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Welcome to the Arbitrends "Easy To Use Manual".

This manual helps you understand and use Arbitrends.

As you work with Arbitrends, help is always nearby. On screen tips will appear as you use the software. Additionally, there is Help available on-screen by pressing the F1 key.

If you should need additional assistance, the **Arbitron Customer Support Team** is available to answer your questions 24 hours a day, 7 days a week at **(800) 543-7300**.

We hope that this manual and the on screen help can assist you in using Arbitrends. Should you need to contact Arbitron Customer Support, you have several options:

- By Phone - Toll Free Support is available 24 hours a day, 7 days a week at (800) 543-7300
- By Fax - You can fax questions and documentation to Arbitron Customer Support at (800) 298-9806
- By E-Mail - Requests can be sent to: ClientSupport@Arbitron.com

Online – Visit The Arbitron Training and Support Center at www.arbitrontraining.com

We're confident that we can resolve any questions or concerns that you might encounter. Again, welcome to Arbitrends and we look forward to helping you.

What is Arbitrends?

Arbitrends is a service designed to supplement the Arbitron Radio Market Report with additional listening data provided on a monthly basis. Instead of receiving new listening estimates four times a year with three month gaps between each data release, Arbitrends updates the ratings for a market every month, twelve times a year.

Sometimes three months is too long to wait to see the impact of a format change or the departure of an air personality who was an institution in the market, or a new station coming on the air. While Arbitrends is designed as a long term trending tool, it also provides timely feedback on current changes in the marketplace.

Note: Arbitrends in a Windows Environment

Arbitrends is programmed to utilize standard Windows keyboard and mouse functionality. When selecting items, you can:



Click on the item to highlight them.

To **select multiple items**, single click the first item, hold the CTRL key on the keyboard and individually single click each other item you want to select.

You can also single click an item and hold the SHIFT key down while single clicking the last item in a group and all the items in between will be selected.

Manual Information



The **MOUSE** that you see in this manual is a sign that the item is an *action item* that requires you to make selections with the mouse and keyboard.

Hardware Recommendations

Pentium 4 1.0 GHz (1,000 Megahertz) or Higher
Windows 2000 or higher

Windows® is a registered trademark of Microsoft Corporation.

Please Note

Do not try to install Arbitrends by copying files directly from the Setup disks. The files are compressed (in an archived format) on the system disks. During the setup program, these files are converted into usable files on your destination drive and registered within the operating system. The procedures described here must be followed.

Close all other applications that may be running in the background while installation occurs. You may need to remove these applications from the Startup window and reboot Windows.

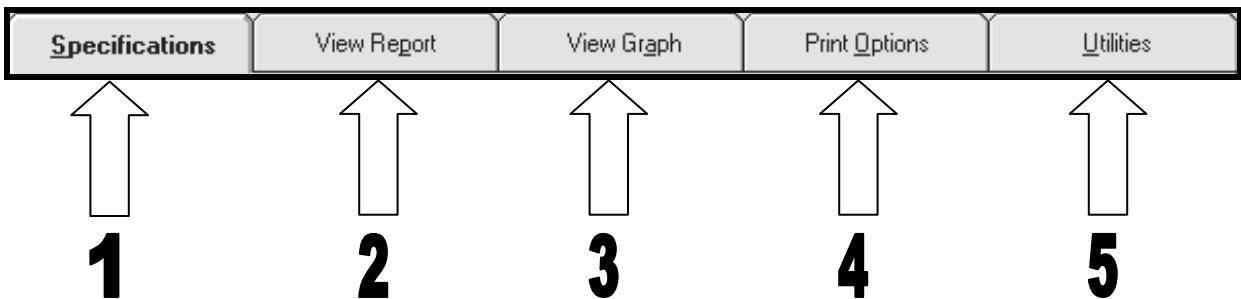
At any time during the Setup process where you are prompted to select **OK** or **Cancel**, you have the option of canceling the process and beginning again.

Installation Instructions for Windows

1. Insert CD-ROM into CD-ROM drive. *Arbitrends has an Automatic Start Up Feature that will start the installation procedure automatically when the CD-ROM is put in the CD-ROM Drive. If for some reason it does not start automatically, go to step 2.*
2. From the Taskbar, click on **Start**.
3. Choose **Run** from the Start menu
4. In the **Open** text box/drop-down list box combination, type **D:Setup** or **E:Setup** to match the appropriate location of your source drive for CD-ROM. Click **OK**.
5. Follow the instructions on the screen.

