



Arbitron Portable People Meter (PPM)

Welcome to the PPM Analysis Tool User Guide. This guide is intended to assist you in installing and using the Analysis Tool as you view the data based on the Arbitron Portable People Meter (PPM).

The PPM Analysis Tool allows you to assess the value of PPM-based measurement. We think you'll find the Analysis Tool both intuitive and useful - you can run standard analyses, such as rankers, trenders, composition reports, duplication reports and audience analysis. Plus, there are numerous advanced research features.

What is included in this guide?

Installation Instructions / Hardware Requirements
New Terminology
Instructions for Customizing Analyses
Step-By-Step Instructions for Creating Reports

Other resources and information:

Arbitron PPM Customer Hotline - 1-866-776-8300

Online - www.Arbitron.com

Online Training and Support Center - www.ArbitronTraining.com



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A. PPM Hardware Requirements

Standalone Minimum System Requirements

Computer and processor

Personal computer with a 933-megahertz (MHz) or higher processor, Pentium III or higher recommended.

Memory

512 megabytes (MB) of RAM or above recommended

Hard Drive Space (Initial Install Only)

300 megabytes (MB) (for both PPM Analysis Tool w/ Postgres)

(Please note that each Survey Period requires approximately 4 megabytes (MB) per Market)

Operating system

Microsoft Windows 2000 Professional with Service Pack 5 or later

Microsoft Windows 2000 Server with Service Pack 5 or later

Microsoft Windows 2000 Advanced Server with Service Pack 5 or later

Microsoft Windows XP Professional with Service Pack 2 or later

Microsoft Windows 2003 Server with Service Pack 1 or later

Microsoft Windows 2003 Advanced Server with Service Pack 1 or later

Software requirements

Microsoft .NET Framework 2.0

Recommended Software requirements

Microsoft Office XP, 2003 or later (required for Excel Exports)

Network Install Minimum System Requirements

Computer/Server and processor*

Personal computer with a 2.4-gigahertz (GHz) or higher processor, Pentium IV or higher recommended. Recommend Scalable, Server-Class machine, if more than 10 Users.

Memory

1 gigabytes (GB) of RAM or above recommended

Hard Drive Space (Initial Install Only)

300 megabytes (MB) (for both PPM AT w/ Postgres)

Please note that each Survey Period requires approximately 4 megabytes (MB) per Market

Operating system

Microsoft Windows 2000 Professional with Service Pack 5 or later

Microsoft Windows 2000 Server with Service Pack 5 or later

Microsoft Windows 2000 Advanced Server with Service Pack 5 or later

Microsoft Windows XP Professional with Service Pack 2 or later

Microsoft Windows 2003 Server with Service Pack 1 or later

Microsoft Windows 2003 Advanced Server with Service Pack 1 or later

Software requirements

Microsoft .NET Framework 2.0

Recommended Software requirements

Microsoft Office XP, 2003 or later

*Please note the performance with multiple simultaneous users will be impacted by the level of class of the PC or Server equipment.

Please scale your Server equipment in respect to the amount of expected use.

Client Install Minimum System Requirements

Computer and processor

Personal computer with a 933-megahertz (MHz) or higher processor, Pentium III or higher recommended.

Memory

512 megabytes (MB) of RAM or above recommended

Hard Drive Space (Initial Install Only)

50 megabytes (MB) (for both PPM AT Pointer and PostgreSQL ODBC Pointer)

Operating system

Microsoft Windows 2000 Professional with Service Pack 5 or later

Microsoft Windows 2000 Server with Service Pack 5 or later

Microsoft Windows 2000 Advanced Server with Service Pack 5 or later

Microsoft Windows XP Professional with Service Pack 2 or later



Software requirements

Microsoft .NET Framework 2.0

Recommended Software requirements

Microsoft Office XP, 2003 or later (required for Excel Exports)

B. PPM Application Installation Instructions (Stand Alone Instructions)

The Application and PPM Data Installation Instructions need to be done in the order as they appear below. Network installation instructions are located in Appendix A

- *This software installation will perform several setup routines. Your computer's current configuration will determine if all, or only some of them, will run.*
- ✓ *It will check for & remove any previous version of the software. This must be done before the new version can be installed. You should allow the installer to do this, rather than using "Add/Remove Programs" in Windows.*
 - ✓ *If needed, the PostgreSQL Server Database will be installed.*
 - ✓ *The PPM Analysis Tool software will be installed & the database configured.*
1. Make sure that any open programs running on the computer are closed before beginning!
 2. Insert the PPM Analysis Tool software CD in the computer's CD-ROM drive.
 3. Click **Start** > then **Run** > and then **Browse**. (*Auto-start is not available.*)
 4. Select the computer's CD-ROM drive. (It will be labeled "Arbitron".)
 5. Double-click on **Setup.exe** & then click **OK**.
 6. If a prior version of the software is found, you will be prompted to remove it. (*Note: If you do not have a prior version installed, the installer will bypass this step.*)
 - To uninstall the prior version, you must click **Yes** when prompted. (*Clicking "No" will end the installation process entirely.*) Then click **OK** when this has completed.
 7. At the *PPM Software Setup* window, make sure that "**Standalone Install**" is selected & click **Next**.
 8. If PostgreSQL Server is not found, you will be prompted to install it. (*Note: If PostgreSQL is already in place, the installer will bypass this step.*)
 - Click **OK** to begin this installation.
 - Click **OK** if prompted to "make sure you have all PostgreSQL applications closed before continuing". Then click **OK** again, once PostgreSQL Server has been successfully installed.
 9. The PPM Analysis Tool installation will begin. Click **Next** in the *Welcome* window.
 10. At the *Choose Destination Location* window, click **Next** to install the software to the default location (recommended).
 11. At the *Select Program Manager Group* screen, click **Next**.
 12. At the *Start Installation* window, click **Next**.
 13. When prompted to "run necessary Database Service Packs", click **OK**.
 14. You will receive a notification when "the PPM Standalone Installation is completed" - Click **OK**.
(default username: admin; password: admin)

The PPM Analysis Tool icon now appears on the desktop.

C. PPM Data Installation Instructions

- Prior versions of this software required that surveys be installed in chronological order. Please note that this is no longer necessary.
- For network installations, data installation must be done from the network server! (Data cannot be installed from a workstation, regardless of the "rights" assigned to the user in the software.)
- Once at the server, data may only be installed by a user with "System Administrator" rights in the software.



1. Insert the PPM Analysis Tool Data CD you received into the computer's CD-ROM drive.
2. Launch the PPM Analysis Tool & log in.
3. Click **Tools** on the left side menu Window & then click **Install Audience Files**.
4. At the *Install or Remove Data* window, confirm that **Install Data** is selected & click **Next**.
5. At the *Install - Data Source* window, click the "..." button & locate the CD-ROM drive containing the PPM Analysis Tool Data CD. (*It will be labeled "Arbitron."*) Click on the drive, click **Open** & then **Next**.
6. At the *Install - Data Type* window, you are given to the opportunity to change whether the data you are installing will be displayed by Market, Survey or Year. Choose one of the options & click **Next** to continue.
7. Select the market(s), survey(s) or year(s) that you wish to install & click **Finish**.
8. When the data has been installed successfully, you will receive a confirmation. Click **OK**.

Managing the Interface

Overview

The PPM Analysis Tool is designed to operate like many of today's most popular and wide-spread software applications. There are three windows (Main, Workspace Window, and Menu Window) and a toolbar with the most used tool icons as shown below:

The screenshot shows the Arbitron PPM Analysis Tool interface. On the left is a vertical menu window with options: Ranker, Radio, Trender, Composition, Duplication, Audience Analysis, and Tools. The main window displays filters for Market (Houston), Time Period (Mo-Fr 6A-7P), and Outlets. It also shows summary statistics like AVG Daily Population (4,483,900) and a table of ranked outlets with columns for Ranking, Outlet, Format, Time Period, and various metrics. At the bottom, a toolbar contains icons for Radio, Ranker, and other functions. Arrows point from labels below to these specific interface elements.

Toolbar

Menu Window

Worksheet Tabs

Main Window



Windows can be displayed or hidden. To hide, click the X in the window. To display, go to Window on the Menubar and select the window. Windows can also be moved around the desktop by dragging and dropping them to the desired location.

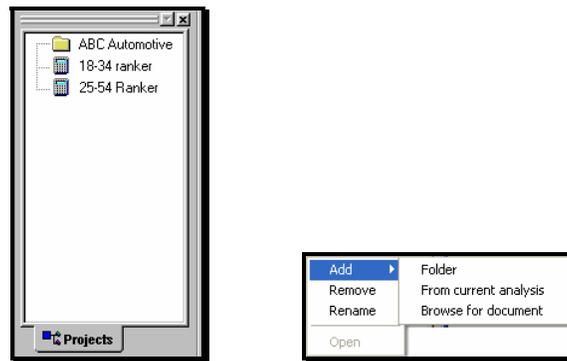
Special Notes:

Main Window

Any of the columns displayed can be resized to facilitate the display of the data. To resize a column, place the cursor on the edge of the column and drag to the desired column size (similar to resizing columns in Excel).

Workspace Windows or Projects (not shown in screenshot)

The Workspace Window or Projects can be used to save analyses for future use and reference. To view it, click Window from the menu and Workspace Windows. It can also be employed to create commonly used Analysis Templates. Begin by selecting the criteria that you want to save. Then, while the analysis with desired criteria is on the screen, right click in the white area of the Projects Box.



