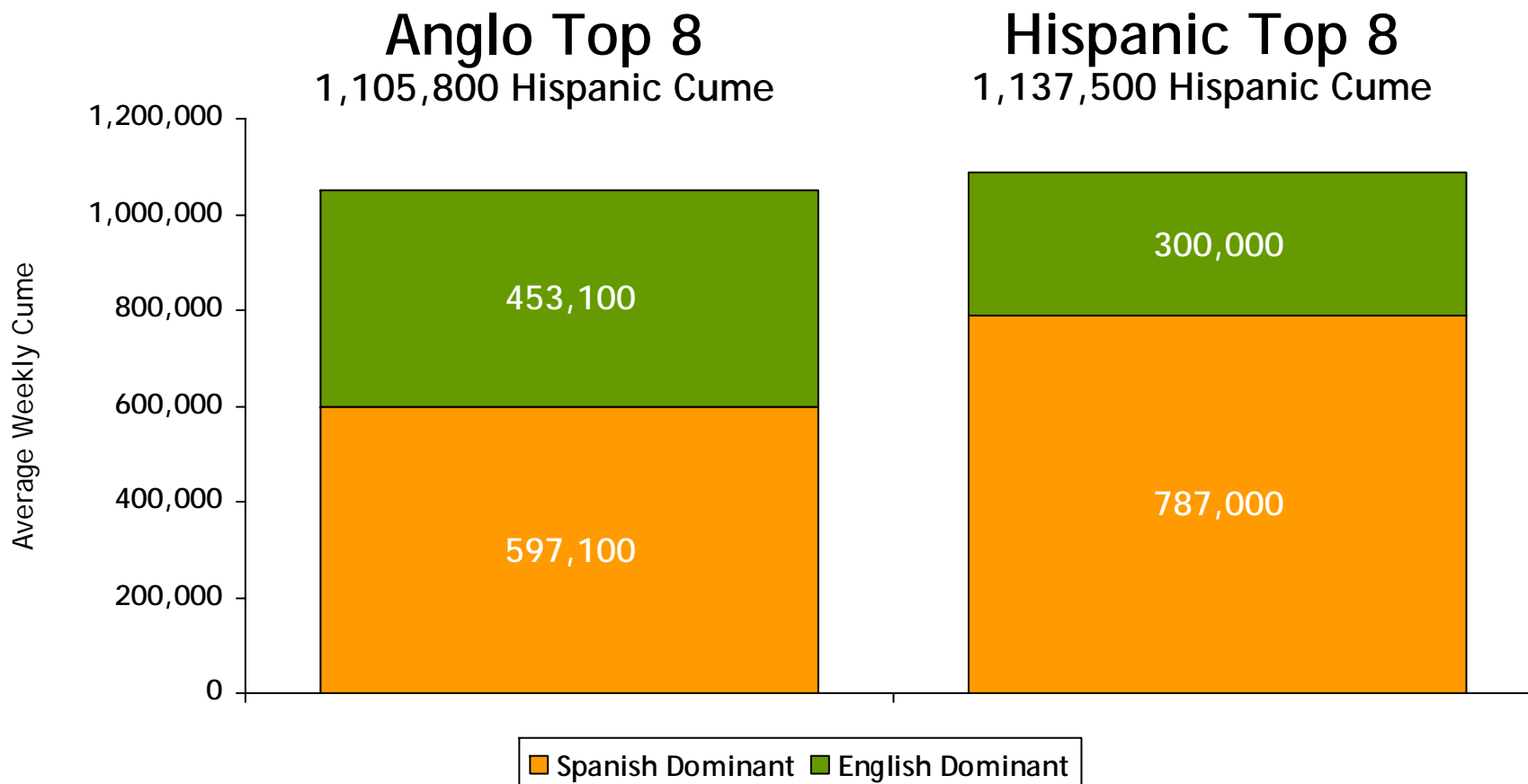
<4 Qtr Hrs
 4-15 Qtr Hrs
 16+ Qtr Hrs

Anglo Top 8 Stations: KBXX-FM, KHMx-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM
 Hispanic Top 8 Stations: KAMA-FM, KLAT-AM, KLOL-FM, KLTN-FM, KNTE-FM, KOVE-FM, KQQK-FM, KTJM-FM
 Source: PPM Auxiliary Reports, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Hispanic 12+ Average Weekly Cume



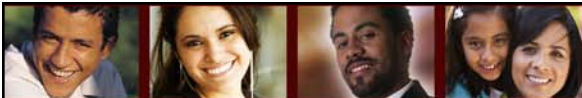


Non-Hispanic Stations Can Deliver Spanish-Speaking Listeners ...