Arbitrends Report Specifications Screen

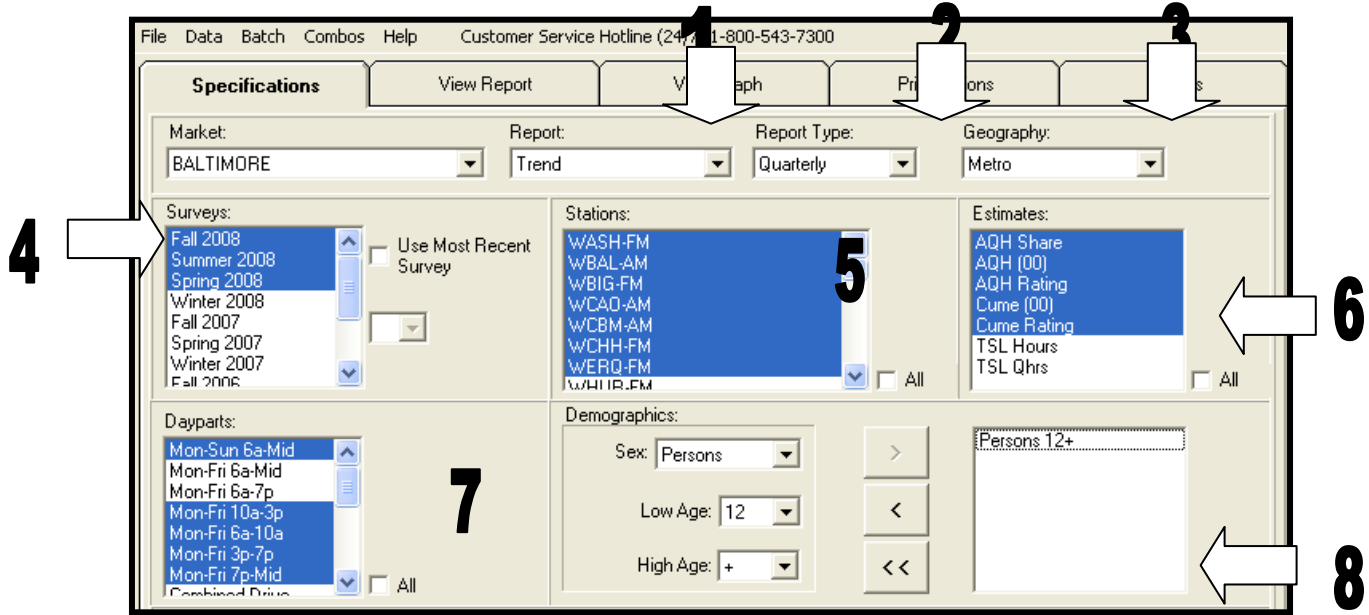
Arbitrends Main Menu Selections



1. **Specifications** - Screen where you build the specifications for a report
2. **View Report** - Screen where you view reports on screen
3. **View Graph** - Screen where you see reports as graphs
4. **Print Options** - Screen where you can add Headers to print on reports
5. **Utilities** - Screen where you make changes to system and program

Report Specifications

There are eight (8) easy steps to building an Arbitrends report!



Step 1 - Report - Trend, Daypart, Demo, or Sample.

Step 2 - Report Type - Quarterly or Interim

Step 3 - Geography - Metro, TSA (Total Survey Area), or DMA (Designated Market Area)



Step 4 - Surveys - Click the Survey(s) to be included. To use the "most recent 5 surveys", place a check in the "Use Most Recent" box and enter a 5 in the drop down box below.

Step 5 - Stations - Click stations to include in the report. If you want to select ALL Stations, place a check in the ALL box. Right Click and select New to create station combos. *See Creating, Deleting, Modifying, and Saving Station Combos for additional instructions.*

Step 6 - Estimates - Click the Estimates to be included in the report. To select ALL, place a check in the ALL box.

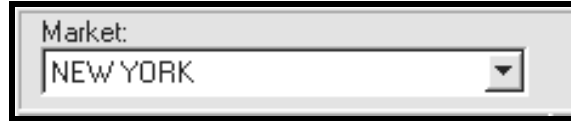
Step 7 - Daypart - Click the Daypart to be included in the report. To select ALL, place a check in the ALL box. (Up to 13 dayparts can be included at any one time)

Step 8 - Demos - Select Sex, Low Age and High Age. When finished, click the Right Arrow



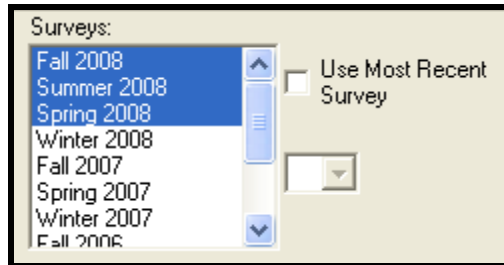
to select the demo. You can create up to 7 demos for use in reports.

Market Selection



If you only have one market loaded, it will be selected automatically. If multiple markets are loaded, then click the drop down menu and click the market to build reports. It is not possible to select more than one market at a time.

