

RADIO TODAY SERIES



# Network Radio Today 2012

## How America Listens to Radio



# Introduction

*Network Radio Today* offers you a window into the dynamic world of national radio and its listeners, as well as an introduction to RADAR®, the national radio ratings service that for over 40 years has been the “gold standard” of measurement for national radio listening and network radio audiences.

A radio network is defined as an organization that provides programs, services, and commercials to local affiliate radio stations throughout the United States. The organization maintains an ongoing affiliate relationship with each station, and the affiliates carry the network material in a consistent manner from week to week. Stations report to the networks the actual aired time for each program and/or commercial on an exact-time basis.

For advertisers, network radio offers station lineups with exceptional market coverage and powerful targeting via a broad range of programming and station services, including personality programming, digital formats, news and information services, prep packages, music libraries and interactive technologies. Currently, there are more than 45 measured RADAR networks that provide advertising opportunities for advertisers to reach millions of consumers around the country.

*Network Radio Today* illustrates that network radio offers several advantages to advertisers who are seeking to build reach quickly and efficiently. Among them, network radio delivers well-defined demos and socioeconomic groups, ranging from working women to young adults to high-income households. It also reaches about 71% of all radio listeners every week, offering convenient, one-stop access to this substantial national audience.

This report profiles network radio from a national viewpoint, outlining its strength as a medium and analyzing listening behavior for several important socioeconomic groups. It is part of Arbitron’s commitment to giving agencies, advertisers, and radio networks information about and insights into America’s radio audience. Arbitron invites you to explore this fascinating snapshot of how Americans spend time with network radio.

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.

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# About *Network Radio Today* 2012

## Sources

*Network Radio Today* contains general statistics on network radio audiences and listening trends. Data for charts and graphs come from RADAR JUNE 2012, Audience to All Commercials. All data are based on network schedules tabulated through the PARTS application of the RADAR Software Suite.

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## About Arbitron

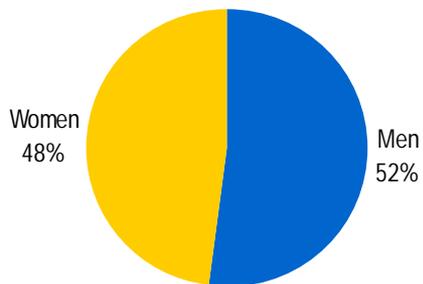
Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio, and out-of-home—as well as advertisers and advertising agencies. Arbitron core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media, and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

# Network Radio Reaches All Ages



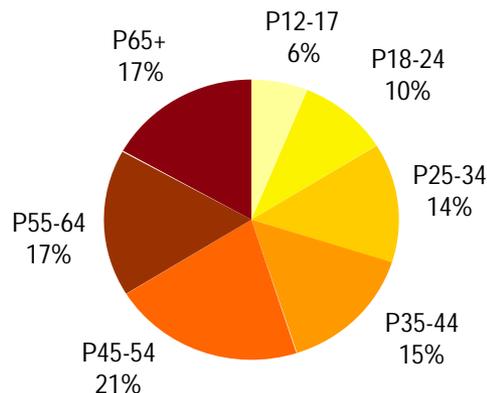
## Audience Gender Composition

Persons 18+, Mon-Sun, 12M-12M



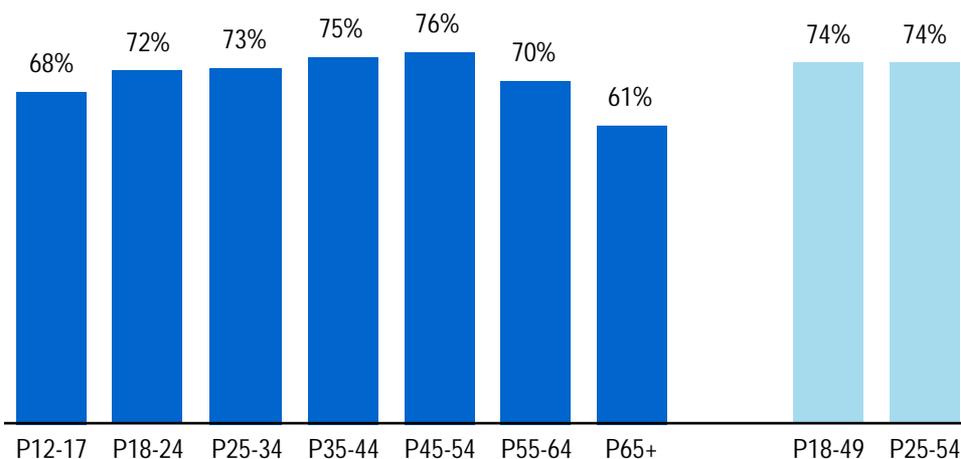
## Audience Age Composition

Persons 12+, Mon-Sun, 12M-12M



## Weekly Reach Percentage by Age

Persons 12+, Mon-Sun, 12M-12M



## Network Radio Offers Gender Equality

Network radio reaches nearly three-fourths of Americans 12+ each week. The medium performs particularly well in the coveted 25-54 demographic, reaching 74% of American consumers in this age range. People aged 25-54 compose 50% of the 12+ audience to network radio.

Network radio also performs well with teens, reaching 68% of young people aged 12-17 weekly.

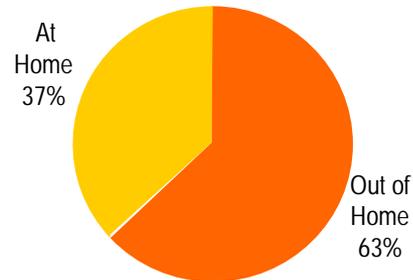
Network radio reaches a nearly equal percentage of adult men (72%) and women (70%). However, due to population differentials between the sexes, more Women 18+ (85.1 million) listen to network radio each week than Men 18+ (83.1 million).

# Listening Location



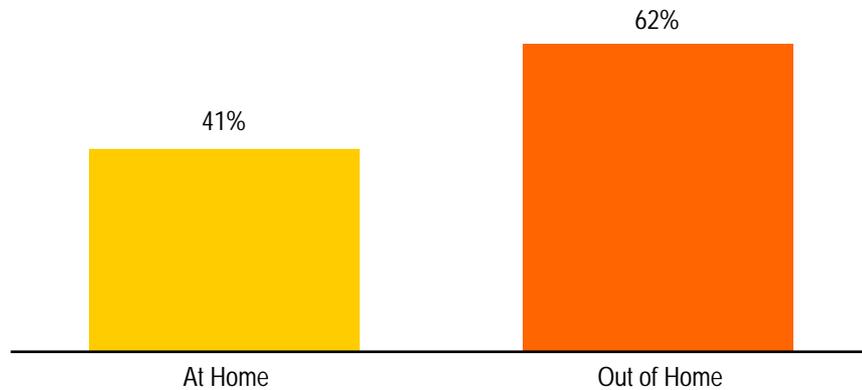
## Audience Composition by Listening Location

Persons 18+, Mon-Sun, 12M-12M



## Weekly Reach Percentage by Location

Persons 18+, Mon-Sun, 12M-12M



## Radio Goes Everywhere

Network radio has the flexibility to reach listeners at home and out-of-home locations.

Nearly 147 million Adults 18+ (62%) listen to network radio out of home.

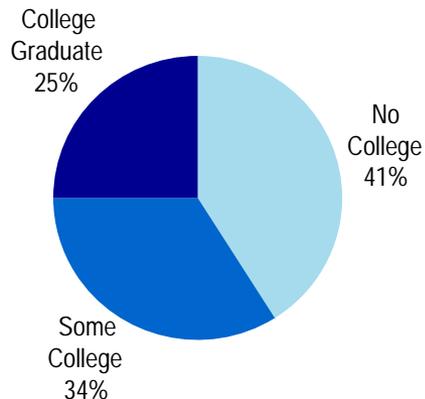
In comparison, 41% of Adults 18+ (more than 96 million) listen to network radio at home. Indeed, 63% of listening is out of home.