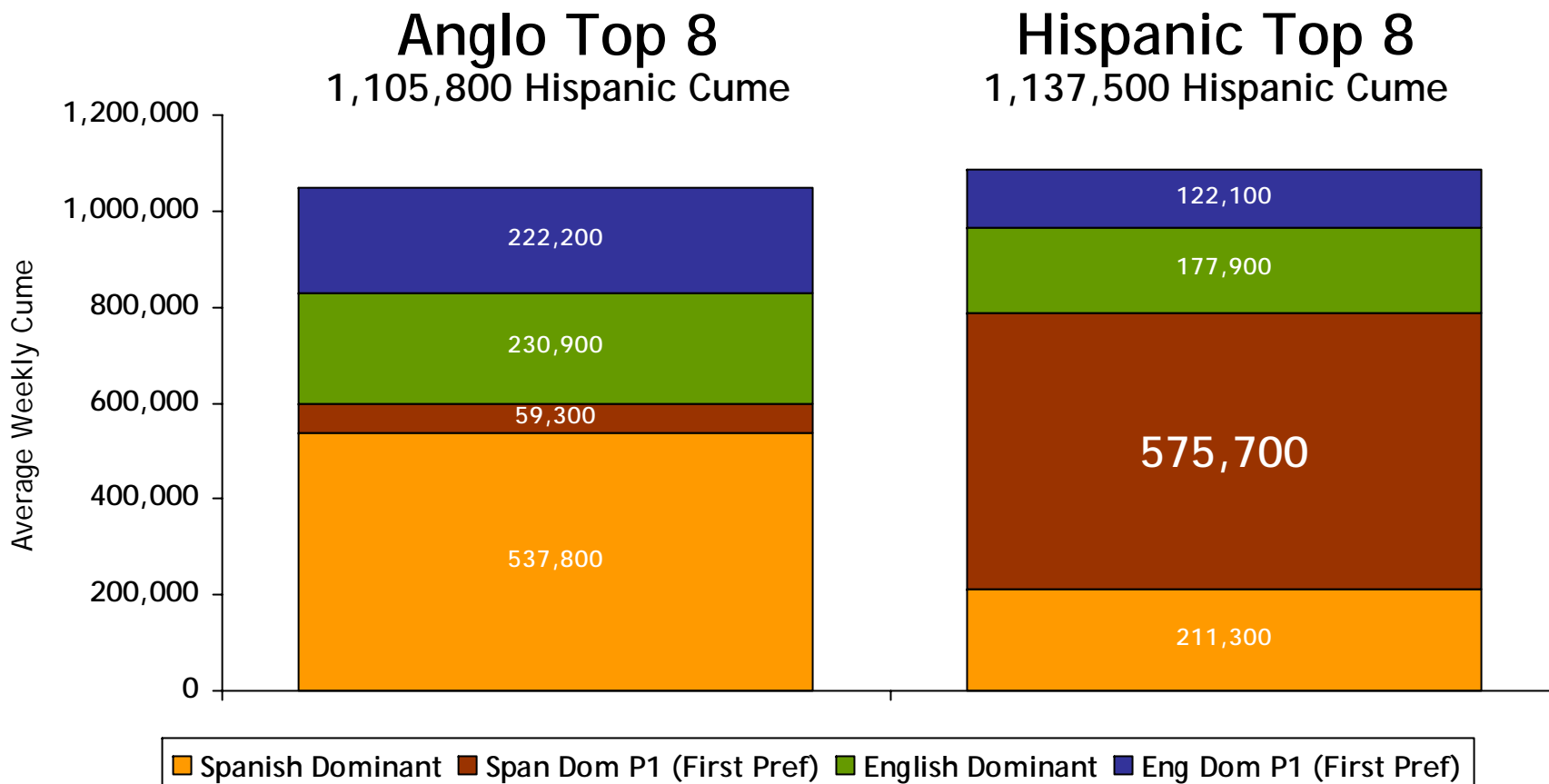


Anglo Top 8 Stations: KBXX-FM, KHMx-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM
Hispanic Top 8 Stations: KAMA-FM, KLAT-AM, KLOL-FM, KLTN-FM, KNTE-FM, KOVE-FM, KQQK-FM, KTJM-FM
Source: PPM Analysis Tool, Houston-Galveston Metro, February 2008, Mon-Sun- 6AM-12MID, Hispanic 12+ Average Weekly Cume, Language Preference