Selecting Surveys

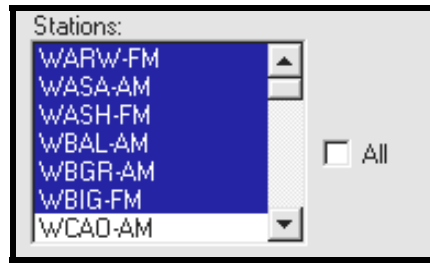


In order to select a Survey, **click on the survey** that you want to include in the report. If you want to use **multiple surveys** (not available in all reports), you can hold down the CTRL key on the keyboard and single click on all the surveys to include in the report.


To use the "**Use Most Recent**" option and utilize the most recent X number of surveys, place a check in the USE MOST RECENT box. Then, utilize the drop down menu to select a number of surveys or type a number in the box. If you enter 5, you will use the last 5 surveys. If you enter a 7, you will use the last 7 surveys...

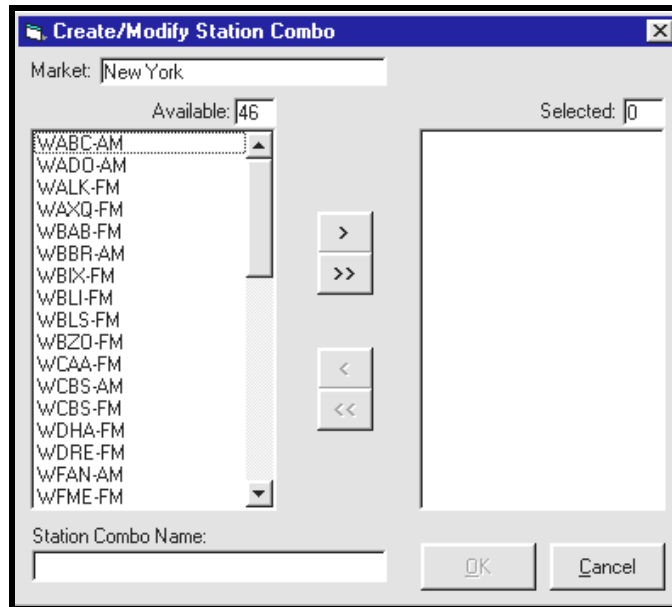
Please Note: Available surveys shown in the Surveys box will be controlled by the REPORT TYPE selected. If you select QUARTERLY REPORT TYPE, you will only see quarterly surveys available to include in reports. If you select INTERIM REPORT TYPE, you will have both quarterly and interim survey periods available to include in reports. See: Quarterly Data vs. Interim Data for more information.

Creating, Saving, Modifying, and Deleting Stations Combos



To **create new station combos**, right click in the Stations box and choose new. You can also select COMBOS and NEW from the Arbitrends main menu bar. From the station combo screen, **choose the stations to include** in the combo. You can double click the call letters to move them to the selected side OR you can hold the CTRL key on the keyboard, single click each of the stations to be included, and then click the RIGHT

ARROW  to select those stations. When you are finished, **give the new combo a STATION COMBO NAME** (up to 30 characters) and click OK to save the combo.



To **Edit a Combo**, highlight the combo and click EDIT in the station selection box OR click COMBOS and EDIT from the Arbitrends Main Menu Bar. Make any changes in the stations included in the combo and OK to save the modified combo.

To **Delete a Combo**, highlight the combo and click COMBO and DELETE from the Arbitrends Main Menu Bar.

Using Station Combos in Reports

How a Combo is Displayed on a Report

A combo will appear in a report much the same as an individual station. If ARBITRON SEQUENCE is selected in the STATION SEQUENCE box, then the combo will be listed first before the stations home to the metro.

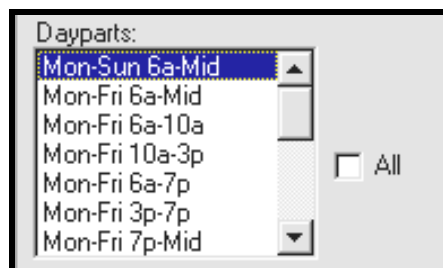
Valid Estimates Selections for Station Combos

When viewing station combos, you will only get values for the Estimates AQH PERSONS (00), AQH RATING, and AQH SHARE. The other Estimates are not available for station combos.

Station Combo & Individual Stations in the Same Report

You can have station combos and individual stations in the same report. The market totals will reflect all radio listening and will not change if combos are added. Market totals are representative of ALL market radio listening including commercial and non-commercial stations, listening credited as *unidentified*, and listening credited to stations who did not qualify for inclusion in Arbitrends.

Selecting Dayparts



To select dayparts for a report, **click the daypart** you want to select. If you want to use **multiple dayparts** in a report (not available in all reports), hold down the CTRL key on the keyboard and single click all the surveys to be included in the report. To **include all the available dayparts**, place a check in the ALL box.