# Network Radio Appeals to College-Educated Listeners



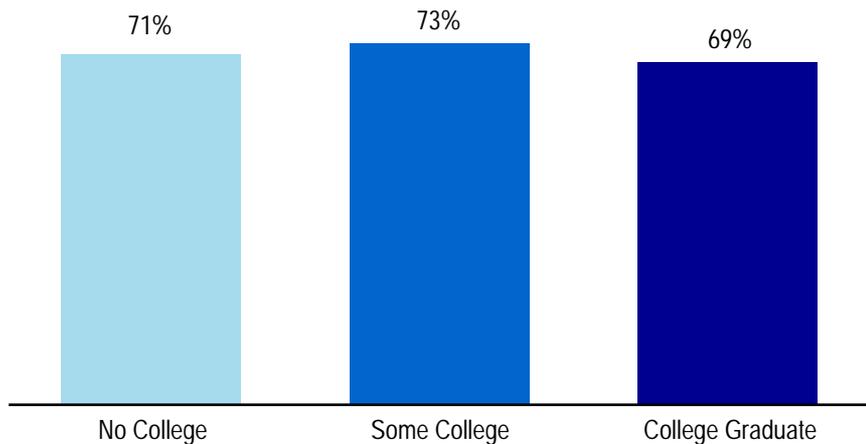
## Audience Composition by Education

Persons 18+, Mon-Sun, 12M-12M



## Weekly Reach Percentage by Education

Persons 18+, Mon-Sun, 12M-12M



## Network Radio Is at the Top of Its Class in Attracting Well-Educated Audiences

Network radio reaches more than two-thirds of America's college graduates each week. Furthermore, it reaches nearly 55 million who report having attended "some college." A portion of these listeners are likely to be younger people who are still in the process of earning their degrees.

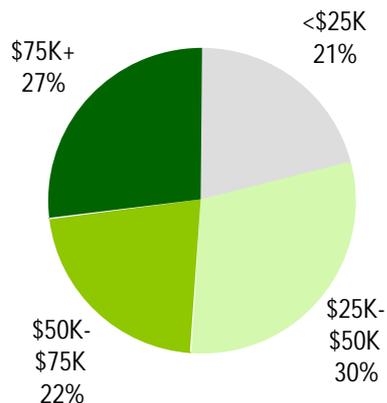
College-educated listeners make up nearly two-thirds of the 18+ audience to network radio.

# Network Radio Delivers High-Income Households



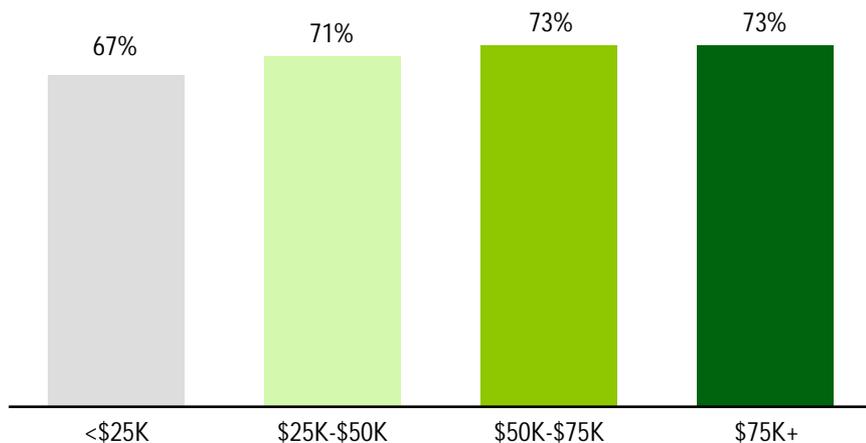
## Audience Composition by Household Income

Persons 18+, Mon-Sun, 12M-12M



## Weekly Reach Percentage by Household Income

Persons 18+, Mon-Sun, 12M-12M



## Network Radio Attracts Valuable Listeners Across All Income Brackets

Network radio attracts listeners across all income levels, but it performs particularly well among high-income households. Those with annual household incomes of more than \$75,000 make up 27% of network radio's Adult 18+ audience, while those earning between \$50,000 and \$75,000 per household account for 22%.

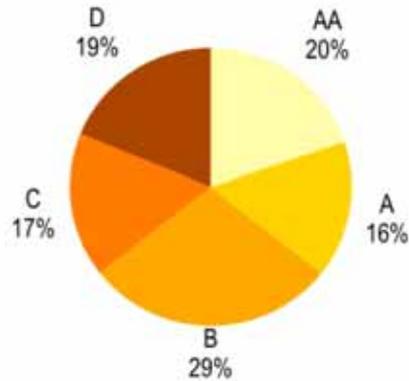
Overall, network radio reaches 73% of those with household incomes of \$50,000 or more.

# Network Radio Covers All County Sizes\*



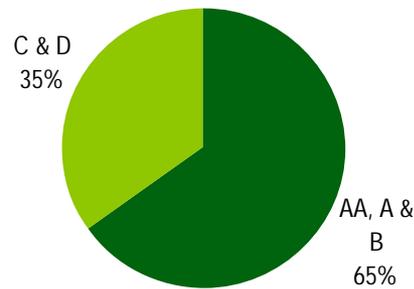
## Audience Composition by County Size

Persons 12+, Mon-Sun, 12M-12M



## Audience Composition by County Size

Persons 12+, Mon-Sun, 12M-12M



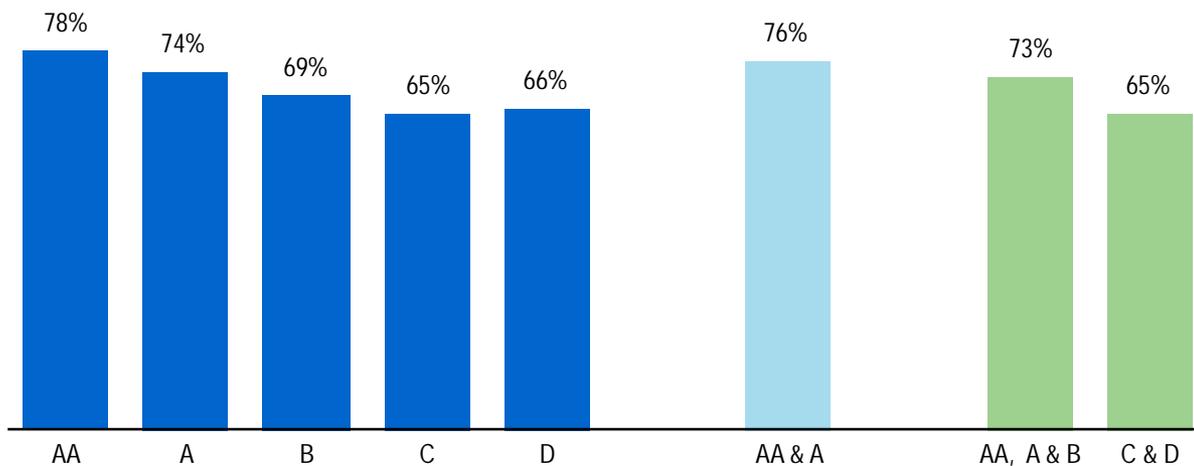
## From the Metropolis to Small-Town USA, Network Radio Comes In Loud and Clear

Network radio reaches 76% of the people 12+ who reside in the most populous counties (sizes AA and A). Together, these listeners account for about 36% of network radio's 12+ audience.

Network radio has the power to reach small-town and rural listeners as well. Thirty-five percent of network radio's 12+ audience reside in the nation's least populous counties (sizes C and D), which are primarily composed of nonmetropolitan areas.

## Weekly Reach Percentage by County Size

Persons 12+, Mon-Sun, 12M-12M



\*See county-size definitions on page 34.

Note: Due to rounding, totals may not add to 100.

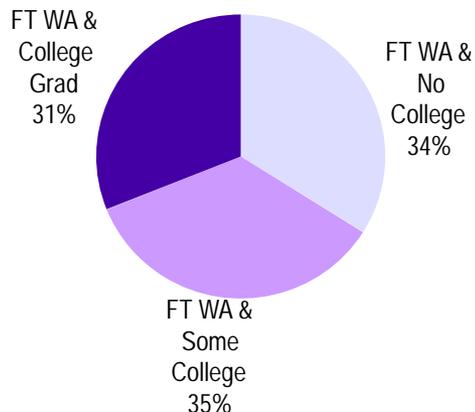
Source: RADAR JUNE 2012, Audiences to All Commercials.

# Network Radio Works for Working Adults



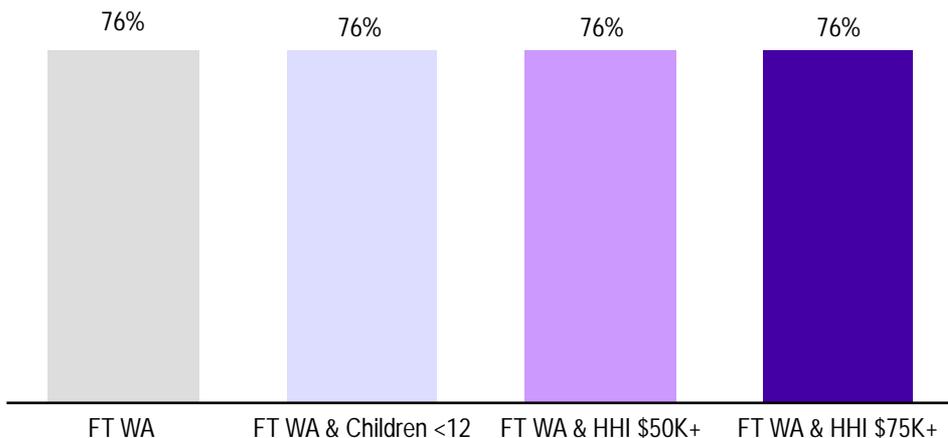
## Audience Composition by Education

Working Adults 18+, Mon-Sun, 12M-12M



## Weekly Reach Percentage

Working Adults 18+, Mon-Sun, 12M-12M



## When It Comes to Working Adults With Kids, This Mobile Medium Stays in Step

Network radio appeals greatly to full-time working adults, reaching 76% of this important socioeconomic group each week.