But the Spanish-Language Stations Are Their Favorites



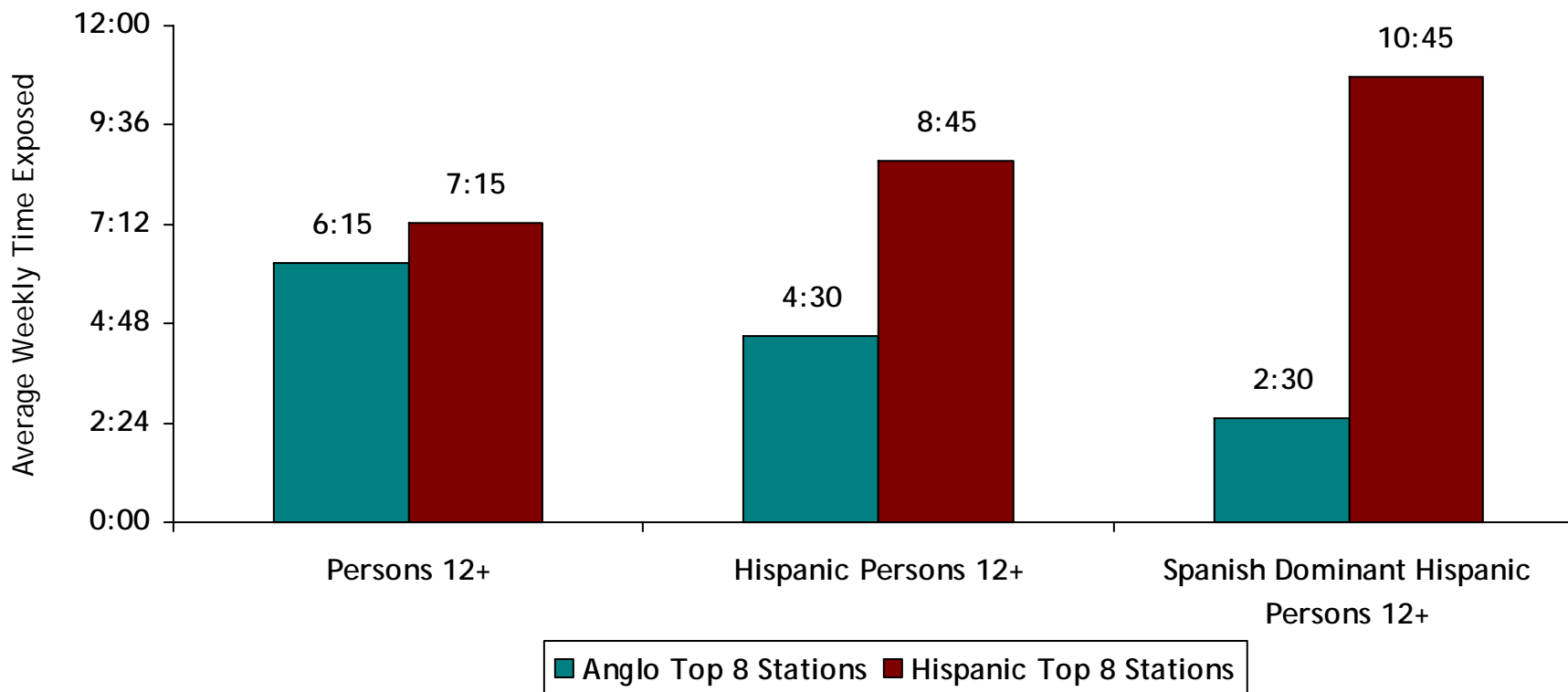
Anglo Top 8 Stations: KBXX-FM, KHMx-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM
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 Source: PPM Analysis Tool, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Hispanic 12+ Average Weekly Cume, Language Preference and P1





Cume Is Important but Time Spent Listening Drives the AQH Audience

AWTE for the Top 8 Hispanic Stations Is Two to Four Times Higher Than the AWTE for the Top 8 Anglo Stations