To change the order of the dayparts as they appear on the screen, you can "drag and drop" dayparts within the DAYPARTS box.


Please Note: Available Dayparts shown in the Daypart section will be controlled by the REPORT TYPE selected. If you select QUARTERLY REPORT TYPE, you will see the dayparts available for Quarterly reports. If you select INTERIM REPORT TYPE, you will only see the dayparts that are available for Interim reports. See: Quarterly Data vs. Interim Data for more information.

Selecting Demographics



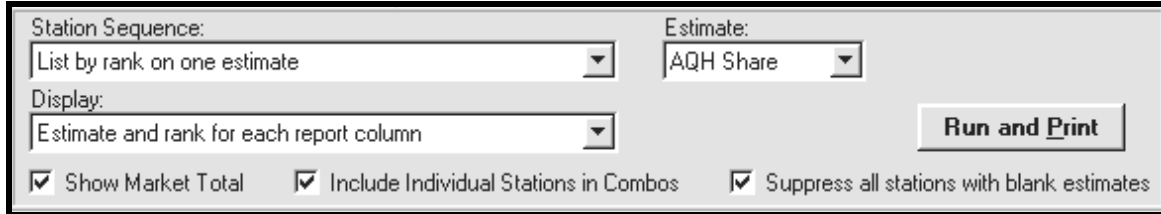
To select demos for a report, **first select the SEX** from the drop down menu - either Persons, Men, or Women. Next, **select a LOW AGE and a HIGH AGE** from the drop down menus. When Sex, Low Age and High Age selections are complete, click the

RIGHT ARROW  to activate the demo and move it to the Demographics Box on the right. If you are using **multiple demos**, repeat the process and create all the demos you need. If you want to **remove a specific demo**, highlight the demo and click the LEFT

ARROW  to remove the demo.

Please Note: Available Demographics shown in the Demos section will be controlled by the REPORT TYPE selected. If you select QUARTERLY REPORT TYPE, you will see the demos available for Quarterly reports. If you select INTERIM REPORT TYPE, you will only see the demos that are available for Interim reports. See: Quarterly Data vs. Interim Data for more information.

Station Sequence and Rank



The screenshot shows a configuration window for the 'Station Sequence and Rank' report. It features three dropdown menus: 'Station Sequence' set to 'List by rank on one estimate', 'Estimate' set to 'AQH Share', and 'Display' set to 'Estimate and rank for each report column'. A 'Run and Print' button is located to the right of the 'Display' dropdown. At the bottom, there are three checked checkboxes: 'Show Market Total', 'Include Individual Stations in Combos', and 'Suppress all stations with blank estimates'.

There are several ways to view the reports.



Station Sequence - You can: 1) List by Rank of One Estimate (put the stations in order by an estimate), 2) List in order as shown in station list, or 3) Arbitron Sequence (alphabetical).

Estimate - Choose the estimate that will be used to sort the data.

Top 1 to : - Select the number of stations to view. Top 10, Top 20, All...

Display - This option lets you view 1) estimates and a rank number for each column, 2) estimates and rank only for the most recent survey, 3) estimates and the percent change from survey to survey, and 4) estimates only.

The Check boxes at the bottom of the screen allow you to:

- Show Market Totals
- Include Individual Stations in Combos
- Suppress all station with blank estimates

To run the report and print it, click RUN AND PRINT. To view the report on screen, click the View Report Tab from the Main menu.

Quarterly Data vs. Interim Data

When selecting Quarterly Data, Interim Data, or a combination of the two data types, you will get different access to report specifications.

If using INTERIM DATA or a Combination of INTERIM and QUARTERLY DATA, you will have access to the following:

<u>Dayparts</u>		<u>Demographics</u>
Mon-Sun 6a-Mid	Mon-Fri 3p-7p	Persons 12+, 18+, and 35+
Mon-Fri 6a-10a	Mon-Fri 7p-Mid	Persons 18-34, 25-54, and 35-64
Mon-Fri 10a-3p	Sat and Sun 6a-Mid	Men 18+, Women 18+, Teens 12-17

Geographies

Only METRO Data is Available

If using QUARTERLY DATA, you will have access to the following :

Dayparts

There are 17 dayparts available for Quarterly reports in Arbitrends:

Mon-Fri 6a-10a	Mon-Fri 7p-Mid	Sat 6a-10a	Sun 6a-10a
Mon-Fri 10a-3p	Mon-Fri 6a-7p	Sat 10a-3p	Sun 10a-3p
Mon-Fri 3p-7p	Mon-Fri 6a-Mid	Sat 3p-7p	Sun 3p-7p
		Sat 7p-Mid	Sun 7p-Mid

Combined Drive - Mon-Fri 6a-10a and 3p-7p
Mon-Sun 6a-Mid, Sat and Sun 6a-Mid

Demographics

Persons, Men and Women...