Select *Add >>* and *From current analysis*. Enter a name and the analysis will be saved for future use. Additionally, you can create folders to organize your saved reports. The Projects Box is similar to Windows Explorer. You can create files and folders as well as drag and drop them for customized management.

To open existing files, right click on filename and select *Open*, or double click file name in the white area of the Project Box. After opening, re-select desired time period to reprocess the report.

Worksheet Tabs

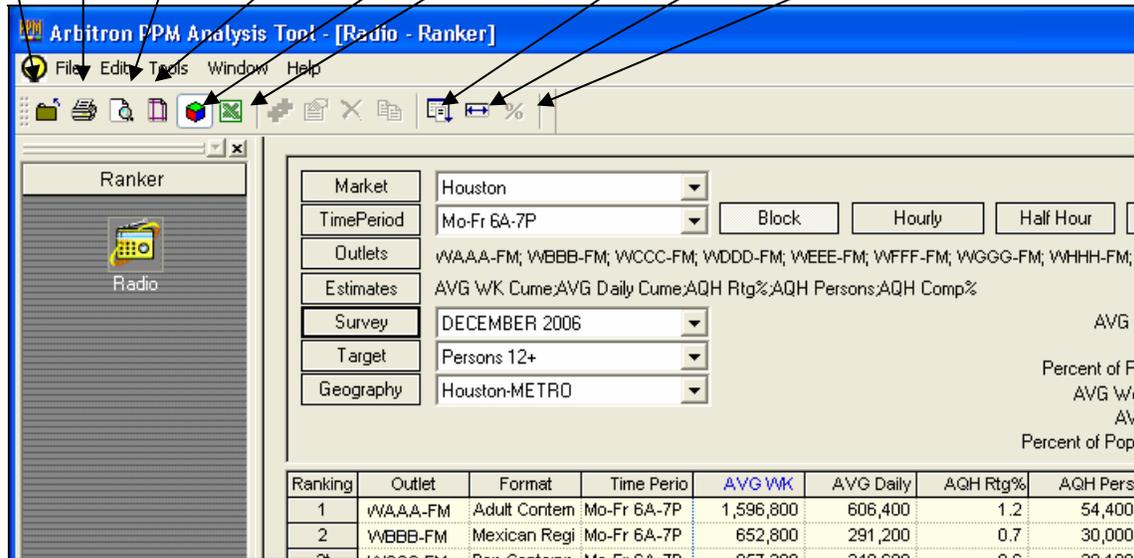
Each subsequent analysis will be displayed on cascading worksheet tabs at the bottom of the main window. You can toggle between different analyses by clicking the desired worksheet tab. To close a worksheet tab, either click the X in the upper right corner of the analysis, use the Close icon on the toolbar, or the CTRL+F4 keys.



Toolbar

The following icons appear on the toolbar:

Close Print Print Preview Print Setup Color Print Export Reverse Reset Header Show/Hide %



Close - Closes the active window (analysis on-screen)

Print - Prints the active window

Print Preview - Preview the printed output prior to printing

Print Setup - Changes to default printer

Color Print - Toggles Multimedia Color coding on/off for printing

Export - Exports analysis to Excel (more information below)

Reverse - Swaps between target audience and surveys on applicable reports

Reset Headers - Restores default column headers (use to re-display hidden columns)

Show/Hide % - In Trender report, show/hide the percent change (% change) column

Exporting

An analysis can be exported either directly to an Excel file (*.xls) or into an Excel window for immediate use. Click *File >> Export* or use the Export icon on the menu bar to begin the exporting process. Next select the Export Destination by selecting either the *Excel Window* or the *New Excel File* button. If the *Excel Window* button is selected, the analysis will be exported to an Excel spreadsheet but the information will not be saved as an Excel (.xls) file until you do so manually. Selecting the *New Excel File* button will export the analysis as an Excel file (*.xls) to be viewed at a later time.

By checking the Copy Cells Format box, you will also export the format (font, font size...) of each cell to the Excel spreadsheet.





Reordering Columns

To move columns, highlight them by clicking on the column header and drag and drop them to the desired location. The new location will be designated by a red line displayed on the worksheet.

Ranking	Outlet	Format	Time Period	AVG WK Cume	Share%	AWTE	ATE	AGH Rtg%
23	KLAT-AM	Spanish News/Talk	Mo-Fr 6A-10A	64,900	1.7	02:30	01:00	0.2
21	KHCB-FM	Religious	Mo-Fr 6A-10A	82,300	1.6	01:45	00:30	0.2
19	KQGK-FM	Spanish Pop	Mo-Fr 6A-10A	120,100	1.5	01:00	00:30	0.1
20	KILT-AM	All Sports	Mo-Fr 6A-10A	102,300	1.5	01:00	00:30	0.1
24	KSEV-AM	News Talk Information	Mo-Fr 6A-10A	64,100	1.3	01:45	00:45	0.1
22	KBME-AM	Sports	Mo-Fr 6A-10A	69,500	1.3	01:30	00:30	0.1
35	KCOH-AM	Urban Contemporary	Mo-Fr 6A-10A	18,700	0.8	02:15	01:30	0.1
26	KQUE-AM	Mexican Regional	Mo-Fr 6A-10A	57,500	0.7	01:15	00:45	0.1
27	KPFT-FM	Variety	Mo-Fr 6A-10A	53,800	0.6	01:00	00:30	0.1
28	KTSU-FM	Jazz	Mo-Fr 6A-10A	49,300	0.6	00:45	00:45	0.1
25	KEYH-AM	Spanish Oldies	Mo-Fr 6A-10A	57,600	0.5	00:45	00:30	0.0
32	KNTH-AM	News Talk Information	Mo-Fr 6A-10A	31,200	0.5	01:30	00:30	0.0
29	KKHT-FM	News Talk Information	Mo-Fr 6A-10A	42,800	0.5	01:00	00:30	0.0

Red Line displayed as new location while dragging and dropping columns

Using the Application

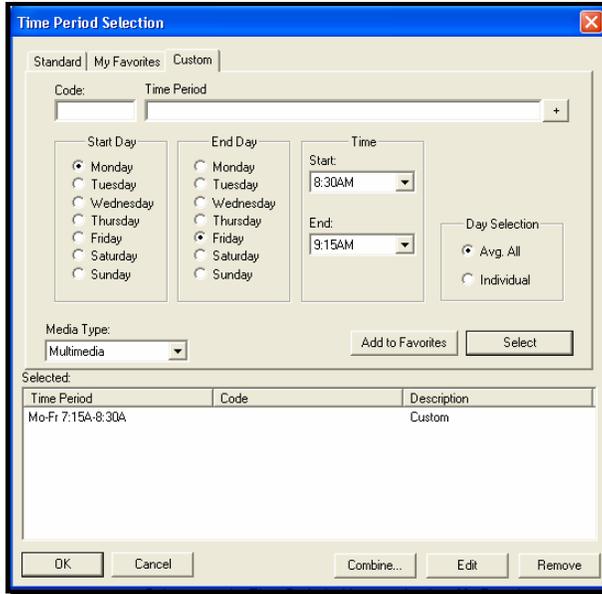
First, select the type of analysis (either: Ranker, Trender, Composition, Duplication, or Audience Analysis). You can select the desired time periods, outlets, estimate types, survey period, target and geography for the selected analysis.

Time Periods

There are three tabs on the Time Period Selection screen: Standard, My Favorites, and Custom.

- *Standard Time Periods* are those that are pre-defined by the application
- *My Favorites* allows custom Time Periods to be stored for future use
- *Custom Time Periods* allows the user to create and save time periods





To create Time Periods, make selections for: Start Day, End Day, Start Time, End Time, Form of data, and Day selection. When complete, click one of the following:

- *Add to Favorites* - adds to the selections found under the *My Favorites* tab
- *Select* uses the Time Period without saving it to *My Favorites*

Day Selection: Average All or Individual

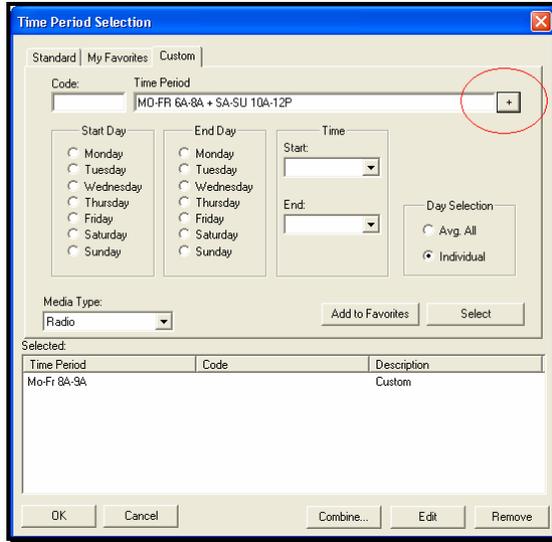
Selections will merge all selected days into a single average for all days or create separate analysis for each individual day contained in the Time Period.

