

ARBITRON

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A sunburst graphic with a bright white sun in the lower-left quadrant, emitting numerous thin white lines that radiate across the entire frame. The background is a gradient from yellow at the top to orange at the bottom.

# **NEW RULES**

## **LISTENERS LOVE TALK**

**MORE TALK = LESS MUSIC = RATINGS**



**NEW RULES**  
**SILLY DJ**  
**CHATTER WORKS**

**HUMOR\***

**\*HUMOUR TO OUR FRIENDS FROM CANADA & THE UK**

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**PROFANITY EQUALS  
BIGGER RATINGS**

**NEW RULES**

**F@#&!**



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# PPM THROUGH THE EYES OF THE AC FORMAT

# PROGRAMMING AC UNDER THE RULES OF “PPM” IS STILL A GAME OF ACHIEVING STRONG P1 COMPOSITION.

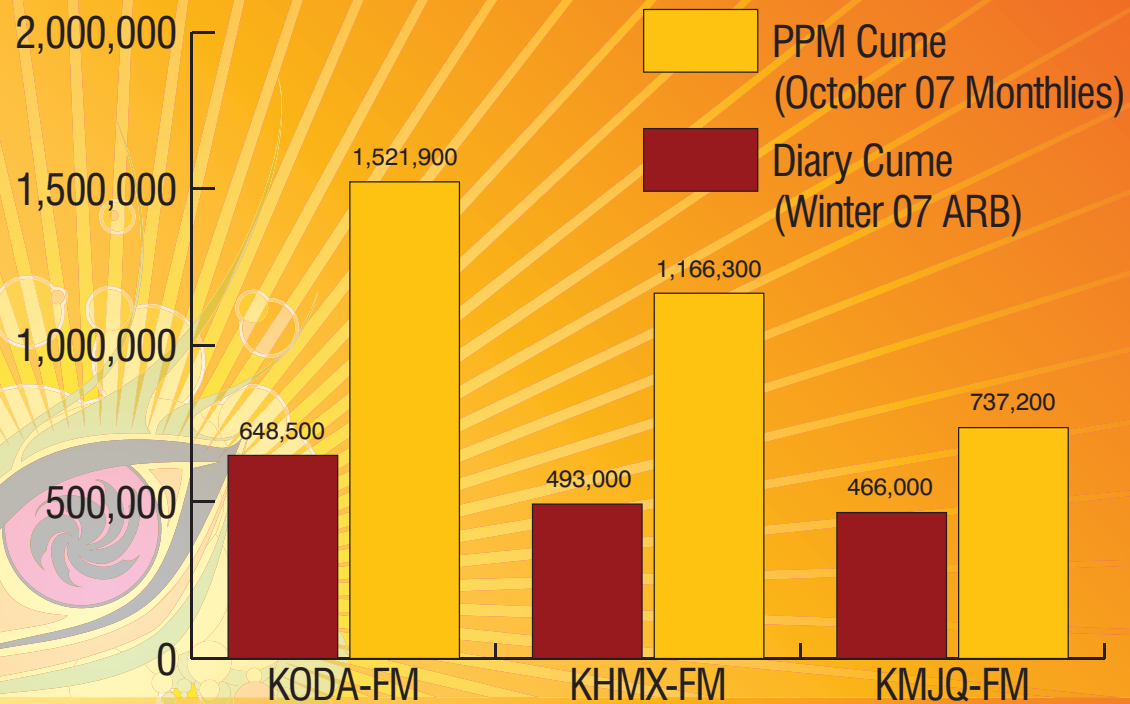
Cume will likely go up as much as **150%**

There are very few quarter-hours between  
**P2's and P3's** (compared to P1's)

## PPM THROUGH THE EYES OF THE AC FORMAT

# A CLOSER LOOK AT THE CUME BOOM

Comparison of average weekly cume with P12+



## PPM THROUGH THE EYES OF THE AC FORMAT

# TSL-RELATED NOTE FOR SELLERS!

For some AC's, TSL will become a **difficult selling point**.