12+, 12-24, 12-34, 12-44, 12-49, 12-54, 12-64
18+, 18-24, 18-34, 18-44, 18-49, 18-54, 18-64
25+, 25-34, 25-44, 25-49, 25-54, 25-64
35+, 35-44, 35-49, 35-54, 35-64
45+, 45-49, 45-54, 45-64
50+, 50-54, 50-64
55+, 55-64
65+
Teens, Boys, and Girls 12-17

Geographies

Metro, TSA and DMA data will be available if they exist within the specific market.

Arbitrends Trend Reports

File Data Batch Combos Help Customer Service Hotline (24/7) 1-800-543-7300

Specifications **View Report** View Graph Print Options Utilities

Market: ANYTOWN **Geography:** Metro
Survey: Fall 2008 **Report Type:** Trend
Station Sequence: List by rank on AQH Share

Select Report Criteria
Daypart: Demographic:

		Fall 2007		Winter 2008		Spring 2008		Summer 2008		Fall 2008	
		Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank
KAAA-FM	AQH Share	8.7	1	9.4	1	9.5	1	10.5	1	8.7	1
	AQH (00)	267	1	280	1	285	1	301	1	263	1
	AQH Rating	1.2	1	1.2	1	1.3	1	1.3	1	1.2	1
	Cume (00)	3873	1	3795	1	3332	2	3861	1	3936	1
	Cume Rating	17.2	1	16.8	1	14.8	2	17.1	1	17.3	1
KBBB-AM	AQH Share	4.8	5	4.3	5	4.0	6	4.0	5t	4.8	5
	AQH (00)	147	5	129	5	120	6	114	6	146	5
	AQH Rating	0.7	5	0.6	5	0.5	6t	0.5	5t	0.6	5t
	Cume (00)	2604	7	2308	6	2400	6	2083	8	2561	6
	Cume Rating	11.5	7	10.2	6	10.6	6	9.2	8	11.3	6
KCCC-FM	AQH Share	3.4	9	3.3	9	3.4	8	4.0	5t	4.6	6
	AQH (00)	104	9	98	9	103	8	115	5	138	6
	AQH Rating	0.5	7t	0.4	9t	0.5	6t	0.5	5t	0.6	5t
	Cume (00)	1279	15	1327	13	1323	14	1274	14	1385	13
	Cume Rating	5.7	15	5.9	13	5.9	13t	5.6	14t	6.1	13

The Trend Report allows users to view estimates over a series of surveys or months. It displays historical data that is reported chronologically.

Trend reports can be run on Quarterly Data (Market Reports as above) or all available data including Quarterly and Interim Data. If using Interim Data, certain demographic and daypart selections will not be available.

If you are viewing more than one demographic and daypart, use the drop down menus at the top of the screen in order to view the specific report.

Arbitrends Daypart Comparison Report

File Data Batch Combos Help Customer Service Hotline (24/7) 1-800-543-7300											
Specifications		View Report		View Graph		Print Options		Utilities			
Market: ANYTOWN				Geography: Metro							
Survey: Fall 2008				Report Type: Daypart							
Station Sequence: List by rank on AQH Share Mon-Sun 6a-Mid										Print	
Select Report Criteria											
Demographic: Persons 12+											
		Mon-Sun 6a-Mid		Mon-Fri 10a-3p		Mon-Fri 6a-10a		Mon-Fri 3p-7p		Mon-Fri 7p-Mid	
		Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank
KAAA-FM	AQH Share	8.7	1	7.1	3	7.6	2	8.0	1	17.2	1
	AQH (00)	263	1	282	3	344	2	325	1	225	1
	AQH Rating	1.2	1	1.2	3	1.5	2	1.4	1t	1.0	1
	Cume (00)	3936	1	2045	1	2160	2	2586	1	1828	1
	Cume Rating	17.3	1	9.0	1	9.5	2	11.4	1	8.0	1
KBBB-AM	AQH Share	4.8	5	4.1	7	6.7	4	5.1	5	2.5	9
	AQH (00)	146	5	165	7	302	4	207	5	33	9
	AQH Rating	0.6	5t	0.7	7	1.3	4	0.9	5	0.1	8t
	Cume (00)	2561	6	1133	6	1580	5	1399	6	429	8
	Cume Rating	11.3	6	5.0	6	7.0	5	6.2	6	1.9	8
KCCC-FM	AQH Share	4.6	6	6.5	4	4.3	6	4.7	6t	4.3	6
	AQH (00)	138	6	259	4	192	6	189	6t	56	6
	AQH Rating	0.6	5t	1.1	4	0.8	6t	0.8	6t	0.2	6t
	Cume (00)	1385	13	993	7	825	10	806	12	393	10

The Daypart Comparison Report provides listening estimates for multiple dayparts and demographics during a single survey. Up to six dayparts can be analyzed on a daypart report.