Creating a combined Time Period

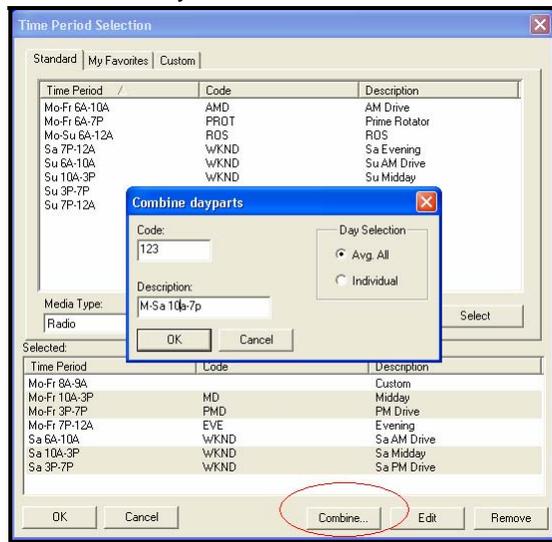
There are two ways to combine time periods.

To combine two or more time periods while creating custom time periods, build each time period by selecting Start Day, End Day, Time, Form of Data, and Day Selection. Then click the (+) plus button and create the next time period to add to the combination. Continue until all the time periods are added and click select.





To combine two or more existing time periods, select the time periods and then highlight them in the Selected portion of the screen. Click the Combine button and provide a code and description for the combined time periods. The analysis will now use the combined time periods.



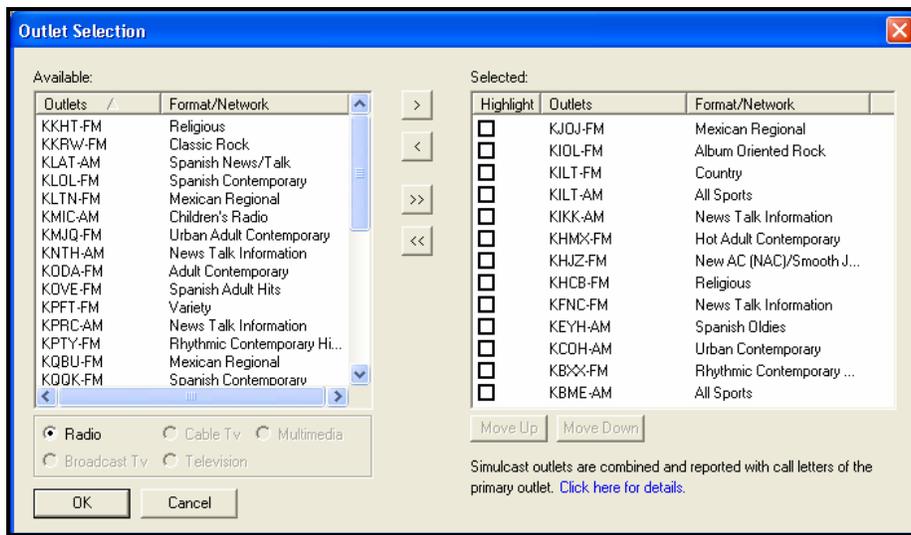
Selecting Outlets

Outlet selection is accomplished by choosing available outlets found on the left side of the screen and moving them to the "Selected" - right side of the screen. Outlets can be organized to allow easier location. Click the Outlet or Format/Network column header to resort the list of outlets.

Each outlet can either be selected individually by highlighting it and clicking the single arrow OR by selecting multiple outlets using standard Windows CTRL and SHIFT clicks. To select multiple outlets, hold down the CTRL key and single click each outlet to select. To select contiguous outlets, click the first outlet then, while holding down the SHIFT key, single click the last outlet in the list.

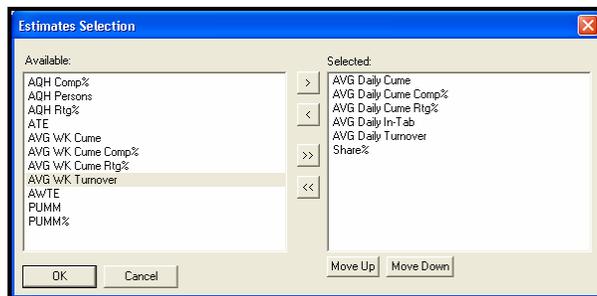
To select all outlets click the double arrow (>>) button.

Additionally, outlets can be double clicked or dragged and dropped to select or deselect.



Selecting Estimates

Selecting an Estimate is done by choosing available estimates found on the left side of the screen and moving them to the "Selected" - right side of the screen.



Each estimate can either be selected individually by highlighting it and clicking the single arrow OR by selecting multiple estimates using standard Windows CTRL and SHIFT clicks. To select multiple estimates, hold down the CTRL key and single click each estimate to select. To select



contiguous estimates, click the first estimate, hold down the SHIFT key and single click the last estimate in the list.

To select all outlets click the double arrow (>>) button.

Additionally, estimates can be selected by double clicking them or by dragging and dropping them to select or deselect.

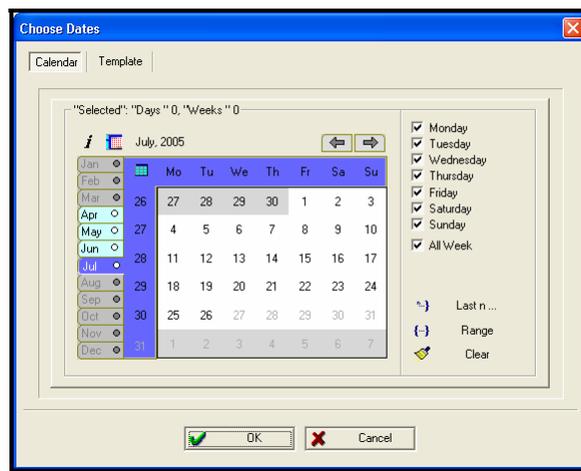
Selecting Survey Periods

Selecting Surveys is done by choosing an available survey from the Available box on the left and moving it to the Selected box on the right. Surveys can be moved by highlighting them and clicking the single arrow button in the middle of the screen, double clicking them, or dragging and dropping to select or deselect surveys.



Creating Customized Survey Periods

Users can create survey periods consisting of a single day, week, or combination of days or weeks.



Click the Add button in the Survey Manager, then click calendar to view a calendar and select the days or weeks to include. When complete, click OK and enter a Survey Name. The customized survey period will now be listed in the available box for analysis.

Ways to select days:

- Click on the date of each day to select days
- Click the week number in the left column of calendar to select entire week
- Click the day of the week at the top of the calendar to select all days in month (i.e. Mo for all Mondays)
- Click the Entire Month  Graphic to select all the days in the month
- Click Range to enter a range of dates (Format mm/dd/yyyy)
- Use Day-of-week checkboxes to toggle days as eligible for selection or not-eligible

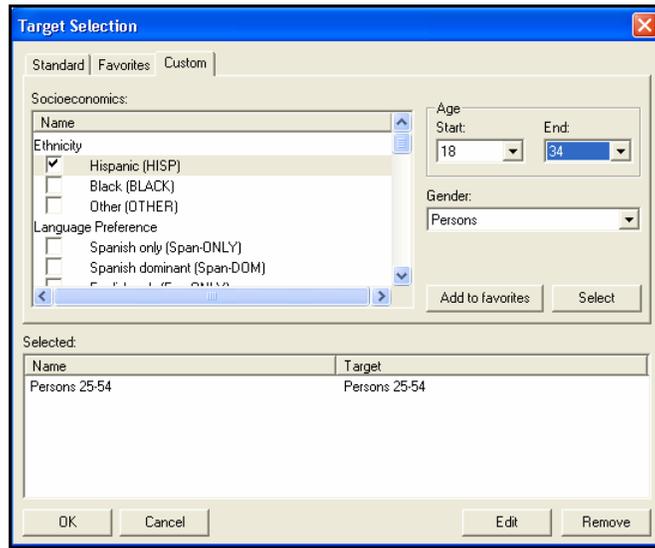
Note: When creating customized surveys - weekly estimates (such as Weekly Cume, Average Weekly Time Exposed, Weekly Turnover) are only available when the customized survey period uses a *standard week*. Standard survey weeks begin on Thursday and end on Wednesday and contain all contiguous days.

Selecting Targets

Selecting Targets is achieved by picking a Target for the Standard, Favorite, or Custom lists. Standard Targets are those available to all users. Favorites are those custom created targets available to specific users.

Creating Custom Targets

Targets can be customized to many different criteria. Using the Custom tab of Target Selection, make selections in the Socioeconomic, Start Age, End Age, and Gender categories. After building a customized target, you can save it to your Favorites list for future usage or click Select to use the target on the current analysis.