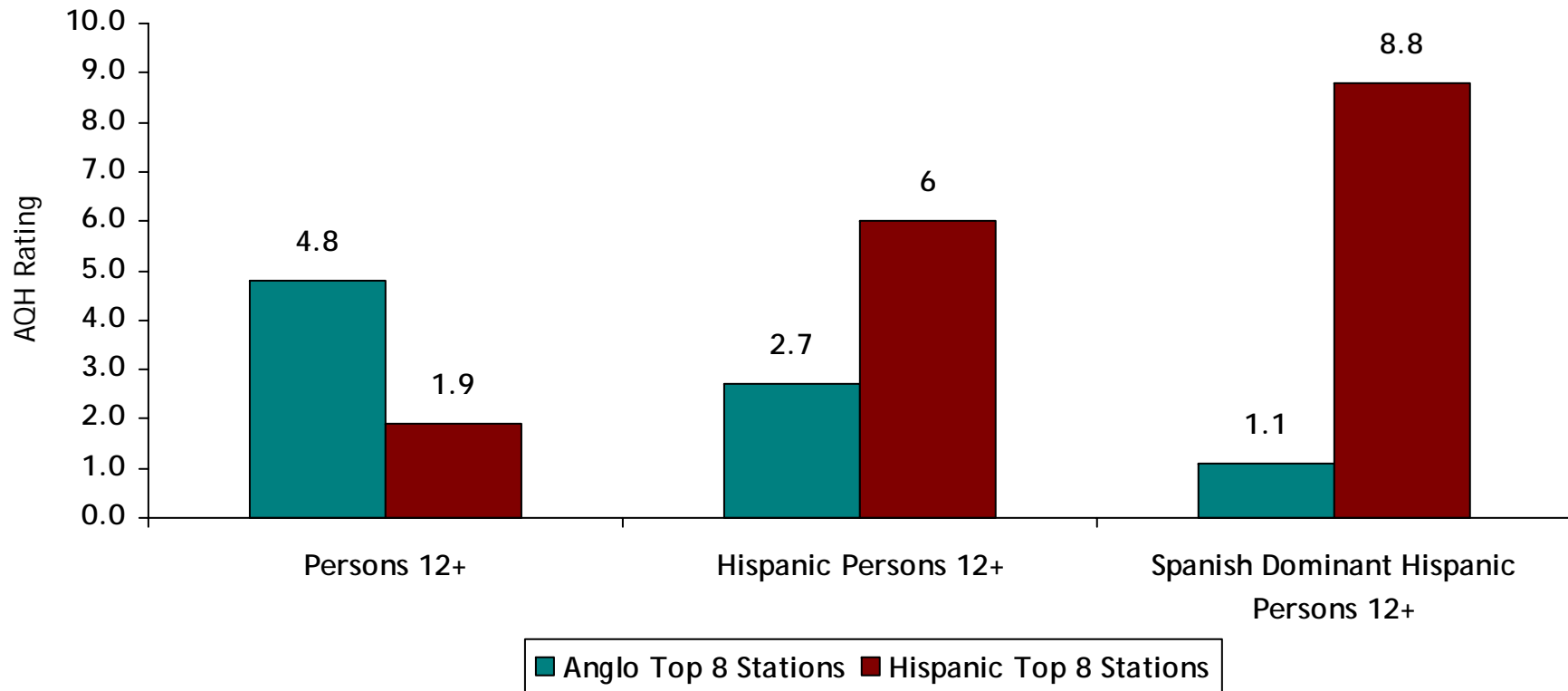
Source: PPM Analysis Tool, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, AWTE
Anglo Top 8 Stations: KBXX-FM, KHMx-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM
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Significant Time Spent Listening Leads to Strong AQH Performance

The Top 8 Anglo Stations May Have Hispanic Listeners, but They Don't Make Up Much of the AQH Ratings

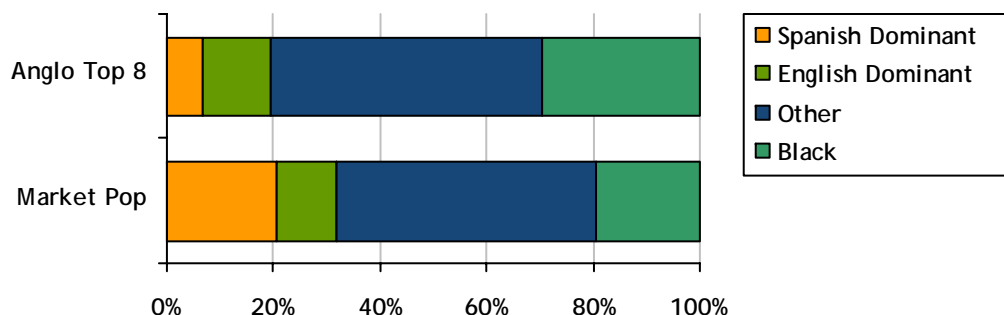


Source: PPM Analysis Tool, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, WWTE
Anglo Top 8 Stations: KBXX-FM, KHMV-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM
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Without Spanish-Language Radio, You Cannot Reach the Whole Population

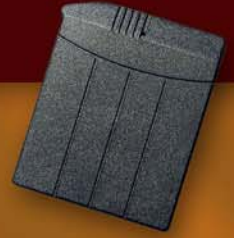


Ad buys that don't go deep enough in the market will miss many of the Hispanic consumers who are loyal to Spanish-language radio stations.

Adults 12+	Hispanic	Spanish-Dominant	English-Dominant	Other	Black
Anglo Top 8	20.8%	6.5%	12.7%	50.2%	29.0%
<i>Market Pop</i>	32.8%	20.2%	11.3%	47.9%	19.3%
Index	63	32	112	105	150

Source: PPM Analysis Tool, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, AQH Composition percentage
 Anglo Top 8 Stations: KBXX-FM, KHMx-FM, KKBQ-FM, KMJQ-FM, KODA-FM, KRBE-FM, KTBZ-FM & KTRH-AM