Similarly, network radio reaches 76% of full-time working adults with children under the age of 12, an important category for many advertisers. The medium also reaches 73% of full-time working adults who are college graduates.

Network Radio also reaches high-earners. Seventy-six percent of working adults with household incomes of \$75K+ hear network commercials each week.

*Note: Due to rounding, totals may not add to 100.*

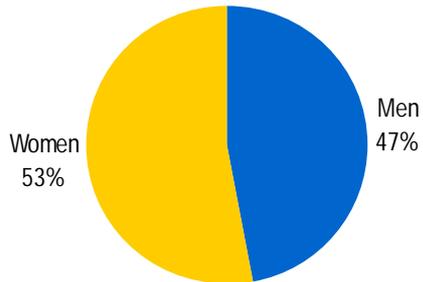
*Source: RADAR JUNE 2012, Audiences to All Commercials.*

# Network Radio Is Ubiquitous Among Black\* Americans



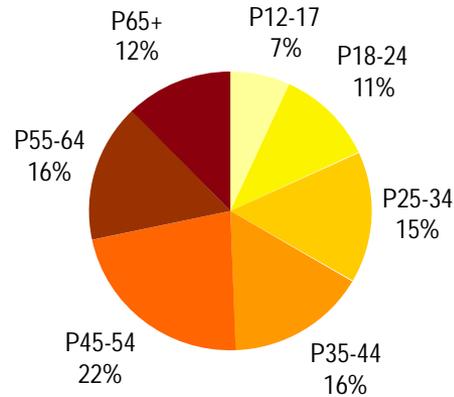
## Gender Composition for Black\* Americans

Black Persons 18+, Mon-Sun, 12M-12M



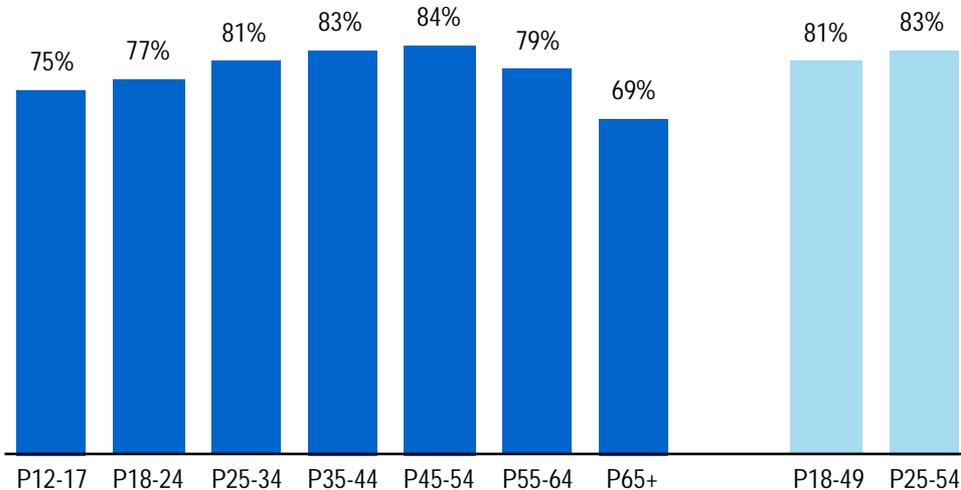
## Age Composition for Black\* Americans

Black Persons 12+, Mon-Sun, 12M-12M



## Weekly Reach Percentage for Black\* Americans

Black Persons 12+, Mon-Sun, 12M-12M



## From Teens to Seniors, Network Radio Connects With Blacks of All Ages

More than eight out of 10 black\* adults listen to network radio each week. The medium reaches black men and women almost equally.

Network radio's impressive appeal among black Americans extends across nearly every age group, with the medium peaking in popularity among black listeners aged 35-44, 83% of whom are reached by network radio each week. Furthermore, this age group accounts for 17% of network radio's black 18+ audience.

\*Black Non-Hispanic

Note: Due to rounding, totals may not add to 100.

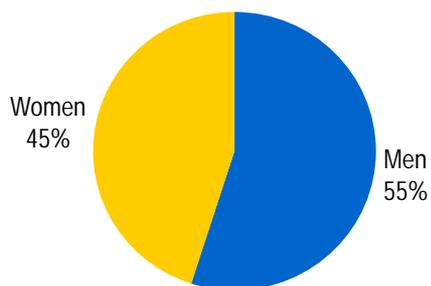
Source: RADAR JUNE 2012, Audiences to All Commercials.

# Network Radio Reaches Hispanics of Every Age



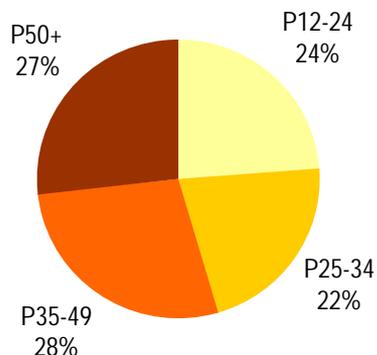
## Gender Composition for Hispanics

Hispanic Persons 18+, Mon-Sun, 12M-12M



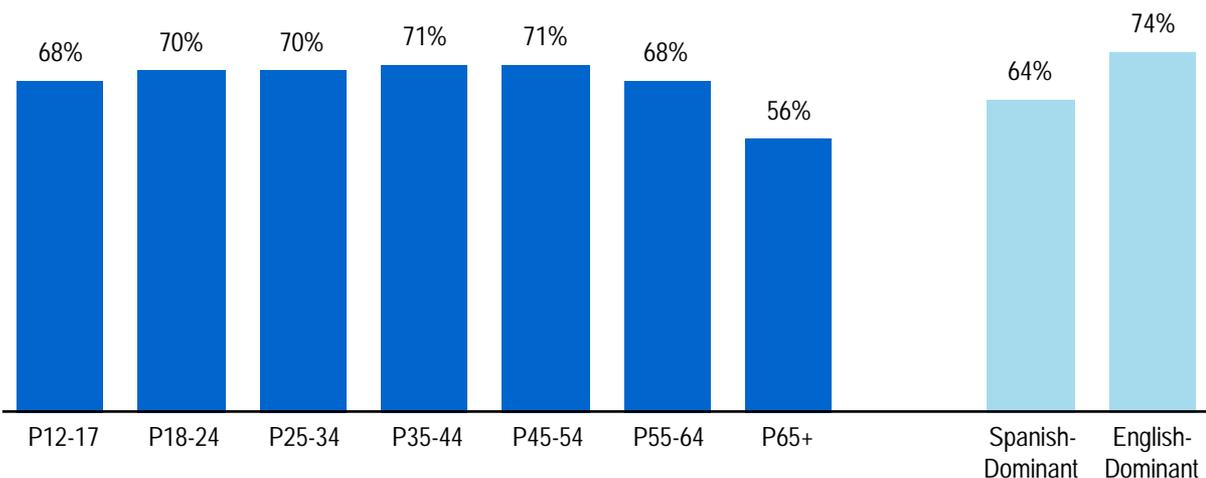
## Age Composition for Hispanics

Hispanic Persons 12+, Mon-Sun, 12M-12M



## Weekly Reach Percentage for Hispanic Americans

Hispanic Persons 12+, Mon-Sun, 12M-12M



## Hispanic Appeal Is Tops With Teens

More than two-thirds of the nation's Hispanic 12+ population listens to network radio each week. Like the general population, the medium reaches male and female Hispanic adults almost equally.

Hispanic affinity for network radio is strong across all age groups, but the medium is tops with Adults 35-54, reaching 71% of Hispanic listeners each week.

Network radio reaches Hispanic consumers regardless of which language they use. Nearly two-thirds of those who are Spanish-Dominant and 74% of those who are English-Dominant hear network radio each week.