*It will be easier to spot stations that serve as everyone's P2 and P3 choice.*

## **Example:**

KHMX/Houston went from an average weekly turnover of 27.6 in the diary (Winter 07 ARB) to 61.7 in the PPM (October 07 monthlies). (Demo = P12+)



# PPM THROUGH THE EYES OF THE AC FORMAT

# SPECIALTY PROGRAMMING... RE-BALANCE THE RISK/REWARD SHEET!

Be careful about blowing up your brand for  
**specialty programming on weekends**

**Example with P12+:**

In the Fall 2006 diary survey,  
WBEB/Philadelphia achieved a cume of  
441,200 on Saturday-Sunday 6AM-12AM. In  
the October 2007 PPM survey,  
WBEB/Philadelphia had 727,800 cume in the  
same daypart.



## PPM THROUGH THE EYES OF THE AC FORMAT

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# SURPRISE! SOME GUYS DO LIKE KELLY CLARKSON!

Your AC station will have **more men** than  
you ever thought possible

Make your station **ALL-inclusive**



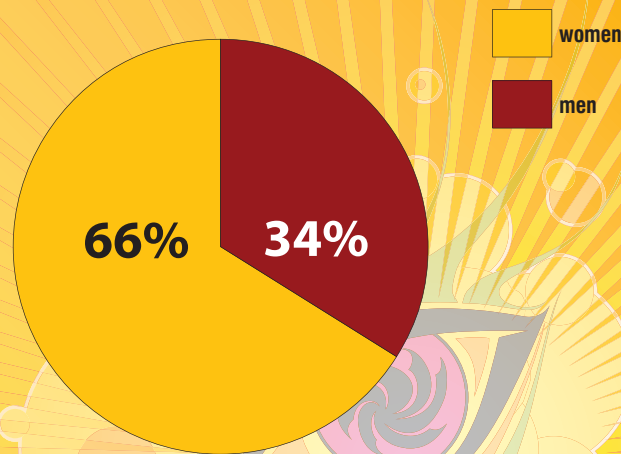
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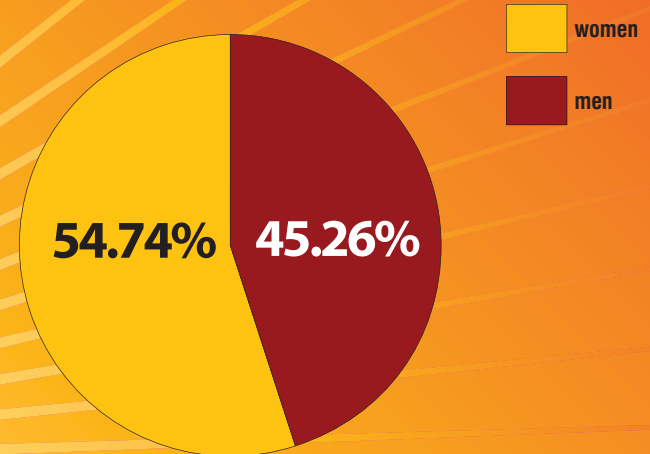
# A CLOSER LOOK AT THE MALE/FEMALE AUDIENCE RATIO

Audience Composition of WBEB in the diary:



WBEB-FM

Audience Composition of WBEB in the PPM:

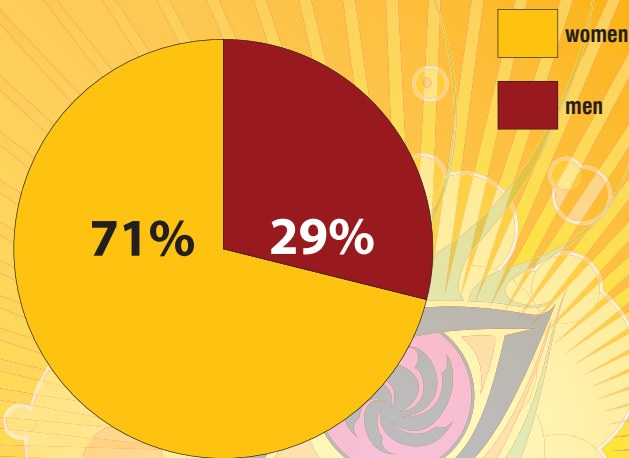


WBEB-FM

## PPM THROUGH THE EYES OF THE AC FORMAT

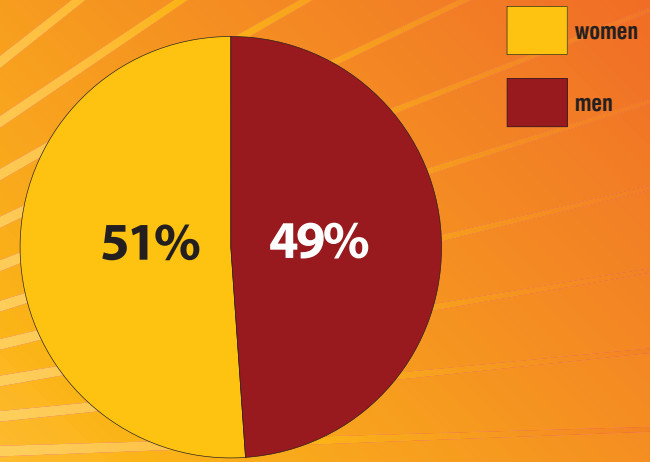
# A CLOSER LOOK AT THE MALE/FEMALE AUDIENCE RATIO

Audience Composition of KODA in the diary:



KODA-FM

Audience Composition of KODA in the PPM:



KODA-FM

## PPM THROUGH THE EYES OF THE AC FORMAT

# CLIFF-NOTE TAKEAWAYS FROM PPM ANALYSIS

**Men** listen to radio more than women

**Employed people** listen to radio more than unemployed

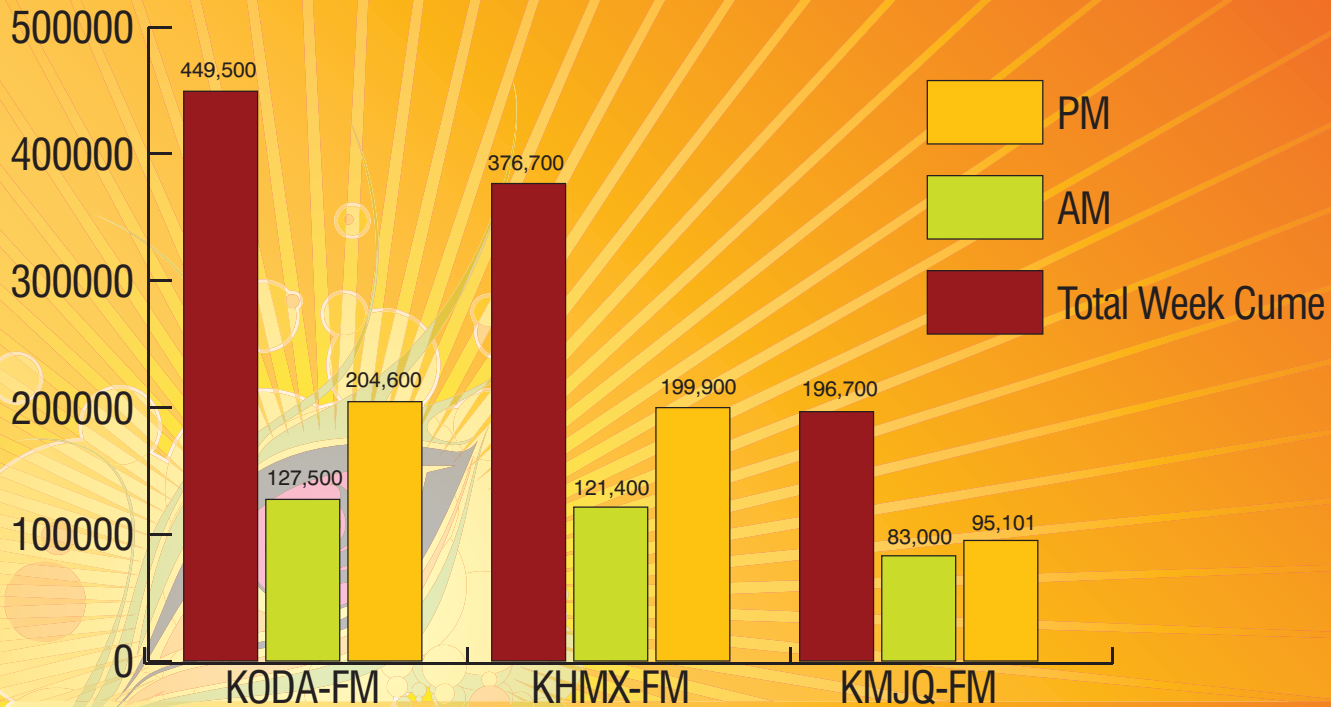
**Upper-income audience** listen to radio  
more than lower-income