Abbreviations: Socioeconomic selections will be abbreviated once the target is created. Here is a key to the abbreviations:

HISP - Ethnicity Hispanic
BLACK - Ethnicity Black

OTHER - Ethnicity Other Race

Less 25k – Household Income less than \$25k



25k – 50k – Household income between \$25k and \$50k
50k – 75k – Household Income between \$50k and \$75k
75k+ - Household Income more than %75k

Less 12 – Education less than 12th grade
HS-GRAD – Education High School Graduate
Coll-Some – Education Some College
Coll-Grad – Education College Graduate

SPAN-ONLY – Spanish Only
SPAN-DOM – Spanish Dominant
ENG ONLY – English Only

ENG-DOM – English Dominant
Eng/Span-BOTH – Speak English and Spanish

HHSIZE: 1 – Household Size is 1
HHSIZE: 2 – Household Size is 2
HHSIZE: 3 – Household Size is 3
HHSIZE: 4+ - Household Size is 4+

CAB/SATL - Has Cable or Satellite
CABLE -Has Cable
SATL – Has Satellite
NO_Cab/SATL – Does not have cable or satellite

PREMIUM – Has Premium Channels
NO_PREM – No Premium Channels

DVR – Has DVR
NO_DVR – Does not have DVR

WORK-FT - Employed Full-Time
WORK-PT - Employed Part-Time
WORK-NO – Not Employed

CHLD: 0_11 - Presence of children, less then 12 years old with no Teens
CHLD: 12_17 - Presence of Teens (12-17)
CHLD: None - No Presence of children or teens

Selecting Geography

Available geographies are selected when you click the Geography button. There are three selections possible:

- Metro or DMA (where available)
- A single County
- A County Group comprised of 2 or more counties

Metro or DMA

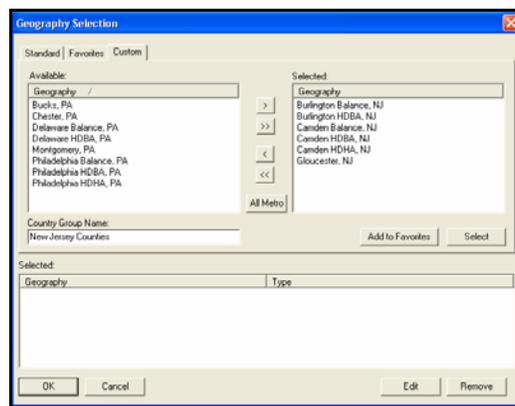
On the Standard Tab, make a selection of Metro or DMA (where available)

A Single County

On the Custom tab, move a single county from the available box to the selected box by either double clicking it or using the arrow selectors. After selecting, click the Select button to make the county the selected geography.

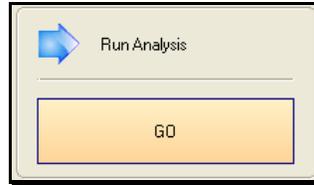
A County Group

To create a County Group, on the Custom tab, move the desired counties from the available box to the selected box by either double clicking it or using the arrow selectors. Change the name of the County Group and click Select to make the county group the select geography. You can click Add To Favorites if you would like to create a county group which will be reused.



Run Analysis

To run an analysis after setting all specification, click the GO button.



Sorting and Ranking

The PPM Analysis Tool gives the users multiple controls over sorting and ranking the analysis. If you right click on any column containing estimates, formats, or outlets you will have the option to sort the entire analysis ascending or descending based on a specific estimate, format or outlet.

Ranking	Outlet	Time Period	Estimate	december	January 2003
2	WBEB-FM	Mo-Fr 6A-10A	Rating	1.0	1.2
	Adult Contemporary		AGH#		
			ATE		
			AVG Daily Cume%		
			AVG Daily Cume#		
			AVG Daily Cume Co		
			Comp%		
			In-Tab		
			AVG Daily Turnover	4.7	4.4

Survey/Estimate in blue and underlined is the one used for ranking purposes

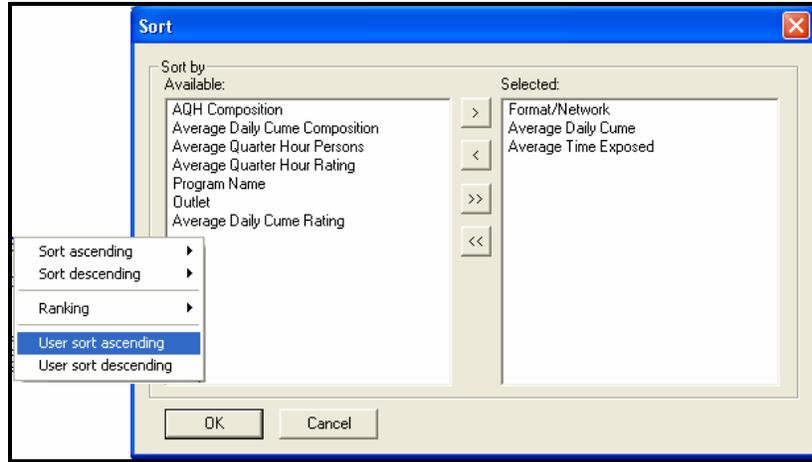
Additionally, the user can determine the ranking criteria for analyses – that is the estimate by which the rank number is controlled. To do so, right click the estimates column you wish to use for ranking and make a selection.

Estimate	december	January 2003
Rating	1.0	1.2
<u>AGH#</u>	36,950	43,543
ATE	00	
AVG Daily Cume%		
AVG Daily Cume#	173,6	
AVG Daily Cume Co	8	
Comp%	9	
In-Tab	4	
AVG Daily Turnover		
AWTE	n.a.	n.a.
PUMM	676,109	661,659
PUMM%	18.8	18.4
Shr%	5.5	6.5
WK Cume#	n.a.	n.a.
WK Cume Comp%	n.a.	n.a.
WK Cume%	n.a.	n.a.
WK Turnover	n.a.	n.a.
Rating	2.2	2.2

To change the survey/estimate that is used when ranking the analysis, right click in the column that you want to use as a basis for ranking, click Ranking and make a selection.

And, for even more sorting options, there is a user selected sort that lets you control several items that will determine the sorting. First, click User Sort Ascending/Descending. Then, choose the items in the order that you want to use to sort the analysis.

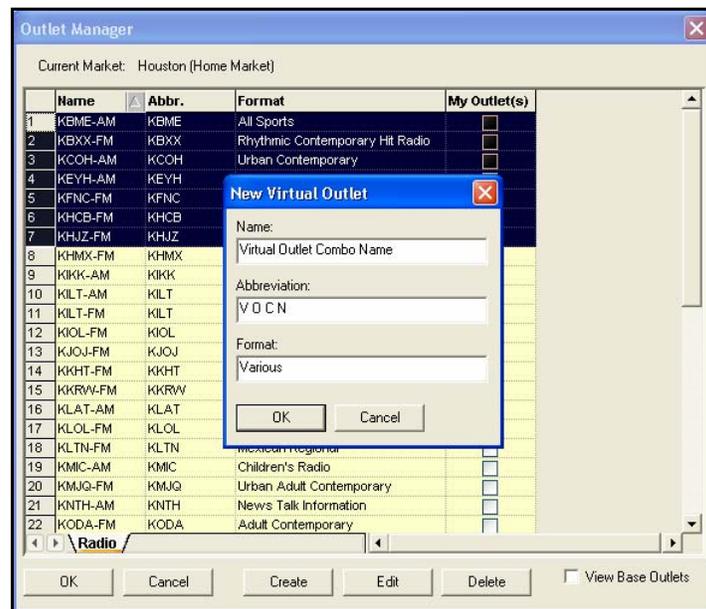




Utilities

Outlet Management Tools (for Creating Virtual Outlets)

Virtual Outlets allows you to combine outlets and report them as one entity. From the main menu, click Tools and the Outlet Management icon.



All available outlets will be listed. To create a Virtual Outlet, highlight the outlets while holding down the CTRL button. After making the selections, click the Create button and enter a Name, Abbreviation and Format Description.

The Virtual Outlet will be included in the listing of Outlets that can be selected for analysis.

To view the **Base Outlets** for the Virtual Outlets already created, place a check in the View Base Outlets checkbox and double click the base outlets column to see its components. At the bottom of the listing of outlets, the Virtual Outlets will be listed with their corresponding Base Outlets.



How To Create Reports

Step-By-Step Instructions for Creating a Report

These instructions will take you step-by-step through a Ranker. The same basic instructions also can be applied to any of the reports.

Step 1: On the Menu Window, choose Ranker

Step 2: Click Radio

Step 3: Select Market

Step 4: Click Time Period - Select from the standard or My Favorite List or create a custom time period

Step 5: Click Outlets to select the media outlets to be included

Step 6: Click Estimates to select the estimates to view

Step 7: Click Survey to select the entire monthly survey or create a custom survey period

Step 8: Click Target - Select from the standard or My Favorite list or create a custom target

Step 9: Click Geography to select either Metro, DMA (where available), county, or county groups geographies

Step 10: Click Go button under Run Analysis



How To Read Ranker, Trender and Composition Reports

Market	Panel: Houston			
TimePeriod	Mo-Fr 8A-9A	Block	Hourly	Half Hour
Outlets	KAAA-FM			
Estimates	AVG Daily Cume;AVG WK Cume;Share%;AWTE;ATE;AQH Rtg%;AQH Comp%;AQH Persons;AVG Daily Cume;VG			
Survey	January 2006	AVG Daily Population : 4,371,000		
Target	P 12+	AVG Daily Intab : 1,285		
Geography	Houston-METRO	Percent of Population (Daily) : 89.9		
		AVG Weekly Population : 4,369,000		
		AVG Weekly Intab : 1,004		
		Percent of Population (Weekly) : 89.9		
Ranking	Outlet	Time Period	Estimate	1 January 2006
1	KAAA-FM	Mo-Fr 8A-9A	AVG Daily Cume	50,200
	Contemporary Christian		AVG WK Cume	129,300
			Share%	5.2
			AWTE	00:45
			ATE	00:30
			AQH Rtg%	0.5
			AQH Comp%	92.1
			AQH Persons	22,300
			AVG Daily Cume Comp%	93.5
			AVG Daily Cume Rtg%	1.1
			AVG Daily In-Tab	1,285
			AVG Daily Turnover	2.3
			AVG WK Cume Comp%	90.9
			AVG WK Cume Rtg%	3.0
			AVG WK In-Tab	1,004
			AVG WK Turnover	5.8
			PUMM	425,000
			PUMM%	9.7