Each month, a batch of Daypart Reports can be run for various key demographics and compared to Daypart Reports from the past four or five months. These reports can be kept on file and then used again in the following month when another batch of demo reports are run on the newly released data.

Arbitrends Demographic Comparison Report

File Data Batch Combos Help Customer Service Hotline (24/7) 1-800-543-7300										
Specifications		View Report		View Graph		Print Options		Utilities		
Market: ANYTOWN				Geography: Metro						
Survey: Fall 2008				Report Type: Demo						
Station Sequence: List by rank on AQH Share Persons 12+								Print		
Select Report Criteria										
Daypart:										
Mon-Sun 6a-Mid										
		Persons 12+		Persons 25-54		Persons 35+		Men 18+		
		Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	
KAAA-FM	AQH Share	8.7	1	7.2	1t	3.3	6	6.9	1	
	AQH (00)	263	1	114	1	70	6	97	1	
	AQH Rating	1.2	1	1.0	1t	0.5	6t	1.0	1	
	Cume (00)	3936	1	1933	2	1183	7	1458	2	
	Cume Rating	17.3	1	17.1	2	8.1	7	15.0	2	
KBBB-AM	AQH Share	4.8	5	2.7	9	6.5	4	5.6	5t	
	AQH (00)	146	5	42	9	139	4	79	5t	
	AQH Rating	0.6	5t	0.4	8t	1.0	4	0.8	4t	
	Cume (00)	2561	6	1078	9	2313	3	1390	3	
KCCC-FM	Cume Rating	11.3	6	9.5	9	15.9	3	14.3	3	
	AQH Share	4.6	6	2.9	8	5.6	5	5.6	5t	
	AQH (00)	138	6	45	8	118	5	79	5t	
	AQH Rating	0.6	5t	0.4	8t	0.8	5	0.8	4t	
	Cume (00)	1385	13	526	18	1234	6	746	9	
		Cume Rating	6.1	13	4.6	18t	8.5	6	7.7	9t

The format of the demographic comparison is very similar to that of the Daypart Report. The key difference is that the Demo Report allows multiple demos to be analyzed for one daypart. Again, only one survey can be analyzed in each report.

The Demo Report can be used very much like the Daypart Report. Each month, a batch of demo reports can be run for various key dayparts and compared to demo reports run in the past four or five months. These reports can be kept on file and then used again in the following month when another batch of demo reports are run on the newly released data.

Arbitrends Sample Report

File Data Batch Combos Help Customer Service Hotline (24/7) 1-800-543-7300						
Specifications		View Report		View Graph	Print Options	Utilities
Market: ANYTOWN		Geography: Metro				
Survey: Fall 2008		Report Type: Sample			<input type="button" value="Print"/>	
	Estimated	Est. Pop.		% Unwgt.		
	Population	% Tot.	In-Tab	In-Tab		
		Pers. 12+	Sample	Sample		
Men 12-24	244,000	10.7	251	7.1		
Men 18-24	130,700	5.8	114	3.2		
Men 25-34	164,300	7.2	166	4.7		
Men 35-44	184,200	8.1	257	7.3		
Men 45-49	102,800	4.5	159	4.5		
Men 50-54	95,400	4.2	165	4.7		
Men 55-64	151,000	6.6	270	7.7		
Men 65+	141,100	6.2	295	8.4		
Men 18+	969,500	42.7	1426	40.4		
Women 12-24	235,200	10.4	274	7.8		
Women 18-24	127,000	5.6	121	3.4		
Women 25-34	172,900	7.6	198	5.6		
Women 35-44	198,200	8.7	302	8.6		
Women 45-49	111,000	4.9	192	5.4		
Women 50-54	104,900	4.6	217	6.2		
Women 55-64	168,300	7.4	368	10.4		
Women 65+	198,200	8.7	412	11.7		
Women 18+	1,080,500	47.6	1810	51.3		
Persons 18+	2,050,000	90.2	3236	91.8		
Teens 12-17	221,500	9.8	290	8.2		
Black Persons 12+	648,900	28.6	911	25.8		
Total Persons 12+	2,271,500		3526			

The sample Distribution Report provides in-tab sample totals and population estimates for 21 discrete demographic ranges.

Each monthly download includes population and sample information for the Metro survey area only. Sample Reports on the TSA and DMA are available for the corresponding Quarterly Data.

The sample information is a total for the respective three-month survey period. It does not represent sample for the most recent month alone.