*Note: Due to rounding, totals may not add to 100.*

*Source: RADAR JUNE 2012, Audiences to All Commercials.*

# RADAR Description



Radio's All Dimension Audience Research, or RADAR, is a national radio ratings service owned by Arbitron Inc. that compiles national and network radio audience estimates of Persons aged 12+ in the contiguous United States. RADAR provides audience estimates for a predetermined set of participating networks.

The RADAR service measures audiences to cleared commercials. This is an important distinction, because not all affiliates carry every network-fed program and commercial. For this reason, RADAR collects clearance information from the networks and merges it with audience data. Through this process, RADAR provides estimates of who was in the audience when a commercial aired. To check on the accuracy of this clearance information, Arbitron conducts a spot confirmation study on a monthly basis with a sample of stations for each network organization.

In an environment where advertisers are demanding greater accountability across all media, RADAR is ahead of the curve. RADAR offers postbuy analysis capabilities that can provide audience estimates for a specific advertiser's commercials. Additionally, Arbitron has been conducting an ongoing quality enhancement program for RADAR that involves greatly expanding the sample size. This program is aimed at providing more granular information to clients for demographics, socioeconomic characteristics, dayparts and market-by-market analysis reports.

Today, RADAR audience estimates are based on a yearly sample of more than 395,000 respondents from the vast Arbitron Diary and PPM respondent databases. Each respondent covers seven days of radio listening, and the measurement is conducted over 48 weeks. Network station associations as of a specific date and clearance information for two specific weeks during a 12-month period are used to compile the network audience estimates.

RADAR measures audiences to radio commercials on more than 40 radio networks operated by American Urban Radio Networks, Crystal Media Networks, Cumulus Media Networks, Dial Global Media, Inc., Premiere Radio Networks, and United Stations Radio Networks.

## Combination of PPM and Diary Respondents

The RADAR June 2012 report, used as the source for audience estimates in this edition of Network Radio Today, includes both the PPM and Diary sample. PPM respondents are used in PPM-measured areas. Diary respondents are used in areas measured by diaries.

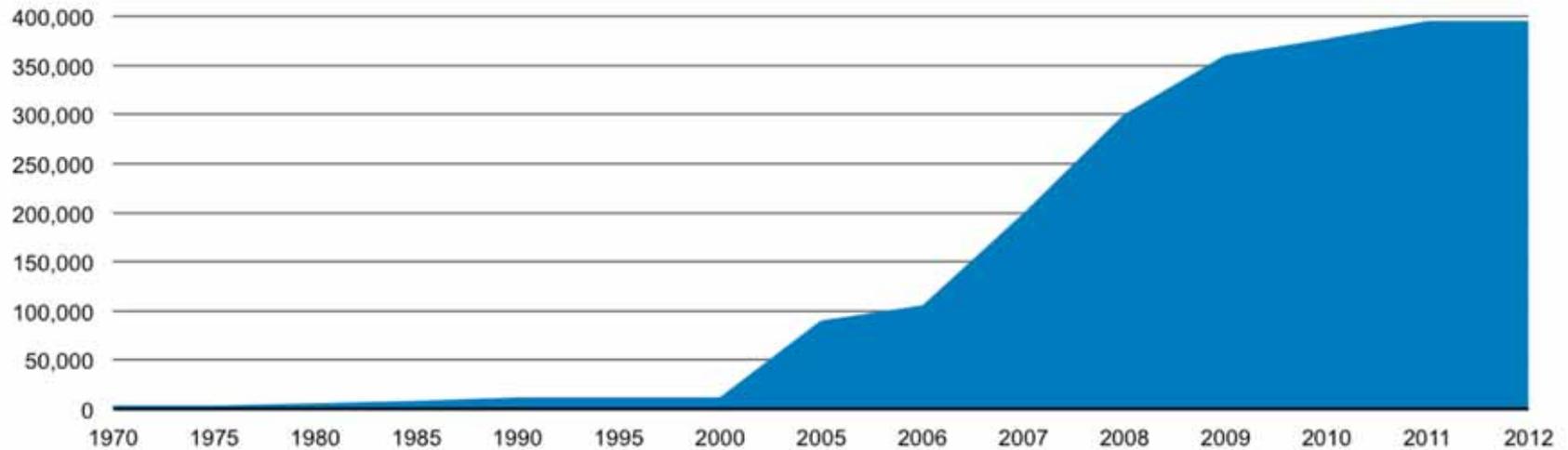
For more information about the combination of PPM and Diary respondents in the RADAR service, see the RADAR Reference Guide and the RADAR Description of Methodology on Arbitron's secure client site, [my.arbitron.com](http://my.arbitron.com). If you are not able to access the site, contact your Arbitron account manager.



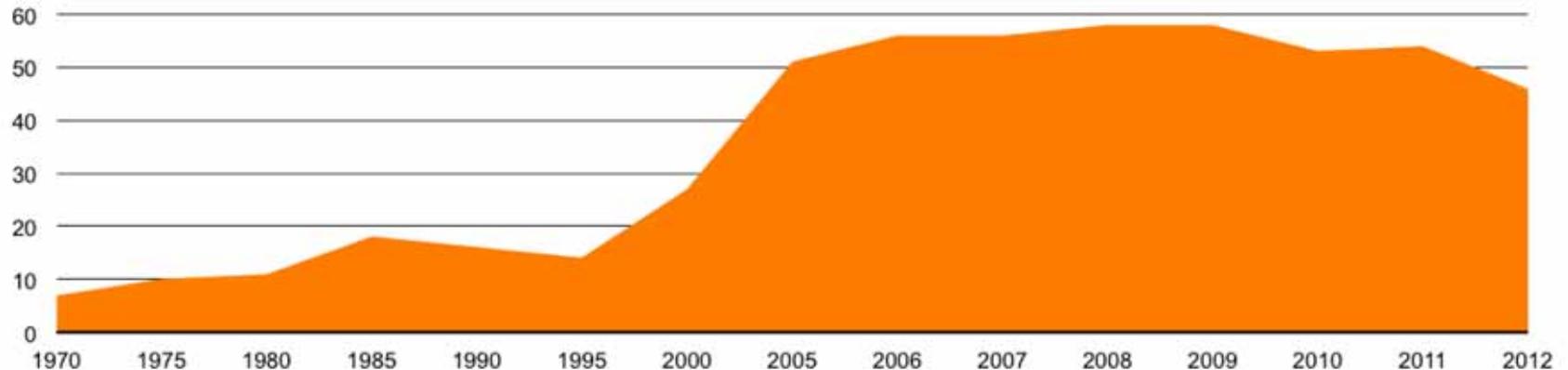
To check on the accuracy of the clearance information, Arbitron conducts a spot confirmation study for one week each month. The procedure involves electronic audio capture technology and compares this information against affiliated station affidavits. A discrepancy between the affidavit and the audio capture may mean the reported commercial was played at a different time, or possibly not at all. A discrepancy is considered an error in determining a clearance accuracy rate. The results for the individual affiliates are compiled for each network organization. Overall network organization results are supplied on a quarterly basis, including a rolling average of four quarterly reports and the most recent quarter.

