ARBITRON

Time-Shifted Listening

How does Arbitron identify and credit time-shifted listening?

Time Stamps

• Arbitron encoders are equipped with an internal clock. The encoded PPM™ signal includes information from the clock identifying the time and date the audio was originally broadcast.

• Each panelist's Meter contains an internal clock that identifies the time and date an encoded signal is received.

• By comparing the time and date information, the PPM system identifies time-shifted listening.

Credit for Time-Shifted Listening

• Arbitron assigns credit for time-shifted listening that occurs *within 24 hours* of the original broadcast.

• The station receives credit for time-shifted listening for the quarter-hour(s) of the original broadcast.

When are stations eligible for credit for podcasts?

Stations are eligible for credit for podcasts *only if:*

• The podcast is comprised of audio broadcast on the station, *and*

• The podcast contains the unedited broadcast segment, as it was originally broadcast—including any commercials, *and*

• The original broadcast was encoded.

As with all time-shifted listening:

• The podcast must be heard within 24 hours of the original broadcast for the station to receive credit.

• The station receives credit for the podcast for the quarter-hour(s) of the original broadcast.

If the same PPM panelist listens to both the original broadcast and the podcast, credit will be assigned once.

How do stations receive credit for podcasts that contain nonbroadcast or edited content?

• Arbitron assigns credit for podcasts of unedited broadcast content because such podcasts represent time-shifted listening to the station's broadcast signal. Podcasts that differ from the original broadcast are not eligible for credit.

• A podcast containing broadcast programming that has been edited after its broadcast should be made from an unencoded source.

• A podcast containing original content that has not been broadcast should be made from an unencoded source.

Can a station rebroadcast encoded programming?

Audio should be encoded *only once.*

• If a station encodes audio containing another station's encoded signal, the conflicting station codes are likely to interfere with one another, decreasing the likelihood that either station will receive credit.

• If a station rebroadcasts and re-encodes audio containing its own encoded signal (for example, a "Best of…" program), the conflicting time codes are likely to interfere with one another, decreasing the likelihood that the station will receive credit for either time frame.

If a station wishes to rebroadcast a program, the station should retain an *unencoded* copy for rebroadcast.

• This avoids potential interference from conflicting codes and allows credit to be assigned for both broadcasts, should a particular panelist listen to the same program on both occasions.

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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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