Employed Listeners Drive AQH Ratings for Spanish-Language Radio in the PPM World



Persons 18+: Relevance to Employment Data

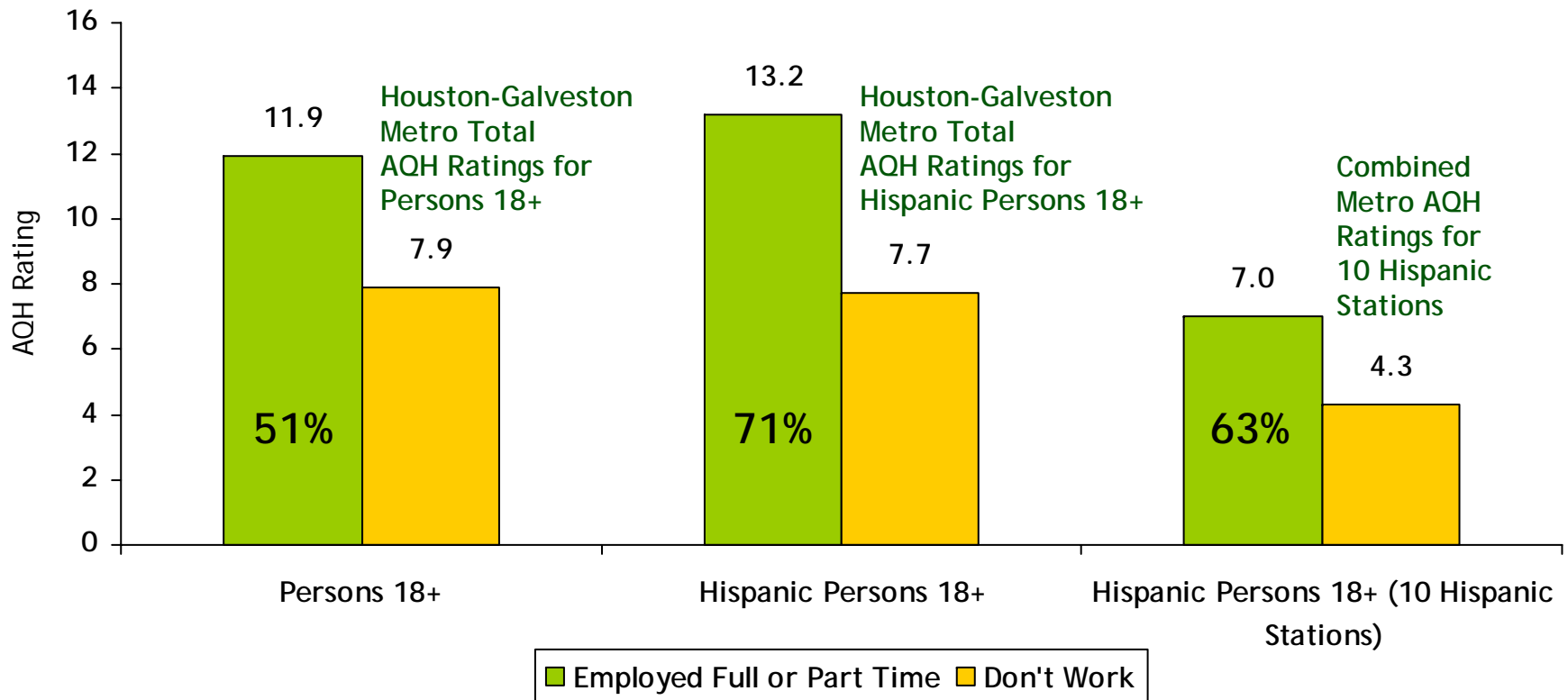
- Radio reaches **96.8%** of all Hispanic Persons 18+ each week who are employed (full or part time).
- Radio reaches **92.7%** of all Hispanic Persons 18+ who do not work (students, homemakers, retirees, unemployed).
- The employed drive Spanish-language radio's ratings.

Source: PPM, Philadelphia Metro, April 2007, Mon-Sat 6AM-12MID Cume Rating Hispanic Persons 18+