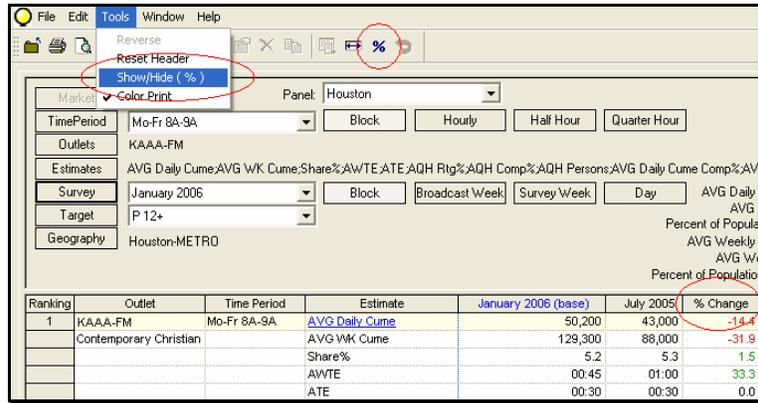
This report is a ranker for Outlet KAAA-FM for the Time Period M-F 8a-9a, Target Persons 12+, during the January 06 survey in the Houston-Metro area.

AQH Rating % – 0.5% of all Persons 12+ are exposed to KAAA-FM for at least 5 minutes during an average quarter-hour between Monday-Friday 8am-9am.	AQH Persons – 22,300 Persons 12+ are exposed to KAAA-FM for at least 5 minutes during an average quarter hour- between Monday-Friday 8am-9am.
ATE - The Average Time Exposed to KAAA-FM between Monday-Friday 8am-9am is (00:30) 30 minutes.	AWTE - The Average Weekly Time Exposed to KAAA-FM between Monday-Friday 8am-9am is (00:45) 45 minutes.
PUMM% - The percentage of Persons Using Measured Media between Monday-Friday 8am-9am is 9.7% .	PUMM - The number of Persons Using Measured Media between Monday-Friday 8am-9am is 425,000 .
Share % – 5.2% of Person 12+ exposed to media are exposed to KAAA-FM for at least five minutes during an average quarter-hour between Monday-Friday 8am-9am.	AVG WK Cume Rtg % - 3.0% of Persons 6+ are exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each week.
AVG WK Cume - 129,300 unique (unduplicated) people 12+ are exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each week.	AVG WK Cume Comp% - 90.9% of all persons P6+ exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each week are P12+.
AVG WK Turnover - Turnover is the relationship between an outlet's AQH and Cume and represents the total number of different groups of people making up an outlet's audience. KAAA-FM's weekly turnover is 5.8 .	Average Daily Cume Rtg % - 1.1% of people 12+ are exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day.
Average Daily Cume - 50,200 unique (unduplicated) persons 12+ are exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day.	Average Daily Cume Comp% - 93.5% of all persons P6+ exposed to KAAA-FM for at least five minutes in a quarter-hour between Monday-Friday 8am-9am each day are Person 12+.
Average Daily Turnover - Turnover is the relationship between an outlet's AQH and cume and represents the total number of different groups of people making up an outlet's audience. KAAA-FM's daily turnover is 2.3 .	AQH Comp% – 92.1% of KAAA-FM's total AQH is found in this demo.
AVG Daily In-tab – During this survey period, there were 1,285 PPMs that qualified to be included in this report.	



Miscellaneous Notes

For Trender Reports, note:



The % Change column is the percent changed from the selected survey at the top of the report. To show/hide the % Change column, click Tools and show/hide (%) or click the % icon from the toolbar.

For Duplication Reports, note:

	Format	Time Period	KAAA-FM	KBBB-FM	KCCC-FM
KDDD-FM	Adult Contemporary	Mo-Fr 8A-9A	6.7	7.0	0.0
KEEE-AM	News Talk Information	Mo-Fr 8A-9A	5.7	0.0	0.0
KFFF-FM	Alternative	Mo-Fr 8A-9A	4.6	0.0	0.0

Read "Down and to the Left" - i.e. 5.7% of KAAA-FM's listeners are also exposed to KEEE-AM or 4.6% of KAAA-FM's listeners are also exposed to KFFF-FM.



For Audience Analysis Reports, note:

Double Click a Time Period For More Detail

Use Time Period Buttons to Select Time Increments

How To Read Audience Flow Report:

- Between 10:00am and 10:15 am, there were **13** PPM Panelists reporting at least 5 minutes of listening to KAAA who were Persons 25-54 in the Houston Metro
- Between 10:00am and 10:15am, there were **14** listening instances where panelist left KAAA and went to: No Media (**11**), Radio (**3**), TV (**0**), or Cable (**0**)
- Between 10:00am and 10:15am, there were **15** listening instances where panelist tuned to KAAA from: No Media (**12**), Radio (**2**), TV (**0**), Cable (**0**)
- Note: Panelists are distinct numbers. A single panelist can only count as one in the total panelist count. Several Listening Instances can be contributed to a single panelist in a time period. That is, a single panelist could be credited for No Media, Radio, TV, and Other all within a single time period (quarter-hour in this case).



For Source and Destination Reports, note:

Outlet To Analyze

Market: Houston

TimePeriod: 8:00P-9:00P

Outlet: KAAA-TV

Date: 07/19/2005

Target: P 25-54 In-Tab: 668

Geography: Houston-DMA Sample: 248

Came From or Went To

Source Report Destination Report

Date(s): 07/20/2005

TimePeriod: 6:00A-10:00A

Block Hourly Half H. Quarter H. Minute

Outlets: KBBB-FM;KCCC-FM;KDDD-FM;KEEE-FM

 Double click "Various" to display list of program titles

	Date	Time	Outlet	Program Title	Perc %
1	Wed, July 20	06:00 am - 10:00 am	KBBB-FM	Wednesday 5 am - 10 am	7.3
2	Wed, July 20	06:00 am - 10:00 am	KCCC-FM	Wednesday 5 am - 10 am	5.6
3	Wed, July 20	06:00 am - 10:00 am	KDDD-FM	Wednesday 5 am - 10 am	4.8
4	Wed, July 20	06:00 am - 10:00 am	KEEE-FM	Wednesday 5 am - 10 am	4.8
5	Wed, July 20	06:00 am - 10:00 am	KFFF-FM	Wednesday 5 am - 10 am	4.0
6	Wed, July 20	06:00 am - 10:00 am	KGGG-FM	Wednesday 5 am - 10 am	4.0
7	Wed, July 20	06:00 am - 10:00 am	KHHH-FM	Wednesday 5 am - 10 am	3.6
8	Wed, July 20	06:00 am - 10:00 am	KIII-FM	Wednesday 5 am - 10 am	3.6
9	Wed, July 20	06:00 am - 10:00 am	KJJJ-FM	Wednesday 5 am - 10 am	3.2
10	Wed, July 20	06:00 am - 10:00 am	KKKK-FM	Wednesday 5 am - 10 am	2.8

Total Radio

How To Read Source and Destination Report:

This example answers the question, of people who watched a TV show on Tuesday night, what radio station did they listen to the next morning.

- In the above example, of panelist P25-54 who watched KAAA-TV from 8-9pm on 7/19, **7.3%** of them were exposed to KBBB-FM the following morning between 6am and 10am. **5.6%** of them were exposed to KCCC-FM the following morning between 6am and 10am.



For Vital Signs Report, note

Market	Philadelphia					
TimePeriod	Mo-Su 6A-12A					
Trending	Mo-Fr 6A-10A;Mo-Fr 10A-3P;Mo-Fr 3P-7P;Mo-Fr 7P-12A;Sa 10A-3P;Sa 3P-7P;Su 10A-3P;Su 3P-7P					
Outlets	WAAA-FM	AVG Daily Population :	2,242,800			
Competition	WBFB-FM	AVG Daily Intab :	442			
Survey	DECEMBER 2006	Percent of Population (Daily) :	47.0			
Target	Persons 25-54	AVG Weekly Population :	2,253,000			
Geography	Philadelphia-METRO	AVG Weekly Intab :	361			
		Percent of Population (Weekly) :	47.2			
	<input checked="" type="radio"/> Station Monthly Trend <input type="radio"/> Comparison - Most Recent Survey/Month to Best Survey/Month <input type="radio"/> Station Comparison					
	Trend months	NOVEMBER 2006	DECEMBER 2006	HOLIDAY 2006	3 Months Avg	
	<input checked="" type="checkbox"/> Daily Panel Estimates <input checked="" type="checkbox"/> Weekly Panel Estimates <input checked="" type="checkbox"/> Age Cell Composition <input checked="" type="checkbox"/> Ethnic Composition <input checked="" type="checkbox"/> Gender Composition					
	1	Male	71.1%	60.3%	59.3%	63.5%
	2	Female	28.9%	39.7%	40.7%	36.5%
	<input checked="" type="checkbox"/> Time Period Trend (AQH Share)					
	1	Mo-Fr 6A-10A	3.4	3.4	3.6	3.4
	2	Mo-Fr 10A-3P	3.7	3.3	3.4	3.5
	3	Mo-Fr 3P-7P	3.5	3.0	3.3	3.2
	4	Mo-Fr 7P-12A	1.5	4.4	4.2	3.4
	5	Sa 10A-3P	0.8	4.9	3.7	3.1
	6	Sa 3P-7P	0.6	2.9	3.3	2.3
	7	Su 10A-3P	1.4	4.2	4.8	3.5
	8	Su 3P-7P	0.5	3.4	2.7	2.2

The Vital Signs report will give you a single view of all the vital signs for a single outlet and competing outlets. When selecting the report specifications, certain specifications will populate different areas of the report.