## PPM THROUGH THE EYES OF THE AC FORMAT

# AFTERNOON DRIVE = OPPORTUNITY

Make **PPM** programming a priority



## PPM THROUGH THE EYES OF THE AC FORMAT

# MORNING DRIVE LISTENING ERODES...

**Morning TV** continues to erode morning listening at radio

More **entertainment based** rather than service based

Be more **Today Show**



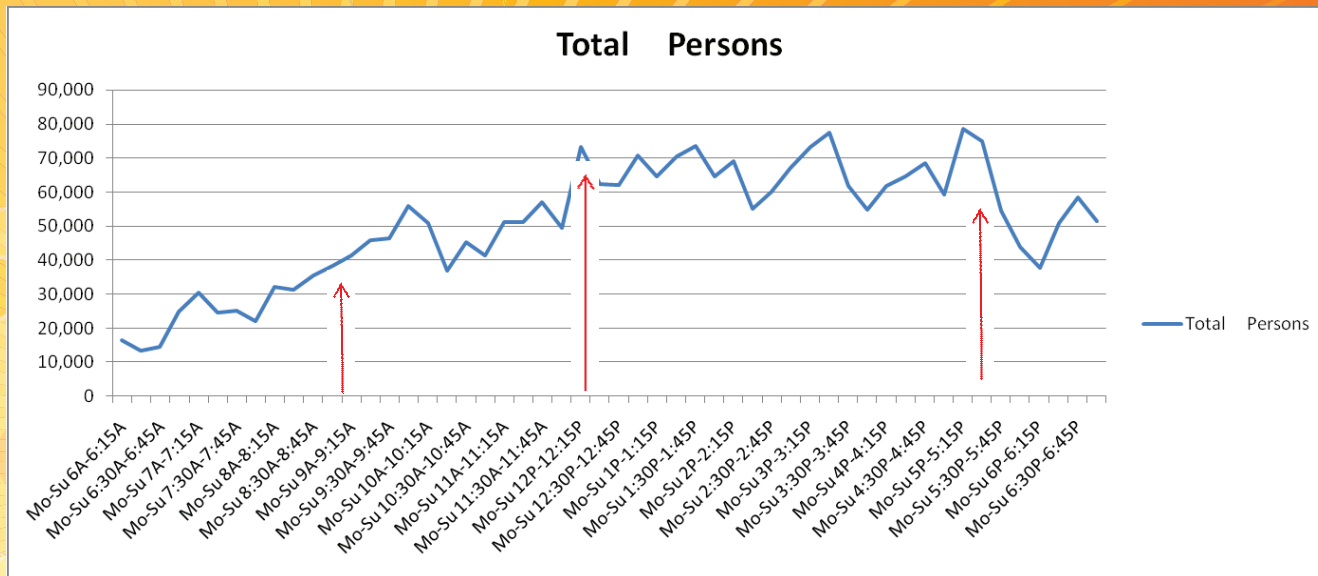
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# THE REAL MORNING DRIVE... 9AM?

**Morning Drive & Afternoon Drive** just became more important

Major listening spikes at **8:30am** or **9am**

Some AC stations have virtually no audience outside of **Mid-days**



## PPM THROUGH THE EYES OF THE AC FORMAT

# CONNECTIVITY IS KEY

**Communicators and Companions**

**Connecting** with the audience **builds TSL**

Create a relationship with your audience  
as that also builds **repeat tune-in**



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# BRANDING IS STILL IMPORTANT

Is it no longer necessary to **bombard the audience** with call letters and positioning statements?

