

Diary Crediting Procedures for HD-Multicast, Radio Station Streams and Satellite Radio Channels

Introduction

HD-multicast stations, radio station streams, and satellite radio channels are eligible for listening credit in Arbitron's Diary service. The following is a summary of key Diary edit procedures that Arbitron uses to assign listening credit to these stations.

HD-Multicast Stations

Arbitron credits Diary entries that clearly record listening to an HD-multicast station to the station identified in the entry. For example, Arbitron would credit an entry of "WAAA HD2" to WAAA-F2.

Arbitron credits Diary entries that report listening to HD radio, but that do not specify a station, to Unidentified Listening. For example, Arbitron would credit an entry of "HD2" to Unidentified Listening.

The majority of HD radio entries include clear station identifiers. However, Arbitron may use the 1% Rule or ascription to credit an HD-multicast station for entries that may refer to the station's translator.

Arbitron reports audience estimates for HD-multicast stations that meet the applicable minimum reporting standards in select Arbitron services including the *Radio Market Report* and TAPSCANSM Web.

In most markets, few In-Tab Diaries include HD-multicast station listening. In markets where an FM translator retransmits an HD-multicast station, HD-multicast station listening levels are generally higher than in other markets.

Radio Station Streams

Arbitron credits Diary entries that clearly report listening to the Internet stream of an AM, FM, or HD-multicast station to the stream reported in the entry. For example, Arbitron would credit an entry of "WBBB-AM Internet stream" to WBBB-IA.

Diarykeepers may report listening to a station's stream via the station's Website, a third-party site, or a mobile app. Arbitron credits a station stream when the entry clearly identifies that stream, regardless of the platform the Diarykeeper used to listen to the stream.

Arbitron reports audience estimates for radio station streams that meet the applicable minimum reporting standard in select Arbitron services including the *Radio Market Report* and TAPSCAN Web.

Arbitron does not include listening reported to any Internet stream that is not the stream of a radio station in Persons Using Radio estimates.

During the Fall 2010 survey, approximately 1% of all In-Tab diaries included clearly reported radio station stream listening.

Satellite Radio

Arbitron credits Diary entries that clearly record listening to a satellite radio channel to the channel identified in the entry.

(continued)

POLICY BRIEF

Arbitron credits Diary entries that report listening to satellite radio, but do not specify a particular channel, to Unidentified Listening.

Arbitron does not report satellite radio estimates in any service or report.

Because SiriusXM™ is an FCC-licensed radio service, Arbitron includes satellite radio listening in Persons Using Radio estimates.

During the Fall 2010 survey, around 10% of all In-Tab diaries included clearly reported satellite radio listening. However, because satellite radio listening varies greatly from market to market, and because satellite radio data are not available in PPM-measured Metros, this number may not be representative.

Contact Information

For additional information on HD-multicast station, radio station stream, or satellite radio Diary edit procedures or estimates reporting policy, contact:

Kamesha Milton
Policy Analyst
kamesha.milton@arbitron.com
(410) 312-8528

Erica Rios
Principal Policy Analyst
erica.rios@arbitron.com
(410) 312-8725