# The Evolution of Network Radio Measurement

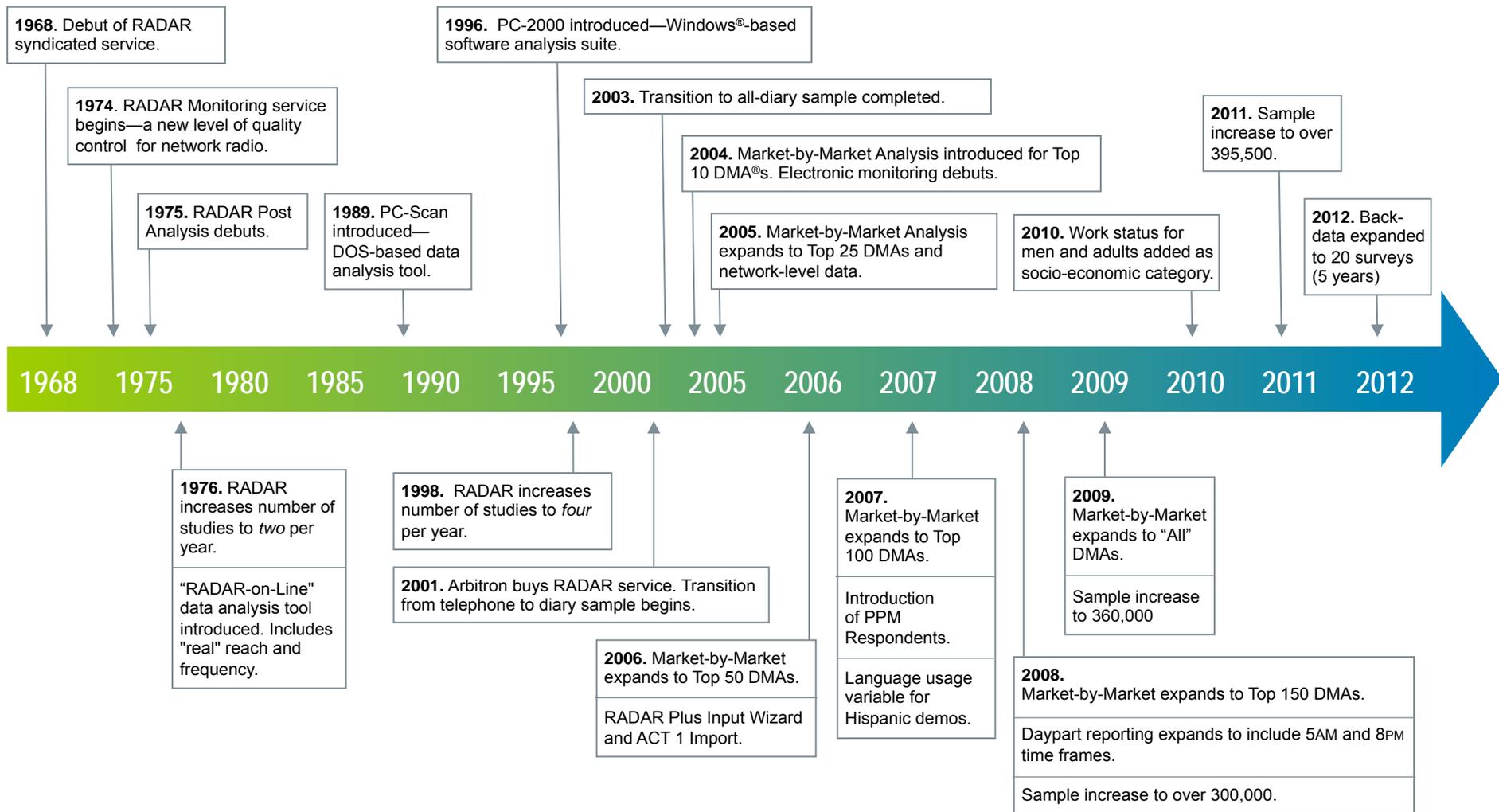
## Sample Size by Year



## Number of Networks by Year



# The Evolution of Network Radio Measurement



# RADAR Software Suite



## Powerful Application Suite Puts the Full RADAR Database on Your Desktop

RADAR Software Suite is a state-of-the-art suite of PC-based, desktop applications that enables users to quickly and easily analyze national and network radio audiences and to estimate their contributions to the media mix. It includes eight custom software applications that allow users to analyze 49 dayparts, 126 sex/age brackets and 109 socioeconomic breaks.

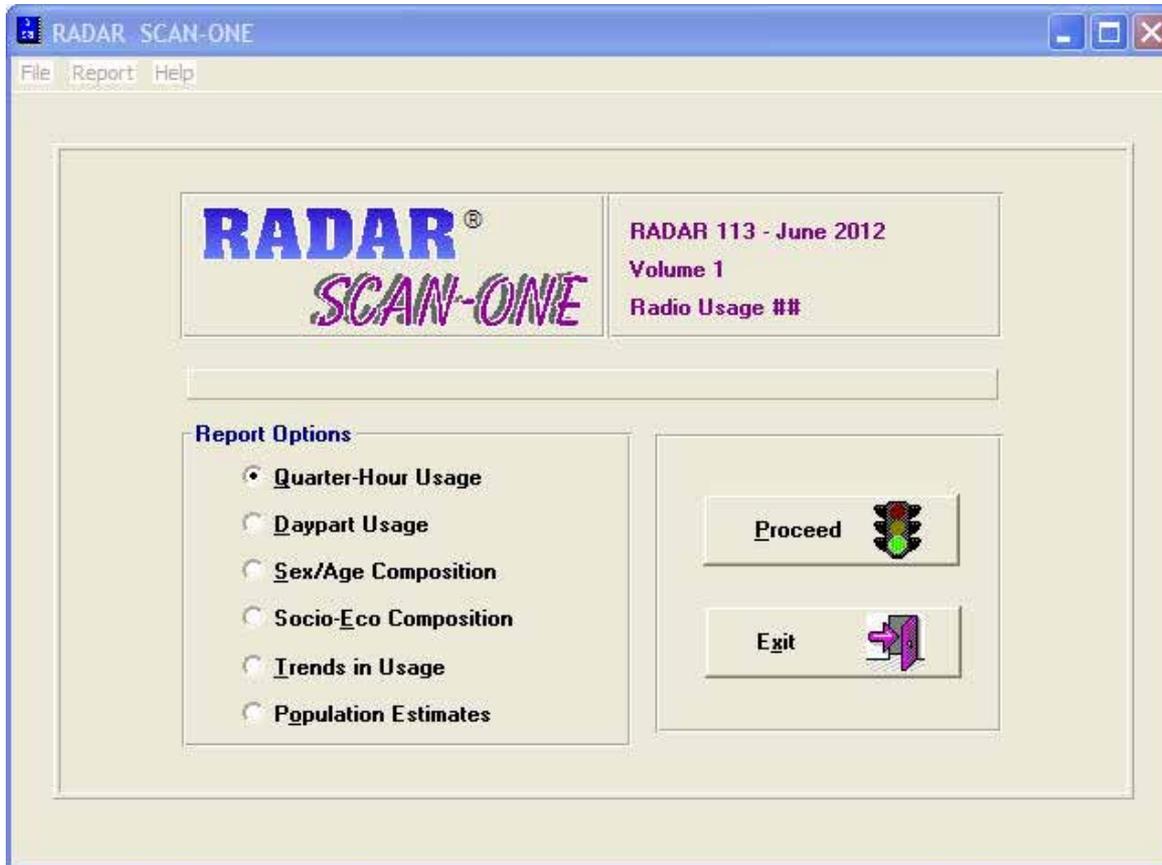
RADAR Software Suite places the full RADAR database on your desktop, giving you the power to get quick answers to your questions about network radio.



## Analyze Network Radio Audiences and Pull Network Rankers With a Couple of Clicks

SCAN provides audience estimates based on cleared commercials to network radio audiences. Just specify the daypart, socioeconomic category and sex/age group, and the application will quickly generate network rankers. SCAN also enables you to examine network radio's performance based on Program Audiences, Daypart Audiences, Sex/Age Composition, Socioeconomic Composition, Duplication Analysis and Trends in Audiences, including Book-to-Book and Year-to-Year reports.

# SCAN-ONE



## Profile National Radio Listening in a Snap

SCAN-ONE enables users to view reports and analyze usage data for listening to overall national radio. Reports include Quarter-Hour Usage, Daypart Usage, Sex/Age Composition, Socioeconomic Composition, Population Estimates and Trends in Usage for average quarter-hour, average daily cume, weekly cume and time spent listening. You can also view Book-to-Book and Year-to-Year reports.

# TARGETS

RADAR TARGETS							
File Edit View Data Help							
<input type="button" value="Networks"/> <input type="button" value="Sex/Age"/> <input type="button" value="Socio-Eco"/> <input type="button" value="Dayparts"/> <input type="button" value="Format"/> <input type="button" value="Transpose"/> <input type="button" value="Reorder"/> <input type="button" value="Print"/> <input type="button" value="Hide Data"/> <input type="button" value="Graph"/> <input type="button" value="Save"/>							
Network		Sex/Age Group		Data Type:			
[Dropdown]		Adults 25-54		Daypart Averages			
RADAR 113 - June 2012		Form of Data: Audiences (000) and Ratings (%)					
Audiences to All Commercials ##		Type of Data: Daypart Averages (with xb Network Dayparts)				<input checked="" type="checkbox"/> Show xb Data	
		Network:					
		Sex/Age Group: Adults 25-54					
Daypart	Socio-Eco Group	Overall U.S.		HH Inc \$75K+		Educ Col Grad	
		Aud (000)	Rtg (%)	Aud (000)	Rtg (%)	Aud (000)	Rtg (%)
Mon-Sun 5A-12M		1,610	1.3	613	1.4	539	1.2
Mon-Fri 5A-10A		1,829	1.4	754	1.7	632	1.4
Mon-Fri 10A-3P		2,288	1.8	829	1.9	696	1.5
Mon-Fri 3P-7P		2,215	1.8	860	1.9	780	1.7
Mon-Fri 7P-12M		628	0.5	209	0.5	198	0.4

## Create Your Own Electronic Ratings Book Based on Audiences to Cleared Commercials

As a complement to SCAN, TARGETS enables you to analyze network radio listening your way. The application gives you the ability to lay out dayparts, socioeconomic categories and sex/age groups using a four-dimensional spreadsheet so you can compare the audience variables that interest you most. Use it to create customized reports on measures such as audiences, ratings, indexes, composition, rankings, number of broadcasts, population estimates, weighted averages and more.