Reinforce **WHO** you are, **WHAT** you do and **WHERE** you are on the dial

**Cut out the hype**

*Even though grocery stores count  
Coca Cola sales using a Scantron,  
Coca Cola still has endcaps.*

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# LISTENING APPOINTMENTS

Get listeners to **to tune in more frequently**

- **TSL drives AQH differently** in the PPM world

Listening is much more **episodic** in the PPM



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# WHY LISTENING APPOINTMENTS ARE IMPORTANT

## EXAMPLE:

In the average diary: **12** consistent listening occasions.

In the PPM: **24** widely varied listening occasions.

**Time-Spent-Per-Occasion in diary...** 1 hour 20 minutes.

**Time-Spent-Per-Occasion in PPM...** :34 minutes.

*It's not about the amount of time spent per occasion.*

*It's about the number of occasions of listening.*

*Maximize the number of occasions of listening.*

# PPM THROUGH THE EYES OF THE AC FORMAT

# TSL IS HORIZONTAL, NOT VERTICAL

Successful stations will encourage listeners to **tune in more days per week at the times they are already listening to radio**, rather than driving them to a phantom “next quarter-hour.”

Explore ways to **extend listening into other day-parts** where tune-in is lighter

Consider making mornings a higher priority

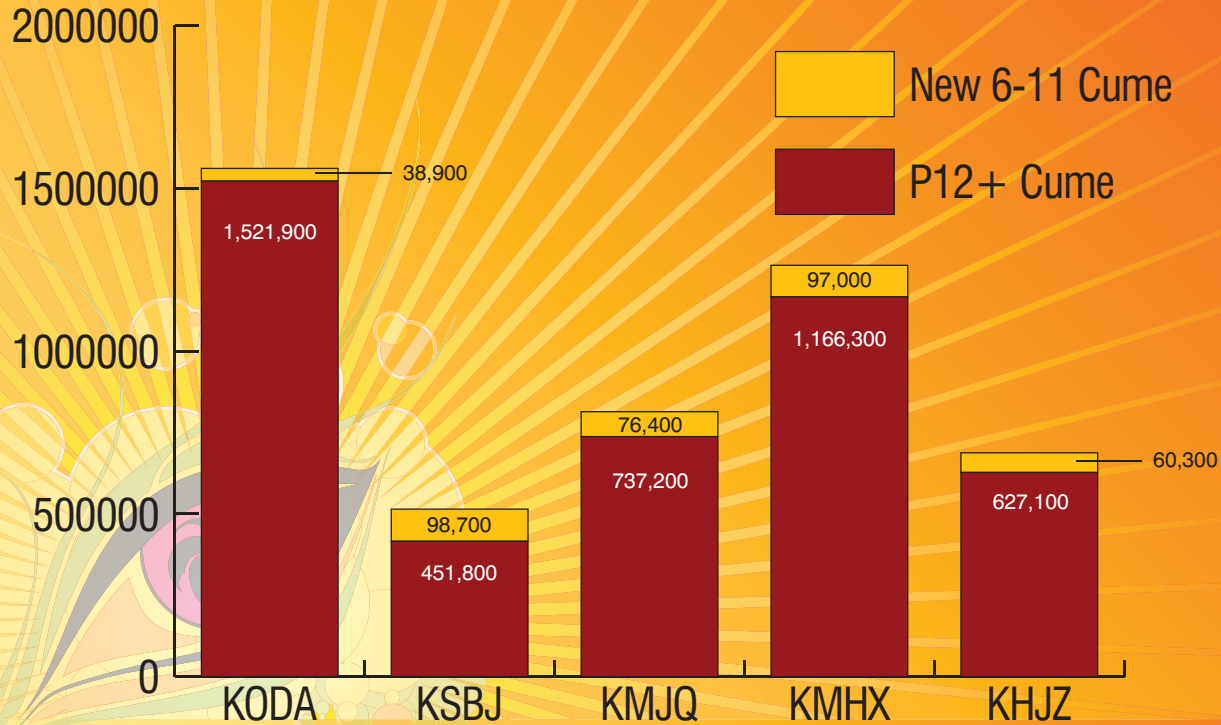
“Fringe” Day-Parts: Weeknights

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# AC'S NEW REACH STORY

AC & Hot AC spikes with **6-12 year olds** measured in PPM



## PPM THROUGH THE EYES OF THE AC FORMAT

# SPECIAL SPIKES

Spikes in listening from **special events** that will give us **new sponsorship opportunities**

