

*Instant Answer*SM

Instant AnswerSM is the foundation of Research Director, Inc.'s PPMTM programming service. It is the fastest source available today for in-depth audience analysis. The Instant AnswerSM report is e-mailed to you within minutes after your ratings are released by Arbitron.

Instant AnswerSM covers four key concerns:

- What happened to my station?
- What happened to my direct competitors?
- What are the changes in listening in my market?
- What are the issues with Arbitron's performance this survey?

Instant AnswerSM is fast, easy to understand, and backed by The Ratings ExpertsSM at Research Director, Inc. We'll walk you through the information on a web-based conference call soon after the complete package is delivered. The reports and personal consultation of Instant AnswerSM provide a level of service unmatched by any computer software.

Custom Programming Reports

What if you have specialized questions or concerns that aren't covered by the Instant AnswerSM report? Research Director, Inc. offers customizable programming reports to bridge that gap. The results will be provided graphically so the data is easy to interpret. You'll decide what and when, and we'll send the reports shortly after your data is released, along with expert analysis to ensure that these reports help you make the most informed programming decisions. Below are some examples of the types of reports we can provide.

Vertical & Horizontal Recycling Trend

What percentage of your weekday audience also tunes in on the weekend? How does your PM drive to night recycling compare to last year? The Instant AnswerSM report provides recycling between AM drive, middays, and PM drive. Our supplemental Recycling Trend report also includes nights in your weekday recycling trends, as well as recycling between weekdays and weekends. With this report, you'll know your station's recycling between all the major dayparts.

Total & Non-Incidental Duplication

Which stations do you duplicate the most audience with? How much of your audience listens to your competitor? How much of your competitor's audience listens to you? The Duplication report clearly lays out the answers to these important questions. It shows your top duplicators based on total audience and non-incidental audience (those who were exposed to both stations for one or more hours per week).

Quarter-hour Flow

Did you start a new weekday promotion at noon? Change your Saturday night jock? The Quarter-hour Flow report shows your station's AQH persons and share by quarter-hour for Monday-Friday, Saturday, and Sunday. In addition, it compares the current survey's estimates to your prior book average. This report drills down to 15-minute increments to give you the most complete picture of your audience flow.

(Continued on next page)

Days of the Survey

Did you make a programming change in the middle of a survey? The Days of the Survey report shows AQH, Cume, and time exposed for each of the 28 days in the survey. It also shows market-level estimates and in-tab so you get the complete picture of what happened throughout the survey.

Daily Listening

Do you want to identify which weekdays get the most listening? Have you been trying out something new on Saturdays? The Daily Listening report allows you to differentiate your station's ratings by day of the week. It breaks down AQH persons, AQH share, daily Cume persons, and daily AWTE for each day for both the current survey and prior book average.

Ethnic Trend

Which ethnic group provides your station with the most Cume? Time spent exposed? Quarter-hours? How have in-tab and market listening trended for each ethnic group? The Ethnic Trend report provides AQH, Cume, and AWTE trends based on your station's Total, Black, Hispanic, and Other audience. It also provides in-tab and market-level listening trends for each ethnic group. Essential for urban and Spanish stations, this report is also invaluable if you're making programming changes that will affect the ethnic composition of your audience.

Listening Level Trend

Have you gained light listening Cume? Have you lost AWTE with your heavy listeners? The Listening Level Trend splits your audience into four groups based on weekly time exposed to the station: less than 1 hour per week, 1 to 4 hours per week, 4 to 8 hours per week, and 8 or more hours per week. The Listening Level Trend report provides unique insight into your ratings.

Preference Level Trend

What percentage of your quarter-hours is coming from your first preference listeners? Are recent Cume changes driven by your lighter listeners? The Preference Level Trend report provides AQH, Cume, and AWTE trends based on P1, P2, P3, and P4+ listeners.

Custom Geography Trend

Is there a particular area where your ratings are slipping? Is Arbitron under-sampling a key county? The Geography Trend report provides market-level and station-level trends based on the geography of your choice. This report can be customized to answer the specific questions you have about any geographical area in your market.

County Composition

Which counties contribute the most Cume to your station? Which counties have the longest time exposed? The County Composition report provides your AQH composition, Cume composition, and AWTE by county to show where your station is strongest, and where you have opportunities for growth.

PPM™ is a mark of Arbitron Inc.