# TARGETS-ONE

The screenshot shows the RADAR TARGETS-ONE software interface. At the top, there is a menu bar with 'File', 'Edit', 'View', 'Data', and 'Help'. Below the menu bar is a toolbar with buttons for 'Sex/Age', 'Socio-Eco', 'Dayparts', 'Format', 'Transpose', 'Reorder', 'Print', 'Hide Data', 'Graph', and 'Save'. The main window displays a data table with the following settings: Stations: All Radio, Data Type: Weekly Cumes, Sex/Age: Persons 12+.

RADAR 113 - June 2012		Form of Data: Audiences (000)				
Radio Usage ##		Stations: All Radio Data Type: Weekly Cumes				
		Sex/Age: Persons 12+				
Dayparts	Socio-Ecos	Overall U.S.	Region East	Region South	Region Midwest	Region West
Mon-Sun 5A - 12M		242,246	44,024	90,232	52,819	55,171
Mon-Fri 6A - 10A		184,004	32,476	69,565	40,392	41,571
Mon-Fri 10A - 3P		190,005	34,332	70,079	41,284	44,310
Mon-Fri 3P - 7P		200,145	35,882	74,689	44,061	45,513
Sat-Sun 6A - 7P		190,640	34,654	70,951	41,693	43,342

Spec File:

## Examine National Radio Usage Data From the Angles That Interest You Most

As a complement to SCAN-ONE, TARGETS-ONE gives you the ability to look at national radio usage data for dayparts, socioeconomic categories and sex/age groups using a spreadsheet to compare the audience variables that you find most compelling. Create customized reports on metrics such as time spent listening, audiences, ratings, indexes, composition and population estimates. Book-to-Book and Year-to-Year reports are also available.

# PARTS

**RADAR PARTS**

File Edit View Data Tools Help

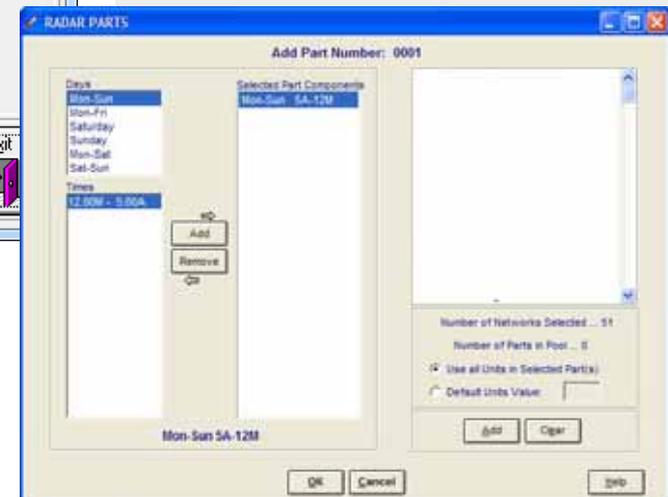
**RADAR 113 - June 2012** Page 1 of 1  
**Audiences to All Commercials ##**  
**Rotation Plan ... Untitled**  
**Number of Units ... 84 (6 Networks)**  
**Basic Reach & Frequency**

	Socio-Eco & Sex/Age Groups	
	Overall	Overall
	U.S.	U.S.
	Adults 25-54	Adults 18-49
<b>Population (000)</b>	<b>126,332</b>	<b>134,428</b>
<b>Average Audience (000)</b>	<b>1,528</b>	<b>1,538</b>
<b>Average Rating (%)</b>	<b>1.2</b>	<b>1.1</b>
<b>Gross Impressions (000)</b>	<b>128,352</b>	<b>129,192</b>
<b>Gross Rating Points (%)</b>	<b>101.6</b>	<b>96.1</b>
<b>Persons Reached (000)</b>	<b>37,233</b>	<b>39,400</b>
<b>Percent Reach</b>	<b>29.5</b>	<b>29.3</b>
<b>Frequency</b>	<b>3.4</b>	<b>3.3</b>

Edit Parts | Edit Targets | Prior Page | Next Page | Save Tab | Print Table | View Graph | Mkt-by-Mkt | RADAR Plus | Exit

## Easily Estimate Reach and Frequency for Rotation Plans

PARTS enables you to estimate reach and frequency based on respondent-level data for rotation plans. Just enter the network(s), dayparts, target demographic and socioeconomic groups, and then tabulate to view the basic reach and frequency reports. Other reports include Network Reach Contribution, Multi-Week Projections, Buildup Analysis, Frequency Distribution and Cost Analysis.



# Market-by-Market



Market-by-Market Analysis

File Edit View Data Help

RADAR 113 - June 2012

Audiences to All Commercials ##

Rotation Plan ... Unfilled

Number of Units ... 84 (6 Networks)

Population: 126,332,000

Target: Adults 25-54 Overall U.S.

DMA Selection: Top 50

View Columns: Custom Column Selection

Market Name	PPM	DMA Rank	Population	Gross Impressions (000)	Gross Rating Points %	Persons Reached (000)	Reach %	Frequency
NEW YORK	##	1	8,895,500	7,980	89.7	2,939	33.0	2.7
LOS ANGELES	##	2	7,449,000	1,932	25.9	981	13.2	2.0
CHICAGO	##	3	4,101,000	4,368	106.5	1,217	29.7	3.6
PHILADELPHIA	##	4	3,266,900	3,192	97.7	1,090	30.4	2.9
DALLAS-FT. WORTH	##	5	3,116,100	924	29.7	596	19.1	1.6
SAN FRANCISCO-OAK-SAN JOSE	##	6	3,116,400	1,008	32.3	541	17.4	1.9
BOSTON (MANCHESTER)	##	7	2,665,500	1,260	47.3	580	21.8	2.2
WASHINGTON DC (MAGRSTN)	##	8	2,910,200	1,932	66.4	718	24.7	2.7
ATLANTA	##	9	2,812,400	2,940	104.5	849	30.2	3.5
HOUSTON	##	10	2,774,200	840	30.3	532	19.2	1.6
DETROIT	##	11	1,952,700	1,848	94.6	625	32.0	3.0
SEATTLE-TACOMA	##	12	2,091,600	672	32.1	366	17.5	1.8
PHOENIX (PRESCOTT)	##	13	2,023,600	336	16.6	225	11.1	1.5
TAMPA-ST PETE(SARASOTA)	##	14	1,685,300	924	55.5	324	19.5	2.9
MINNEAPOLIS-ST. PAUL	##	15	1,916,200	1,428	74.5	534	27.9	2.7
MIAMI-FT. LAUDERDALE	##	16	1,855,700	1,344	72.4	506	27.3	2.7
DENVER	##	17	1,775,800	1,260	71.0	438	24.7	2.9
CLEVELAND-AKRON (CANTON)	##	18	1,498,800	2,436	162.5	757	50.5	3.2
ORLANDO-DAYTONA BCH-MELBRN	##	19	1,474,300	1,176	79.8	417	28.3	2.8
SACRAMENTO-STKTON-MODSTO	##	20	1,642,500	672	40.9	297	18.1	2.3
ST. LOUIS	##	21	1,308,400	1,512	115.6	569	43.5	2.7
PORTLAND, OR	##	22	1,328,600	588	44.3	258	19.4	2.3
PITTSBURGH	##	23	1,099,500	1,008	91.7	370	33.7	2.7
RALEIGH-DURHAM (FAYETVILLE)	##	24	1,267,100	1,932	152.5	434	34.3	4.5
CHARLOTTE	##	25	1,283,500	840	65.4	323	25.2	2.6
INDIANAPOLIS	##	26	1,190,700	924	77.6	305	25.6	3.0
BALTIMORE	##	27	1,216,800	588	48.3	318	26.1	1.8
SAN DIEGO	##	28	1,321,400	252	19.1	202	15.3	1.2

The Market-by-Market feature with PARTS allows the user to see estimated schedule delivery within any or all DMAs. Drill-down options show results for individual networks within the DMA. Audience estimates include Average Audience and Rating, Gross Impressions and Gross Rating Points, Reach and Frequency. This highly flexible report allows users to select any combination of DMAs and also specify the audience estimate types to be included.