- **Trending** Specification – will populate the Time Periods that are found in the Time Period Trend Section
- **Competition** Specification – will display data for the primary outlet and competing outlets when the Station Comparison display option is selected.
- Other Specifications – function the same way as they do in other reports. “Best” is the determined by the highest AQH Rating.

Encoded Station Reporting Footnotes Indicators

* This analysis can not be provided due to less than 30 intab. Estimates based on a sample size of less than 30 are considered unstable.

~~ No reportable exposure to this outlet was received for one or more days during the selected survey. The outlet may have been off-air, not encoded, or reported under Arbitron's Total Line Reporting procedure, with reportable exposures reported under the primary outlet.

Getting Assistance

If at any time you have questions or need additional information, please contact the PPM Help Line at 1-866-PPM-8300 (1-866-776-8300). You can also find information online at www.ArbitronTraining.com.

The Arbitron PPM Analysis Tool was developed using Markdata Technologies



Glossary of Terms

AQH Composition

Outlet's Target AQH Persons divided by its Total 6+ AQH audience.

Average Daily Cume

The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period during an average day.

Average Daily Cume Composition

Outlet's Target Daily Cume Persons divided by its Total 6+ Daily Cume audience.

Average Daily Cume % (Cume%)

The total number of different persons that are exposed to media outlet for at least 5 minutes in a quarter hour within a specified time period for an average day, expressed as a percent of the target population.

$$\frac{\text{Daily Cume Persons}}{\text{Population}} \times 100$$

Average Daily In-Tab Panelists

Count of unique number of panelists in the Target Demo for each day.

Average Daily Time Exposed (ATE)

Average daily time exposed, expressed in hours and minutes.

Average Daily Turnover

Daily Cume Persons divided by Average Quarter Hour Persons [AQH] (Daily).

Average Quarter Hour (AQH) Persons

The average number of persons exposed to a

particular outlet for at least 5 minutes during a 15-minute period.

Average Quarter Hour %

The average number of persons exposed to a specific outlet for at least 5 minutes during a 15 minute period, expressed as a percentage of the target population.

Average Weekly Time Exposed (AWTE)

Average weekly time exposed, expressed in hours and minutes.

Average Weekly Cume (Cume)

The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period.

Average Weekly Cume %

The number of different (unduplicated) people within a specific target that are exposed to an outlet for at least 5 minutes in a quarter hour within a specified time period expressed as a percentage of the target population.

Average Weekly Cume Composition

Outlet's Target Weekly Cume Persons divided by its Total 6+ Weekly Cume audience.

Average Weekly Turnover

Weekly Cume Persons divided by Average Quarter Hour Persons [AQH]

Geography

Radio Metro, DMA (where available), County, or County Group.

Media Outlet

Radio station, Broadcast TV station, or Cable outlet.

PUMM

Persons Using Measured Media. (note: Data type is relative to what you are viewing. For radio it is Persons Using Measured Radio (PUR) and for Broadcast TV/Cable TV it is Persons Using Measured Television (PUT).

PUMM%

Persons Using Measured Media expressed as a percentage of the target population.

Reach

The number of different persons reached in a given schedule.

Reach % Cume

The number of different persons reached in a given schedule expressed as a percentage of the cume of the station being measured.

Reach Rtg%

The number of different persons reached in a given schedule expressed as a percentage of the population being measured.

Share

AQH divided by PUMM; multiply result by 100.

Target

(Demographic) the age group plus any socioeconomic criteria being analyzed.

Time period

Also known as a Daypart.



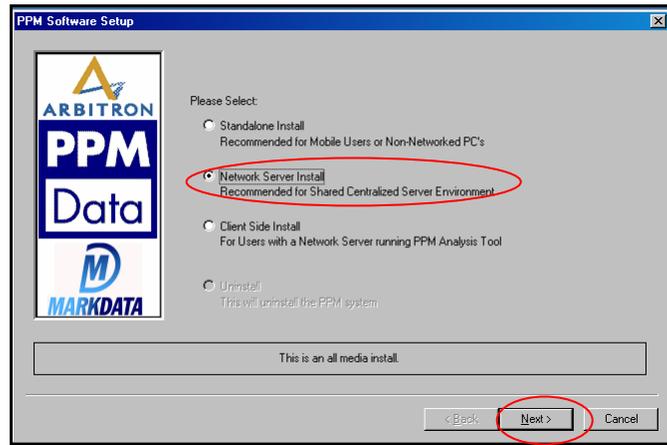
Appendix A – Network Installation Instructions

IMPORTANT – Network Installation Advisory!

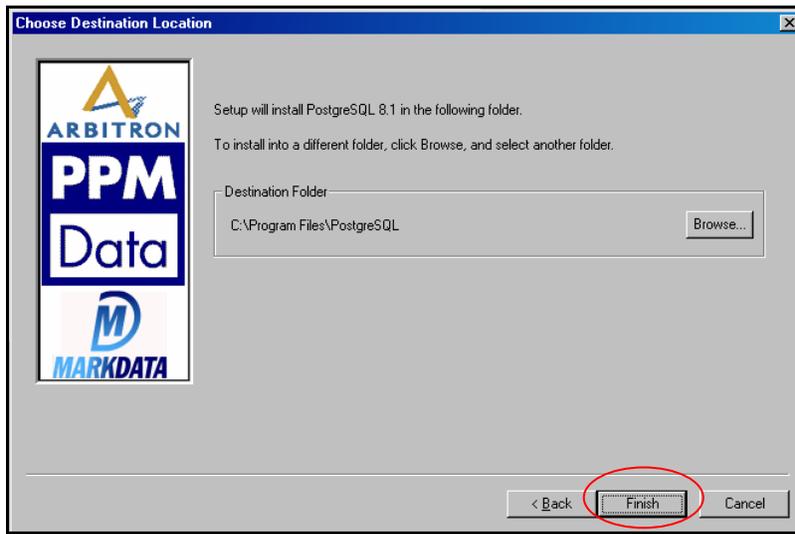
*****The installation of the PPM Analysis Tool on a Network Server requires advanced computer & network skills, and should only be performed by a qualified Network Administrator or IT Professional!*****

Part 2 – Section 1: “Network Server Install” (use only for installations to a network)

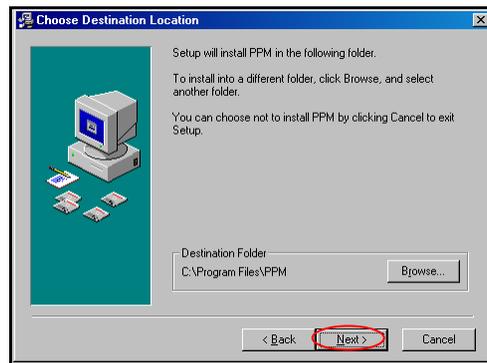
- This software installation will perform multiple routines:
 - ✓ The software database, PostgreSQL Server, will be installed.
 - ✓ The PPM Analysis Tool software will be installed & the database configured.
 - Following installation, you will create a Users Group on the server, add Users, and configure Sharing & Security settings.
 - Installation Notes:
 - ✓ The software must be installed directly on the server. (Do not install to the server from a workstation.)
 - ✓ The default Destination Location for both the PostgreSQL Database and the PPM Analysis Tool is C:\Program Files. Both programs must reside in the same location, in their respective folders, “PostgreSQL” and “PPM”!
 - ✓ It is recommended that both software programs be installed to their default destinations. This guide assumes installation to the default locations shown.
1. Insert the PPM Analysis Tool software CD in the computer’s CD-ROM drive.
 2. Browse the CD – it will be labeled “Arbitron”. (Auto-start is not available.) Double-click on **Setup.exe**.
 3. At the PPM Software Setup window, select the **“Network Server Install”** option & click **Next**.