Employed Drive AQH Ratings in Houston-Galveston

AQH Ratings for Employed Full or Part Time vs. Don't Work, Mon-Sun 6AM-12MID



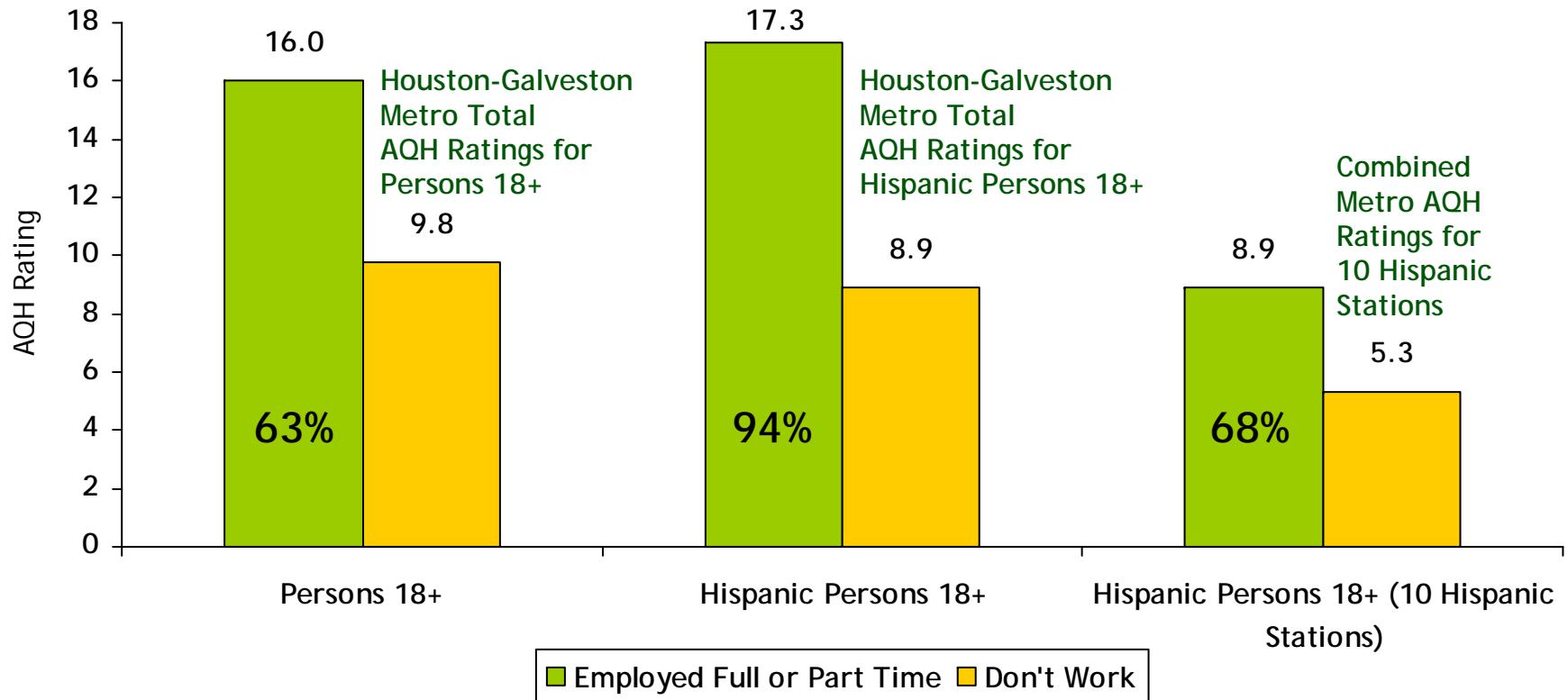
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Sun 6AM-12MID, Persons 18+





Employed Drive AQH Ratings in Houston-Galveston

AQH Ratings for Employed Full or Part Time vs. Don't Work, Mon-Fri 6AM-7PM



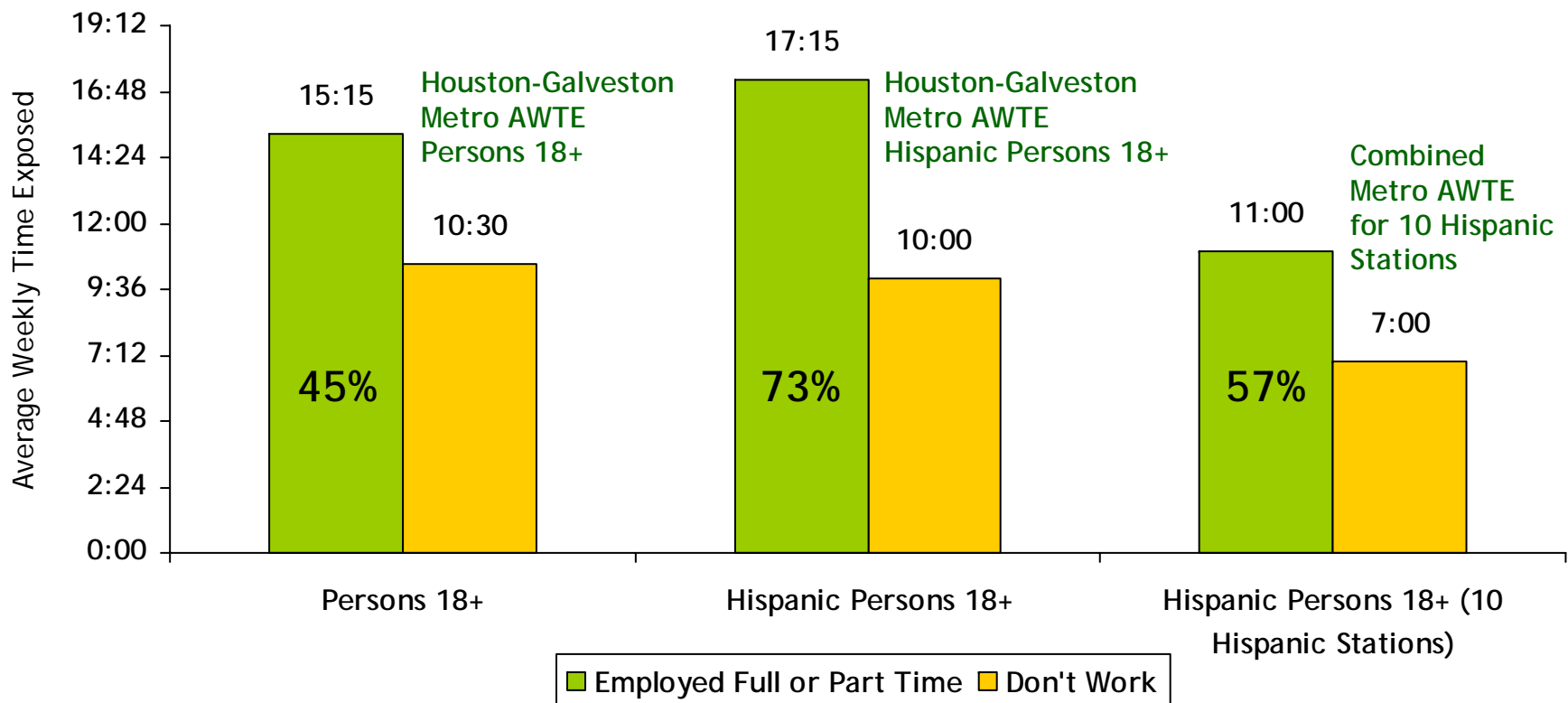
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Fri 6AM-7PM, Persons 18+