# SPOTS

**RADAR SPOTS**  
File Edit View Data Tools Help

**RADAR 113 - June 2012** Page 1 of 1  
**Audiences to All Commercials ##**  
**Spot Schedule ... Untitled**  
**Number of Spots ... 55 (6 Networks)**  
**Basic Reach & Frequency**

	Socio-Eco & Sex/Age Groups	
	Overall	Overall
	U.S. Adults 18-49	U.S. Adults 25-54
Population (000)	134,428	126,332
Average Audience (000)	2,028	2,035
Average Rating (%)	1.5	1.6
Gross Impressions (000)	111,540	111,925
Gross Rating Points (%)	83.0	88.6
Persons Reached (000)	38,308	36,211
Percent Reach	28.5	28.7
Frequency	2.9	3.1

Edit Spots | Edit Targets | Prior Page | Next Page | Save Tab | Print Table | View Graph | RADAR Plus | Exit

## Quickly Estimate Reach and Frequency for Broadcast Schedules

A companion to PARTS, SPOTS allows you to develop reach and frequency estimates for specific broadcast schedules on a day-by-day basis. Enter the network programs and day of the week along with your target demographic and socioeconomic groups, and then tabulate to view the basic reach and frequency report.

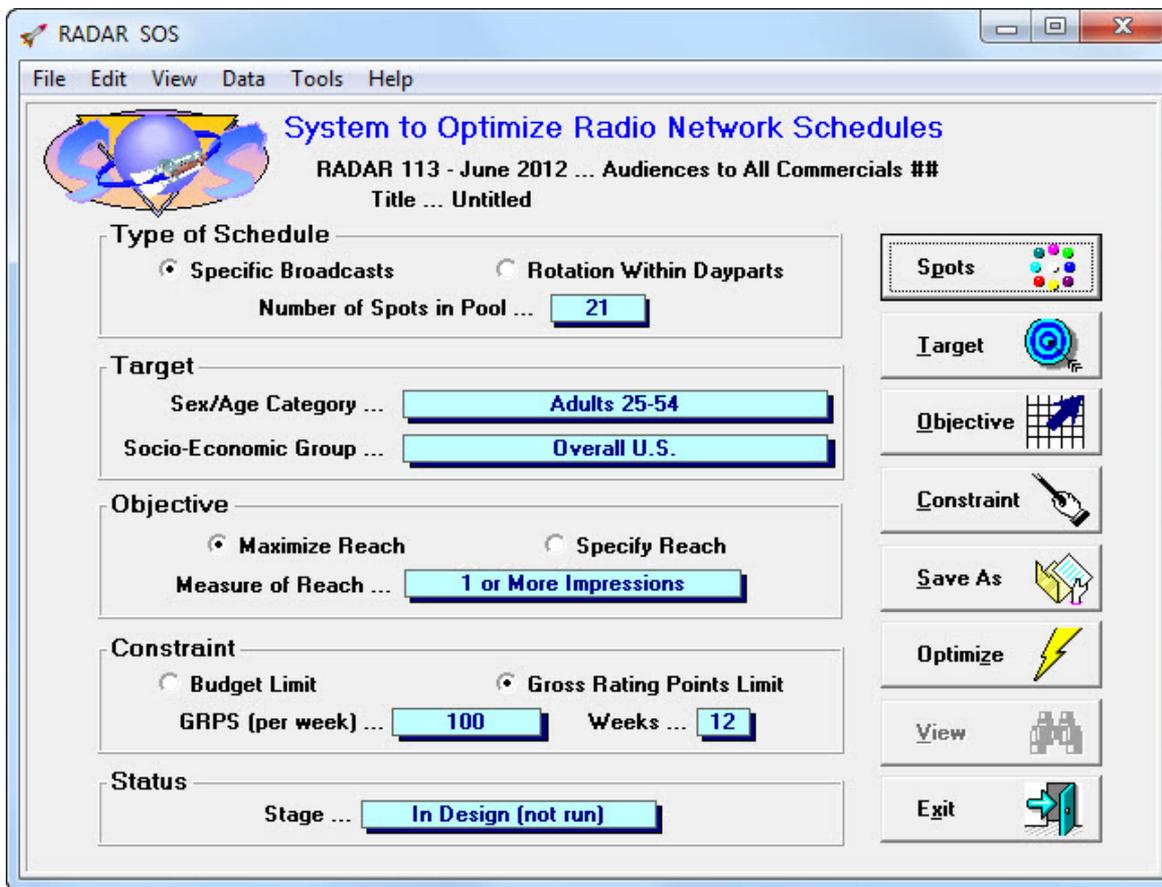
Reports include Network Reach Contribution, Multi-Week Projections, Buildup Analysis, Frequency Distribution and Cost Analysis. SPOTS is similar to PARTS but uses specific broadcasts rather than dayparts.

**RADAR SPOTS**  
File Edit Data Help

**RADAR 113 - June 2012 ... Audiences to All Commercials ##**  
**Spot Schedule ... [Untitled]**

Num	Net	Broadcast	Day	Rate
001	7000	Commercial	Mon	--
002	7000	Commercial	Tue	--
003	7000	Commercial	Wed	--
004	7000	Commercial	Thu	--
005	7000	Commercial	Fri	--
006	500P	Commercial	Mon	--
007	500P	Commercial	Tue	--
008	500P	Commercial	Wed	--
009	500P	Commercial	Thu	--
010	500P	Commercial	Fri	--
011	6000-800P	Connl	Wed	--
012	6000-800P	Connl	Thu	--
013	6000-800P	Connl	Fri	--
014	6000-800P	Connl	Sat	--
015	7000	Commercial	Mon	--
016	7000	Commercial	Tue	--

Add | Revise | Delete | Save As | Targets | Tabulate | Exit



## Find the Most Efficient Way to Achieve Maximum Reach

SOS optimizes network radio advertising plans for maximum reach within a user-specified target audience. The only optimizer designed specifically for network radio, SOS suggests more efficient ways to spend a given ad budget or achieve a specific reach. The application also gives you the capability to consider costs, impression weighting and intra-target weighting in developing the plan. Results can be automatically transferred to PARTS or SPOTS for further analyses.

# RADAR Plus

RADAR 113 - June 2012  
 RADAR Audiences to All Commercials ## PLUS Audience Data for Other Media  
 Schedule ... Untitled  
 Socio-Eco & Sex/Age Group ... Overall U.S. Persons 12+  
 Population (000) ... 261,562

Over 1 Week	RADAR Data	Other Media Data		Combined
		As Entered	Adjusted	
		Factor...	1.00	
Units Per Week	1,211			
Average Audience [000]	1,776			
Average Rating [%]	0.7			
Gross Impressions [000]	2,150,736			
Gross Rating Points [%]	822.3			
Persons Reached [000]	185,087			
Percent Reach	70.8			
Frequency	11.6			
Total Cost (\$)				
Cost per Unit (\$)				
Cost per Thousand (\$)				
Cost per GRP (\$)				
Cost per Reach Point (\$)				

RADAR Plus now makes it easier than ever to estimate the combined reach and frequency of RADAR-based schedules with non-RADAR radio properties and other media. The new input wizard for RADAR Plus guides you through the data entry process.

**Attention ACT 1 subscribers!** You can now import national radio schedules directly from ACT 1 software!



# Terms for the Network Trade

## **Affidavit**

A signed or verified document from the affiliate station states if and when specific programs and/or commercials have been broadcast. Accurate and timely completion of the affidavit is a requirement of affiliation contracts between the station and the network or program syndicator. Completed affidavits can be returned to the networks or syndicator in printed form or by the Internet.

## **Affiliated Station**

A radio station that has a contract with a network or syndicator to clear national commercials in exchange for programs, services and/or compensation. Also called an “affiliate.”

## **Audience Composition**

The demographic or socioeconomic profile of a network's or national syndicated program's audience in terms of makeup, usually including the percentages of the total audience that constitute each segment. These reports may express audience characteristics such as age, gender, location of listening, Census region, county size, household size, DMA markets, education, household income, ethnicity, race, work status and presence of children in the household.

## **Audience Duplication**

The amount of one network's cumulative audience that also listened to another network within the specified daypart. Duplication can be expressed either in terms of the actual number of exclusive listeners or as a percentage of the total cume.

## **Audience Estimates**

Approximations of the number of persons listening to or hearing a network radio commercial, network program or syndicated program. Audience estimates are not precise mathematical values and are subject to statistical variations and other limitations. For radio networks reported in RADAR, audience estimates represent radio listening as reported by respondents in Arbitron diaries matched with commercial clearances as reported by affiliates in affidavits. For non-RADAR networks and syndicated programs, estimates are based solely on listening as reported in Arbitron diaries and do not take into consideration commercial clearances.

## **Average Audience**

The estimated average number of impressions per quarter-hour of persons in the radio audience within a specified time period (e.g., a daypart) to a network broadcast as reported in RADAR, expressed in thousands.

## **Average Audience Rating**

The estimated average audience during a specified quarter-hour or a daypart, expressed as a percentage of the population of the target audience. Usually carried one place past the decimal point.