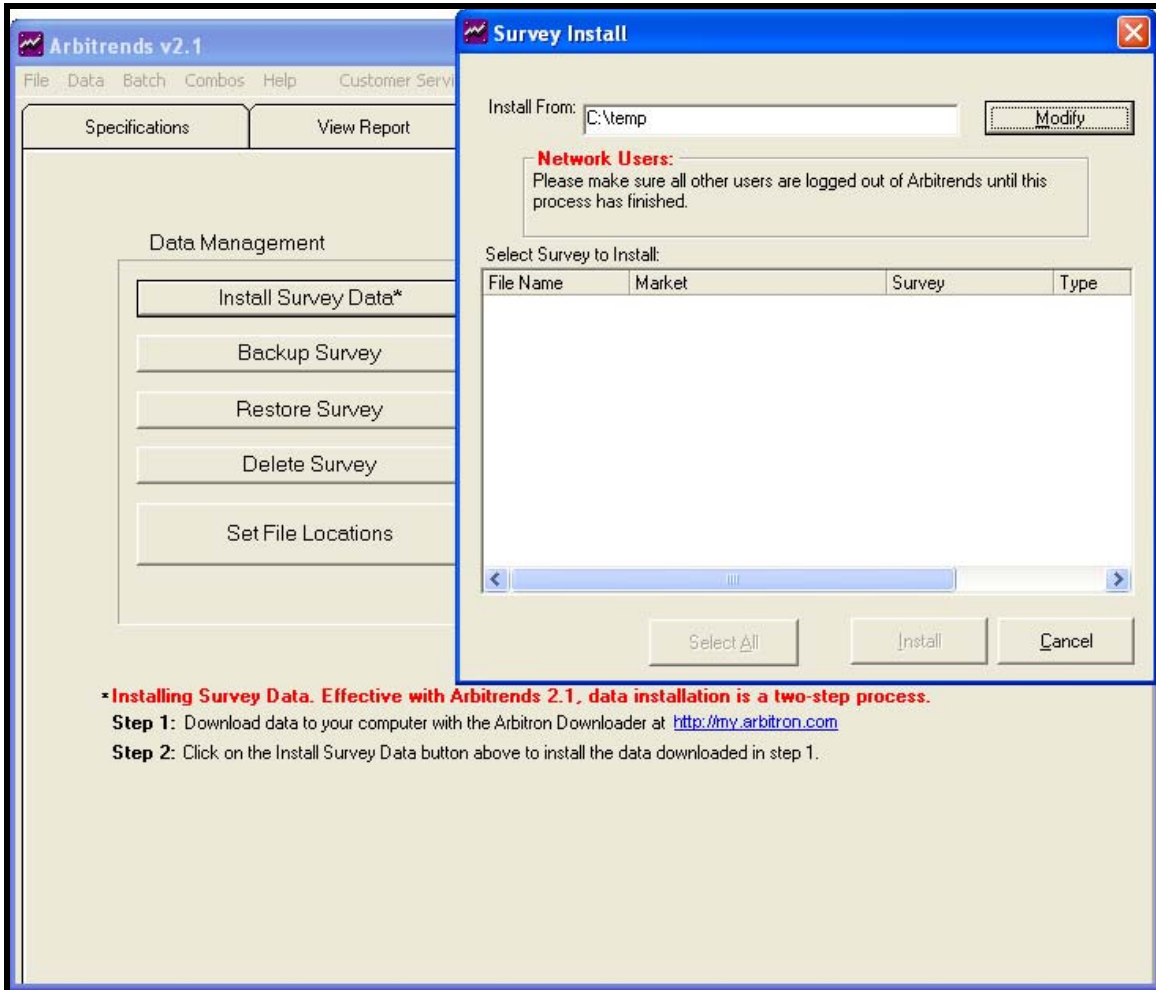
The following are reported for each discrete age/sex cell:

- Estimated Population
- Estimated Population Percent of Total Persons 12+
- In-Tab Sample
- Unweighted Percent of In-Tab Sample

Please Note: This report is available for one survey at a time and only available in the metro.

Data Delivery

Data Delivery in Arbitrends is accomplished via the Arbitron Downloader located at <http://my.arbitron.com>. It is a two-step process: First download the necessary files using Downloader. Then click the Install Survey Data button, locate the data which previously downloaded and Install.



***Installing Survey Data. Effective with Arbitrends 2.1, data installation is a two-step process.**

Step 1: Download data to your computer with the Arbitron Downloader at <http://my.arbitron.com>

Step 2: Click on the Install Survey Data button above to install the data downloaded in step 1.

The 'Arbitrends Utilities Menu' is separated into two (2) areas: **Data Management and Report Batches**.

Data Management

Backing Up Survey Data

It is strongly suggested that you back up your Arbitrends data.