Employed Drive AWTE in Houston-Galveston

AWTE for Employed Full or Part Time vs. Don't Work, Mon-Sun 6AM-12MID



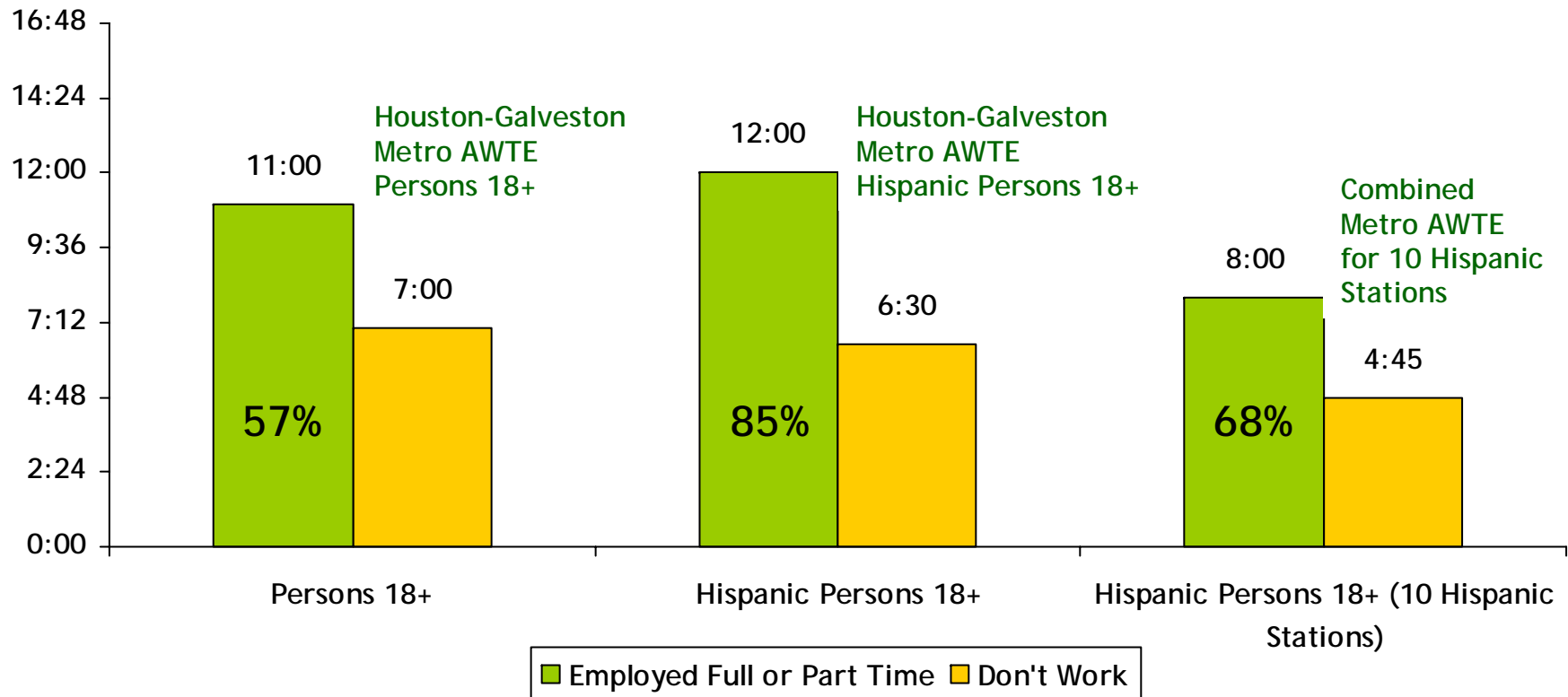
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Fri 6AM-7PM, Persons 18+