# Terms for the Network Trade

## **Average Daily Cume**

The estimated average of cumulative audiences for each day of the week (e.g., Monday-Friday). This represents the average number of different persons reached per day.

## **Broad Dayparts**

Dayparts with multiple component dayparts (e.g., 6AM-7PM, 6AM-12 Midnight).

## **Clearance**

An airing of a network commercial or program by an affiliate station. A station's confirmation that a commercial has aired at a specified day and time. It reflects commercial carriage information and is reported back to the network or syndicator via the station's affidavit.

## **Commercial Load**

The amount of commercial time or the number of units in a given period, usually stated on an hourly basis.

## **County Size Definition**

A system of categorizing U.S. counties by population into five categories (i.e., AA, A, B, C and D). It was developed by Nielsen Media Research, except for the AA distinction, which is from the Arbitron RADAR service.

## **Coverage**

The percentage of the total U.S. Persons 12+ population contained within all of the DMAs where an affiliate's signal can be received. Also called "DMA Coverage" or "Percent Coverage."

## **Cumulative Audience**

The estimated total number of different persons who listen to a network or national syndicated program during a specified daypart for at least five minutes in a clock quarter-hour. Also referred to as "cume."

## **Designated Market Area (DMA)**

DMA is the main geography for television measurement. The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA. Network radio as reported in RADAR includes only the DMAs located in the contiguous U.S., excluding Alaska and Hawaii. Arbitron's Nationwide service reports radio audience within DMAs, including Alaska and Hawaii. Almost all radio network and national syndication buys are based on DMA.

## **Effective Frequency**

The concept that a certain amount of exposure (often three exposures) to an advertising message is necessary before it is effective.

# Terms for the Network Trade

## **Exclusive Reach**

An audience that can only be covered by a specific network or program.

## **Frequency**

The estimated average number of times a person is exposed to a radio spot schedule.

## **Full-Daypart Networks**

Networks whose broadcasts are found in all or virtually all component dayparts Monday-Sunday 6AM-12 Midnight.

## **Full-Inventory Networks**

Networks with more than 100 minutes of commercial inventory.

## **Gross Impressions (GIs)**

The sum of the Average Audience for all spots in a given schedule.

## **Gross Rating Points (GRPs)**

The sum of all rating points achieved for a particular spot schedule, or the schedule Gross Impressions expressed as a percentage of the population.

## **Limited-Daypart Networks**

Networks whose broadcasts are found in only one component daypart (e.g., 6AM-10AM).

## **Limited-Inventory Networks**

Networks with less than 100 minutes of commercial inventory.

## **Lineup**

A list of stations reflecting affiliates contractually obligated to clear the commercials associated with a network or national program. While the lineup is updated regularly, new affiliates can be added at any time and some stations may disaffiliate. Every affiliate on the list is not necessarily obligated to clear 100% of all commercials scheduled. By contract, certain stations may clear a single commercial more than once or may not clear all of the commercials due to special circumstances.

## **Long-Form Programming**

See “Syndicated Programming.”

## **Media Rating Council (MRC)**

An independent body established to evaluate audience research services and ensure credibility. To obtain MRC accreditation, a rigorous evaluation of the methodology and processes of a product is performed on a yearly basis.

# Terms for the Network Trade

## **Multi-Daypart Networks**

RADAR networks whose broadcasts can air across component dayparts (e.g., 6AM-7PM).

## **National Advertising**

Advertising placed on networks or syndicated programs with at least 70% U.S. coverage. Differs from national “spot” in the number of markets and percent of coverage.

## **Nationwide**

Arbitron’s national radio audience survey issued twice a year (Spring and Fall). Provides local DMA market radio listening data for national programs and aggregates to Total U.S.

## **Network**

A broadcast entity that can provide programs, services and/or compensation to affiliated stations in exchange for those stations airing national commercials.

## **Network Radio Research Council (NRRC)**

An organization of researchers from networks reported in RADAR dedicated to improving the quality of national radio measurements.

## **PARTS**

An application within the RADAR PC 2010 software package that allows analysis of commercial schedules based on daypart placement. Estimates include Average Audience and Rating, Gross Impression, Reach and Frequency, as well as Market-by-Market audience estimates in the Top 125 DMAs. Usually used during the development of commercial schedules for specific advertisers and during the negotiation phase of a buy.

## **Post Analysis or Post Buy**

An analysis of a network commercial schedule after it runs based on affiliate affidavits to compare the projected audience estimates to the actual audience delivery. Requests for network posts are agreed to during the negotiation process.

## **RADAR**

Arbitron’s syndicated measurement service providing audience estimates to cleared network radio commercials for networks that subscribe to the service. RADAR estimates are released four times per year and are based on an annual sample of more than 300,000 Diary and PPM respondents.

## **Reach**

The estimated number of different persons in the audience of a specified advertising campaign, station, network or syndicated program.

# Terms for the Network Trade

## **Response Rate**

The proportion of originally designated sample persons who provide usable data for the survey. Response rates are determined by dividing the total number of In-Tab (usable) diaries by the total estimated Persons 12+ in the designated sample. Usually expressed as a percentage.

## **Run of Schedule (ROS)**

ROS commercials are scheduled to run across multiple dayparts within a broad daypart parameter.

## **SCAN**

An application within the RADAR PC 2010 software package suite that allows analysis of pretabulated RADAR data in several report formats including rank and trend reports, audience composition reports, program and daypart audiences and audience duplication.

## **Spill Audience**

Reported audience for a station in a market beyond its home market.

## **Spot Confirmation**

A supplemental service offered under Arbitron's RADAR umbrella, Spot Confirmation verifies the accuracy of the RADAR clearance information. Arbitron samples network affiliates for one week, each month of the year. Selected periods of times for the sample station are recorded with broadcast programs and commercials transcribed. Affiliate affidavits are checked against the spot confirmation record. Each network organization receives reports on its affiliates' reliability that allow the networks the opportunity to address an affiliate that might not be completing its affidavit correctly.

## **SPOTS**

An application within the RADAR PC 2010 software package that allows analysis of commercial schedules based on specific commercial placement. Usually used as part of a post analysis. See "Post Analysis or Post Buy."

## **Standard Daypart Networks**

Networks that broadcast in most component dayparts.

## **Syndicated Programming**

Nationally distributed programs that stations are contractually obligated to broadcast. These programs have commercials associated with them that are usually aired within the programs. The length of these programs can be as short as a one-minute feature to as long as a multihour holiday special. The content of the program can include music, talk or sports play-by-play. Audiences to syndicated programs are estimated using Arbitron's Nationwide service and can be based on dayparts or on expected commercial clearance times, but are not based on actual clearances.

# Terms for the Network Trade

## **System to Optimize Radio Network Schedules (SOS)**

An application within the RADAR PC 2010 software package that allows the development of an optimal network radio schedule by maximizing the number of persons reached or minimizing the costs required to achieve a specified reach.

## **TARGETS**

An application within the RADAR PC 2010 software package that allows the user to create custom electronic ratings books.

## **Total Radio**

Audience estimates to all radio stations, commercial and noncommercial, AM and FM.

## **Unit**

One commercial message regardless of length.

## **Volume 1 Data**

Within the RADAR service, a report of national radio listening that includes estimates for total radio listening, network-affiliated stations' listening, AM and FM stations and other characteristics. Volume 1 does not contain cleared audience estimates for specific radio networks.

## **Volume 2 Data**

Within the RADAR service, reports of listening for the specific RADAR-reported networks for all commercials aired on network-affiliated stations whether they are carried within or outside of programs.

## **Volume 3 Data**

Within the RADAR service, reports of listening for the specific RADAR-reported networks for commercials aired on network-affiliated stations within programs only.

## **Weekly Cume**

The estimated average number of different persons reached in one week (e.g., Monday-Sunday 12M-12M).

# County-Size Groups

County-size groups represent classification of all counties in the United States into five categories. These groupings, which are widely used in media research, are those developed by Nielsen Media Research, Inc., except that the distinction between AA and A counties is by Arbitron. To avoid frequent changes, the definitions are typically updated only after each decennial census.\* The groups are as follows:

AA	All counties in the five metropolitan areas: New York, Los Angeles, Chicago, Philadelphia and San Francisco, as of June 30, 1999.
A	All counties in the largest metropolitan areas when combined with the metropolitan areas noted above account for 40% of U.S. households.
B	All counties in the next largest set of metropolitan areas, which together account for 30% of U.S. households. No nonmetropolitan counties are large enough to qualify as A or B counties.
C	All counties in the next largest set of areas—including both metropolitan areas and nonmetropolitan areas—which account for 15% of U.S. households.
D	All remaining counties.

Each RADAR survey respondent is assigned to a county-size group based on his or her county of residence.

\* Anticipated date of update based on 2010 census is mid-2013.

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