4. At the *Choose Destination Location* window, click **Finish** to install the PostgreSQL Database.

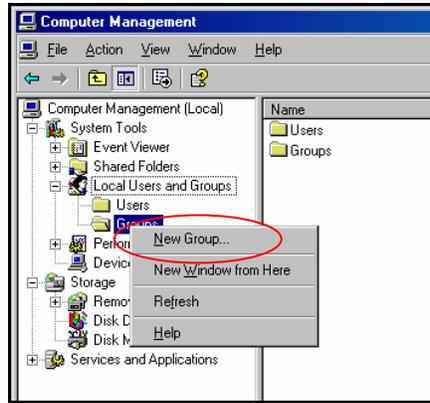


5. Click **OK** when the “PostgreSQL Server is successfully installed”.
6. The PPM Analysis Tool installation will begin. Click **Next** in the *Welcome* window.
7. At the *Choose Destination Location* window, click **Next**. (In this example, both PostgreSQL and the PPM Analysis Tool are being installed to C:\Program Files on the server – each into their own respective folders. Use of these defaults is recommended)

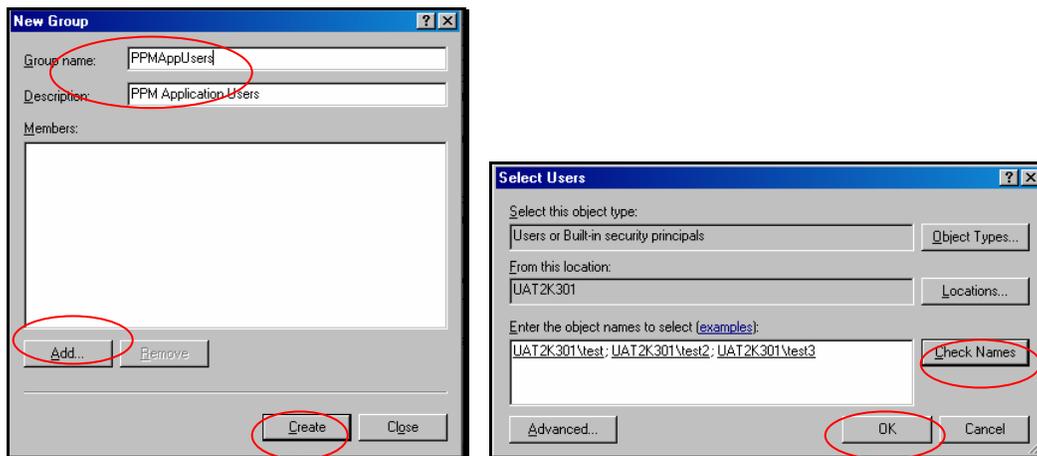


8. At the *Select Program Manager Group* screen, click **Next**.
9. At the *Start Installation* window, click **Next**.
10. When prompted to “run necessary Database Service Packs”, click **OK**.
11. You will receive a notification when “the PPM Server Installation is completed” - Click **OK**.
12. Right-click on **My Computer** & click **Manage**.
13. Double-click on **Local Users and Groups** & click on the **Groups** folder.
14. Then right-click on the **Groups** folder & click **New Group**.



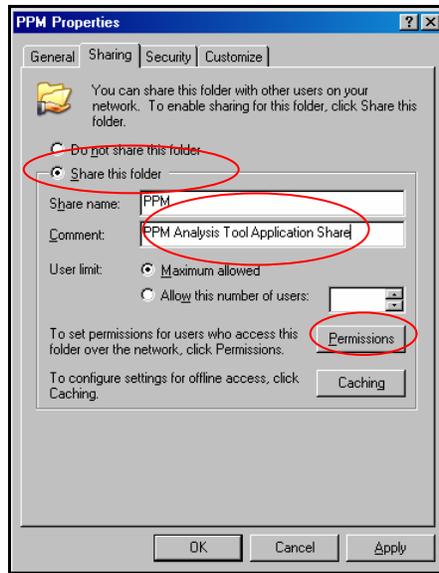


15. Enter a **Group Name** & a **Description**. (A recommended Group Name might be **PPMAppUsers**.)
16. Then click **Add** & enter the desired users that you wish to add to this new Group. Click **Check Names** to verify entries. Once the Users have been added, click **OK**. Then click **Create & Close**.



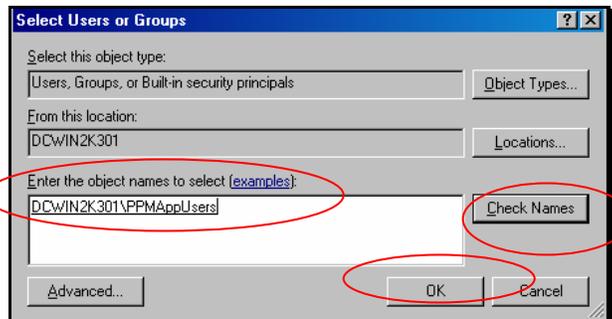
17. Verify that the Group has been created & is listed in the *Computer Management* window, and then close the window.
18. Navigate to the location where you installed the PPM Analysis Tool in Step # 7 (i.e. *C:\Program Files\PPM*), locate the **PPM** folder & right-click on it. Select **Sharing & Security**.
19. In the *PPM Properties* window, select the option to **Share this folder**. (The **Share Name** box will automatically populate with "PPM".) Fill in the **Comment** box. (Suggestion: "PPM Analysis Tool Application Share") Then click the **Permissions** button.



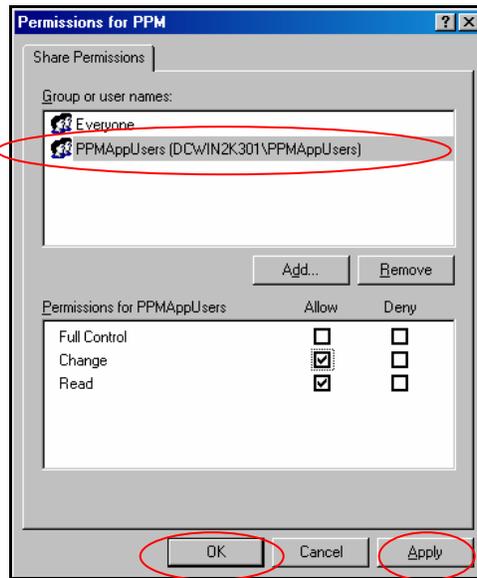


20. In the *Permissions for PPM* window, click **Add**.

21. In the *Select Users or Groups* window, enter the Group Name that you created in Step # 15 (e.g. "PPMAppUsers") & click the **Check Names** button. Then click **OK** to continue.

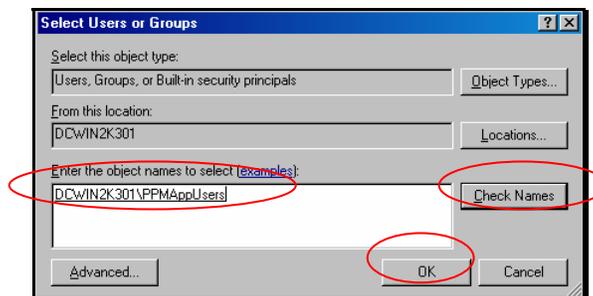


22. In the *Permissions for PPM* window, verify that the group has been added. Highlight the Group by clicking on it & then check the **Change** checkbox in the Allow column. Click **Apply** first & then **OK**.



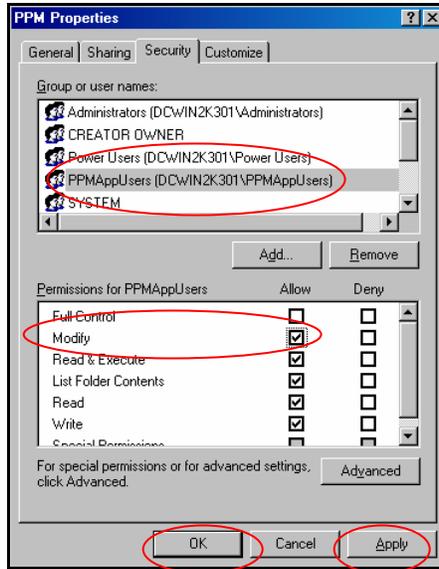
23. This returns you to the *PPM Properties* window. Click the **Security** tab & then click **Add**.

24. In the *Select Users or Groups* window, enter the Group Name that you created in Step # 15 (e.g. "PPMAppUsers") & click the **Check Names** button. Then click **OK** to continue.

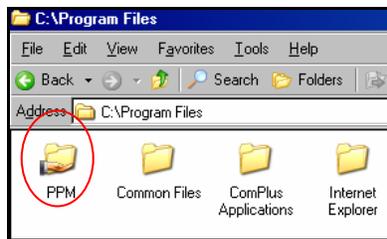


25. Verify that the Group has been added to the list on the Security tab. Highlight the Group by clicking on it & check the **Modify** box in the Allow column. Click **Apply** first & then **OK**.





26. Navigate to the location where the PPM Analysis Tool was installed. Verify that the **PPM** folder has been shared. (You should see a “hand” holding the PPM folder icon.)



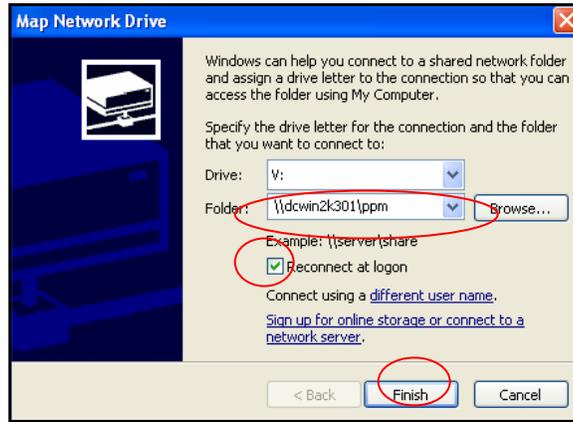
The Network Server install is complete & is ready to accept client connections.