Employed Drive AWTE in Houston-Galveston

AWTE for Employed Full or Part Time vs. Don't Work, Mon-Fri 6AM-7PM



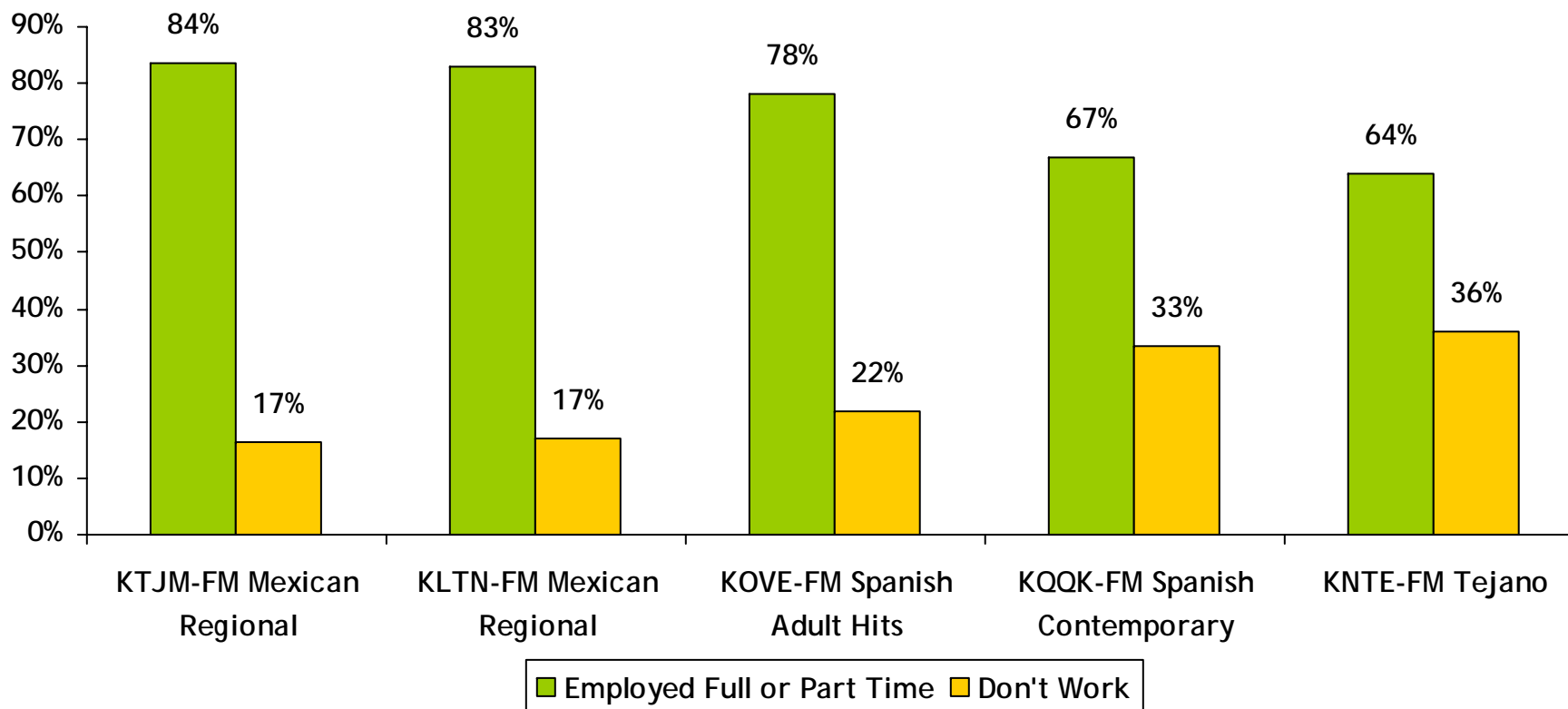
Source: PPM, Houston-Galveston Metro, February 2008, Mon-Fri 6AM-7PM, Persons 18+





Employed Drive Hispanic Ratings in Houston-Galveston

Percentage of Individual Station AQH Ratings for Hispanic Persons 18+ Employed Full or Part Time and for Those Who Don't Work, Mon-Fri 6AM-7PM



Source: PPM, Houston-Galveston Metro, February 2008, Mon-Fri 6AM-7PM, Persons 18+





Spanish-Language Radio in a PPM World: Headlines

- The growing Hispanic population propels the growth of Hispanic radio.
- Listenership among Hispanics is as strong in the Diary as it is in the PPM.
- The Hispanic audience is extremely loyal to Spanish-language radio.
- Spanish-language radio is the only way to effectively and efficiently reach the Hispanic consumer.
- Employed listeners drive AQH ratings for Spanish-language radio in the PPM world.



Thank you!

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