



# The New World of Radio Ratings

The Personal People Meter  
presented by Rhody Bosley

# What is a PPM?

- ▶ Personal People Meter
- ▶ Electronic measurement of encoded audio signals from radio stations, TV stations, cable, satellite, internet, and ?
- ▶ Personal because household panel members carry their own decoding devices

# How does the PPM system work?



# Panelist rules

- ▶ Take it with you
- ▶ Keep green light on
- ▶ Recharge at bedtime



# What are the key proposed changes?

	Diary	PPM
universe	P12+	P 6+
sample	random	stratified
respondent	diarykeeper	panel
participation	1 week	2 years

# Are the ratings results different?

- ▶ Yes,
  - higher cumes
  - lower TSL
  - depressed AM Drive and Midday, but higher in other dayparts

# Changes in Terminology?

## ▶ TSL

- ATE - average daily time exposed
- AWTE average weekly time exposed

## ▶ PUMM

- % of persons using measured media
  - PUR - persons using radio
  - PUT - persons using television

## ▶ Share

- % of encoded radio listening

## ▶ AQH

- could become average minute

# What PPM means for sales managers

- ▶ Training sales staff about the new terms and methodology
- ▶ Getting buyers comfortable with the new measurement
- ▶ Change in currency from quarterly to monthly, weekly or daily.
- ▶ New sales opportunities
  - Sell 6 to 11 year olds
  - Compete directly with other media
  - increased importance of cume

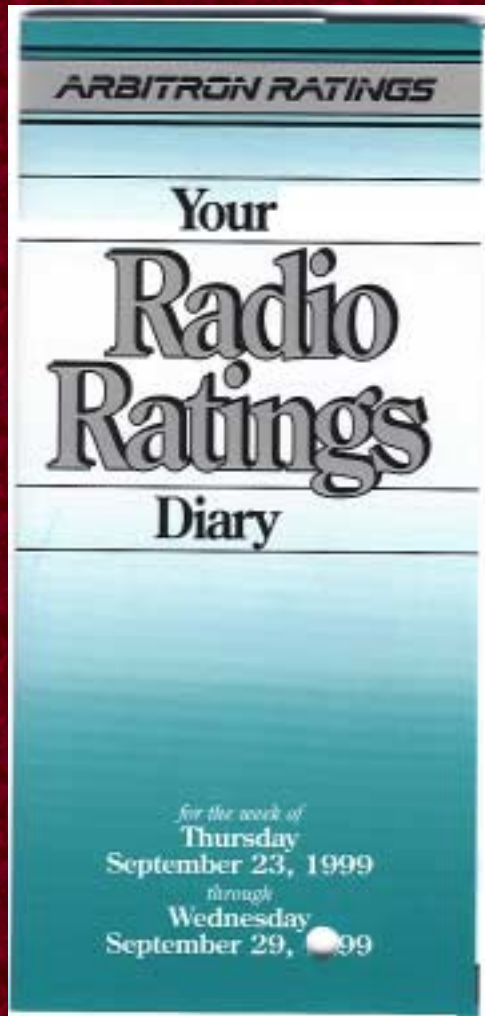
# Sales possibilities with a panel

- ▶ cause and effect
- ▶ loyalty
- ▶ bigger samples for sports and events
- ▶ minute by minute
  - commercial effectiveness
  - change in commercial pods

# Current status

- ▶ Philadelphia test continues
- ▶ Parallel test in Philadelphia
- ▶ Another market test w/Hispanic pop
- ▶ London test
- ▶ Nielsen due diligence and business plan
- ▶ "All dates have been taken off the table"
- ▶ The diary continues

# The PPM is coming, but the diary stays



THURSDAY									
	Time		Station	Mark (X) one		Mark (X) one			
	Start	Stop	Call letters, dial setting or station name <small>(Don't leave the program name)</small>	AM	FM	At Home	In a Car	At Work	Other Place
Early Morning (from 5 AM)	:	:							
	:	:							
	:	:							
	:	:							
Midday	:	:							
	:	:							
	:	:							
	:	:							
Late Afternoon	:	:							
	:	:							
	:	:							
	:	:							
Night (to 5 AM Friday)	:	:							
	:	:							
	:	:							
	:	:							

If you didn't hear a radio today, please mark (X) here.



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