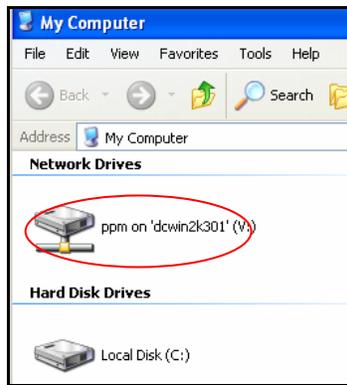
Part 2 – Section 2: “Client Side Install” (use to setup user workstations after the Network Server installation)

→ **This installation will set up User workstations with a Thin Client to access the PPM Analysis Tool. You will need to know the IP Address of the server where the software resides.**

1. Right-click on **My Computer** & click **Map Network Drive**. Map a drive to location of the shared “PPM” folder. Check the **Reconnect at logon** box & click **Finish**.



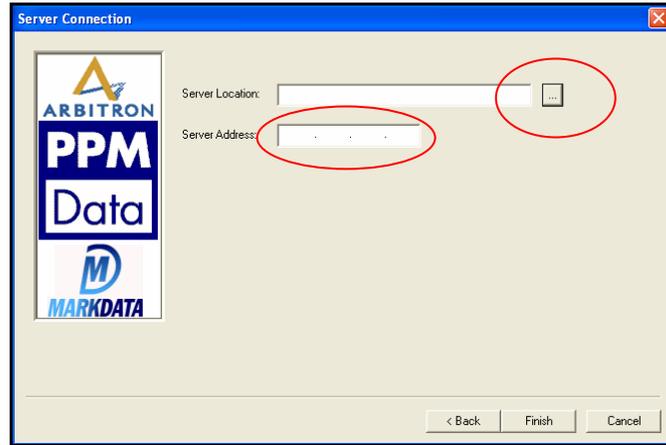
2. Open **My Computer** & verify that you have successfully mapped the Network Drive. (In this example, the “V” drive was chosen as the drive letter.)



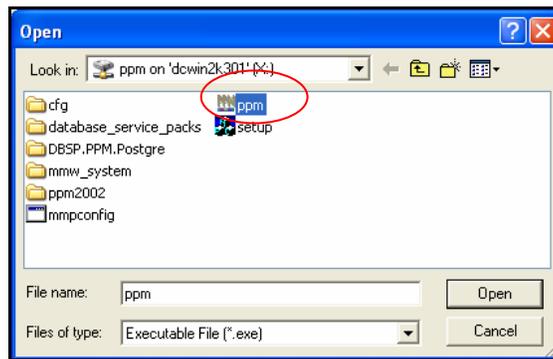
3. Insert the PPM Analysis Tool software CD in the computer's CD-ROM drive.
4. Browse the CD – it will be labeled “Arbitron”. (Auto-start is not available.) Double-click on **Setup.exe**.
5. At the *PPM Software Setup* window, select the “**Client Side Install**” option & click **Next**.



- Click the button marked “...” & browse to the mapped network drive.



- Locate & select the **ppm.exe** file. Then click **Open**.



- Enter the IP address of the Network Server in the “Server Address” box & then click **Finish**.
- When prompted that “PostgreSQL ODBC is not installed on your computer”, click **OK** to install.
- Proceed thru the installation. You will be prompted to click **Next** 4 times at the *Welcome*, *License Agreement*, *Feature Selection* & *Ready To Install* windows. Click **Finish** when prompted that the installation is complete.
- You will receive a notification when “the PPM Client Installation is completed” - Click **OK**. (A PPM Analysis Tool icon should appear on the workstation Desktop screen.)

You're finished! Proceed to **User Setup & Maintenance** and **Data Installation**.



User Setup & Maintenance

- The PPM Analysis Tool software comes with one user already created & set up. This user is named “**admin**” & is the “*default user*” in the program.
- This default user is assigned System Administrator rights, which cannot be changed.
 - The default user cannot be re-named to a different Name, and it cannot be removed.
 - The Password for the default user can be changed, but it is not recommended.
(Consider creating a user-specific login for the System Administrator(s), leaving the default login intact for “emergency use”.)
 - The pre-set login for the default user is:
 - ✓ User Name = “**admin**”
 - ✓ Password = “**admin**”

For “Standalone” Installations:

- If you would prefer to use a more “familiar” login, specific to the user, one can be created. For “Standalone” installations, this is entirely optional & is not required to successfully run the software locally on a computer. However, it is recommended. To do this:
 1. Open the PPM Analysis Tool & login as **admin**. Click **Tools** on the left side Menu.
 2. Click the **User Management** button & then click the tab labeled **User**.
 3. Click in the first cell for User #2 & enter the following (use the “Tab” key to move from cell to cell):
 - “Name”: Enter the User Name you wish to use.
 - “Password”: Enter the Password you wish to use.
 - “Rights”: Choose “**System Administrator**”. (This setting is required in order for the user to be able to install data.)
 - “Group”: Leave as “**None**”. (As this is a “Standalone” installation, there are no other users to “group” together.)
 - “Description”: This is an optional field to be utilized at the user’s discretion.
 - Click **OK**, close the software, re-open & log in using the new User Name & Password.

For “Network Server” Installations:

- Users that are added to the PPM Analysis Tool system must be classified into one of 3 categories (called “Rights” in the software):
1. “System Administrator”
 - Make sure you read the information above about the *default user* System Administrator!
 - While one System Administrator is provided as the *default user* in the software, any user that you add may be assigned System Administrator rights also, if desired.
 - The Rights assigned to users that you set up can be changed at any time as needed. (*The only user whose Rights can’t be changed is the default user System Administrator.*)
 - System Administrators have unrestricted access to all features & functionality in the PPM Analysis Tool.
 - PPM Analysis Tool System Administrators can:
 - Install & Delete Data (*Note: Only System Administrators can do this! However, it should be noted that data installation can only be done from the server!*)



- Add & Remove (User) Groups (*Note: Only System Administrators can do this!*)
 - Assign & Modify User Rights (*Note: Only System Administrators can do this!*)
 - Add, Remove & Maintain Users across the system, including:
 - Assigning & modifying Group assignments
 - Setting, Resetting & Expiring Passwords
 - Editing User Profiles across the system
 - Save, Open, Modify & Delete report templates at the System level that can be accessed by all users
 - Save, Open, Modify & Delete report templates in their own individual user folder
 - Save, Open & Delete report templates in a Group folder, only if they are made a member (either permanently or just temporarily) of the group (*Note: They can only Modify Group level report templates that they created & saved there.*)
2. “Group Manager”
- Clients who wish to separate their users into different “groups”, with a “manager” assigned to each group, can use this designation.
 - Use of the Group Manager designation is not required. It is provided as an option for clients to use if they wish.
 - Tip: Even if you don’t plan to place users into specific groups, consider creating a single group & assign all users to it. (e.g. “All Users Share”) That way, users can have the option to save report templates under their own unique folder or share them with others. (*Additionally, you should assign at least person Group Manager rights, so the folder can be managed.*)
 - PPM Analysis Tool Group Managers can:
 - Add new users from scratch & assign them to their group (*They cannot re-assign users already in the system to their group. That is a System Administrator privilege.*)
 - Remove users assigned to their group from the system completely (i.e. delete them)
 - Remove users assigned to their group by changing the group assignment to “None”
 - Maintain Users within their group, including:
 - Setting, Resetting & Expiring Passwords
 - Edit User Profiles within their group
 - Save, Open & Delete report templates at their Group level that can be accessed by all users assigned to their group (*Note: They can only Modify Group level report templates that they created & saved there.*)
 - Save, Open, Modify & Delete report templates in their own individual user folder
 - Open report templates at the System level
3. “User”
- This designation will most likely be applied to the majority of users of the software on your network.
 - Users may only be assigned to one Group, if groups are being utilized.
 - PPM Analysis Tool Users can:
 - Edit their own Profile
 - Save, Open, Modify & Delete report templates in their own individual user folder
 - Save & Open report templates to the folder for the Group to which they are assigned (*Note: They can only Modify & Delete Group level report templates that they created & saved there.*)
 - Open report templates at the System level

→ **Creating Groups:**



This task can only be performed by users who are designated as System Administrators.

1. Open the PPM Analysis Tool & login. Click **Tools** on the left side Menu Window.
2. Click the **User Management** button. You will be taken to the "Group" tab.
3. Click in the first cell & enter the following (use the "Tab" key to move from cell to cell):
 - "Name": Enter the Group Name you wish to use.
 - "Description": This is an optional field to be used at the System Administrator's discretion.
 - "No. Of Users": Nothing is entered here. The value increases & decreases automatically as users are assigned or removed from the group.

→ **Adding Users:**

System Administrators can create users & elect to assign them System Administrator, Group Manager or User rights. Group Managers can only create "Users" & assign them to their group only.

1. Open the PPM Analysis Tool & login. Click **Tools** on the left side Menu Window.
2. Click the **User Management** button & then click the tab labeled **User**.
3. Click in the first cell for User #2 & enter the following (use the "Tab" key to move from cell to cell):
 - "Name": Enter the User Name you wish to assign to the user.
 - "Password": Enter the Password you wish to assign to the user.
 - "Rights": Select the "rights" (*System Administrator, Group Manager, User*) from the drop-down list that you wish to assign to the user.
 - "Group": Select the Group from the drop-down list that you wish to place the user in.
 - "Description": This is an optional field to be used at the System Administrator's or Group Manager's discretion.
4. Repeat Step #3 for each user to be added.