**Noon hour** on AC's shows a spike in audience and overall cume

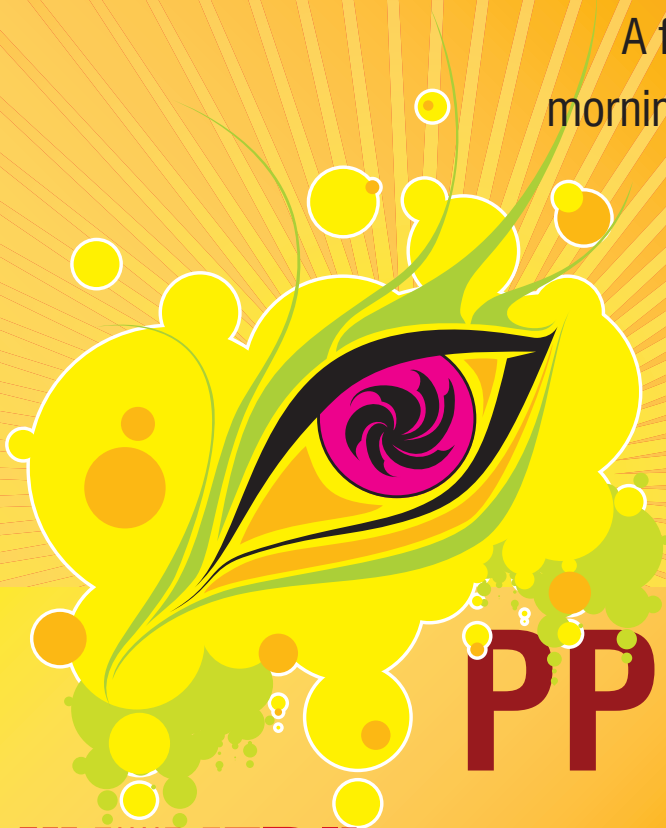


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# MIND THE DETAILS

The details must be executed **flawlessly**.

A four minute commercial break in a Houston morning show, **preceded by a strong and specific tease**, didn't show much audience loss.



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# THE FUTURE IS BRIGHT WITH PPM

All-new mechanism now for  
**testing your promos and imaging**

Look minute-by-minute at the station  
programming logs up against PPM results to  
determine which promos and imaging  
elements were most effective



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# IMMEDIATE FEEDBACK IS GOOD... AND HONEST

**Technical issues** are immediately an issue.

Stations that go off the air or have technical issues simply  
**cannot register listening.**

In the diary system it was still possible for a listener to attribute quarter-hours to a station that was not technically on the air. In PPM, if they can't hear you—you will not be rated.

**EXAMPLE:** KSBJ in Houston

## PPM THROUGH THE EYES OF THE AC FORMAT



# CLOCK CONSTRUCTION

**Clock construction** will change

Data now supports that **quarter-hours**  
**have evenly distributed tune-in**

Clock construction **must honor**  
**the 1st and 3rd quarter-hours**  
as holier than the 2nd and 4th



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# GEOGRAPHIC FOOTPRINTS

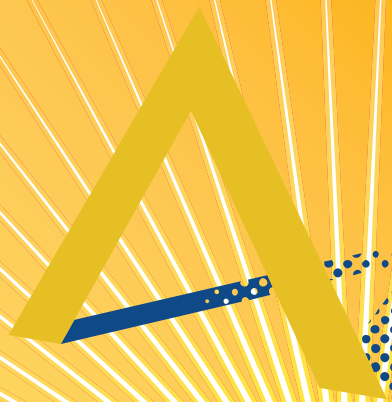
Stations have **distinct geographic footprints**

**15%** of a market's **zip codes** account for **43%** of a station's **cume**

In PPM, **75%** of a station's **AQH** comes from around **25%** of the market's **zip codes**



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