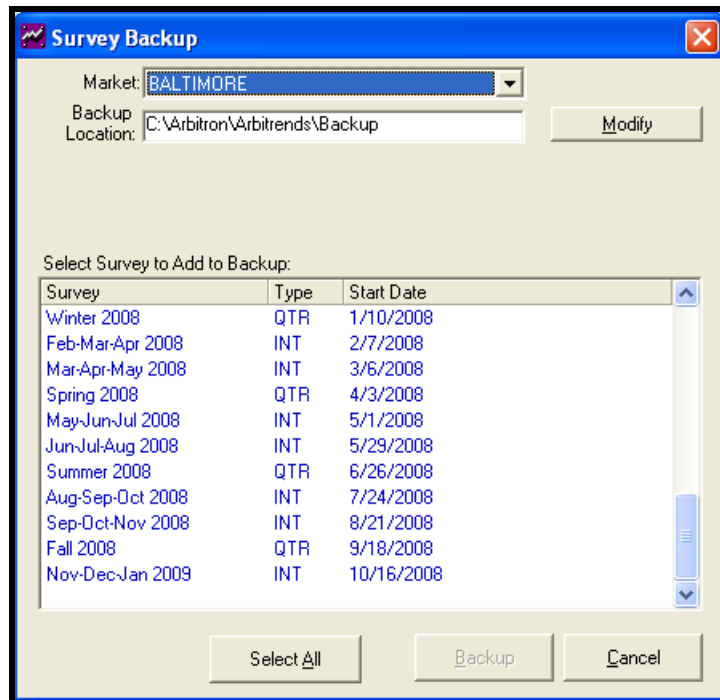
To backup survey data, click the UTILITIES tab from the Arbitrends Menu Bar.

Then select BACKUP SURVEY. You will need to select the market from the drop down Market menu if you have more than one market loaded.



Next, decide the directory to be used for backup survey data. Click the Modify button to select that directory. It could be a floppy disk, hard drive directory, or network drive directory.

Select the surveys to backup by clicking on them and click BACKUP to execute the backup of data.



Restoring Backup Data

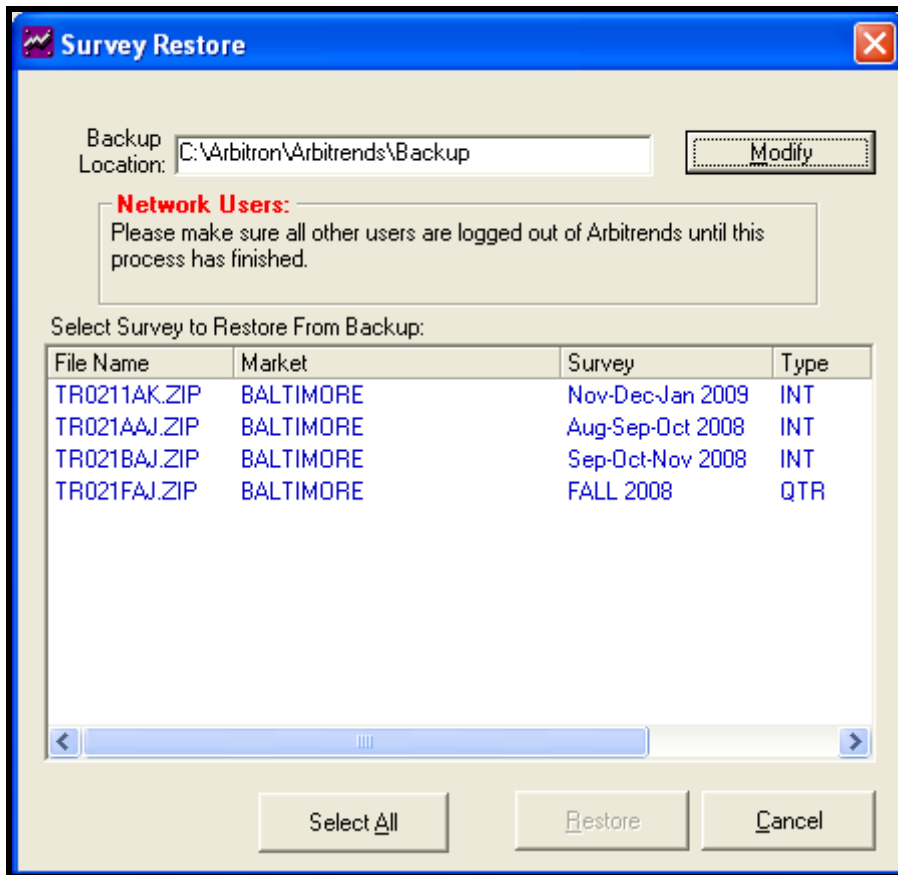
To restore backup survey data, click the UTILITIES tab from the Arbitrends Menu Bar. Then select RESTORE SURVEY.



Then click the MODIFY button to select the directory where the backup files exist. This could be a floppy disk, a hard drive directory, or a network drive directory.

Click on the surveys to be restored and click the RESTORE button to execute.

Network Users-Please Note: Please make sure all other users are logged out of Arbitrends until the download has finished.



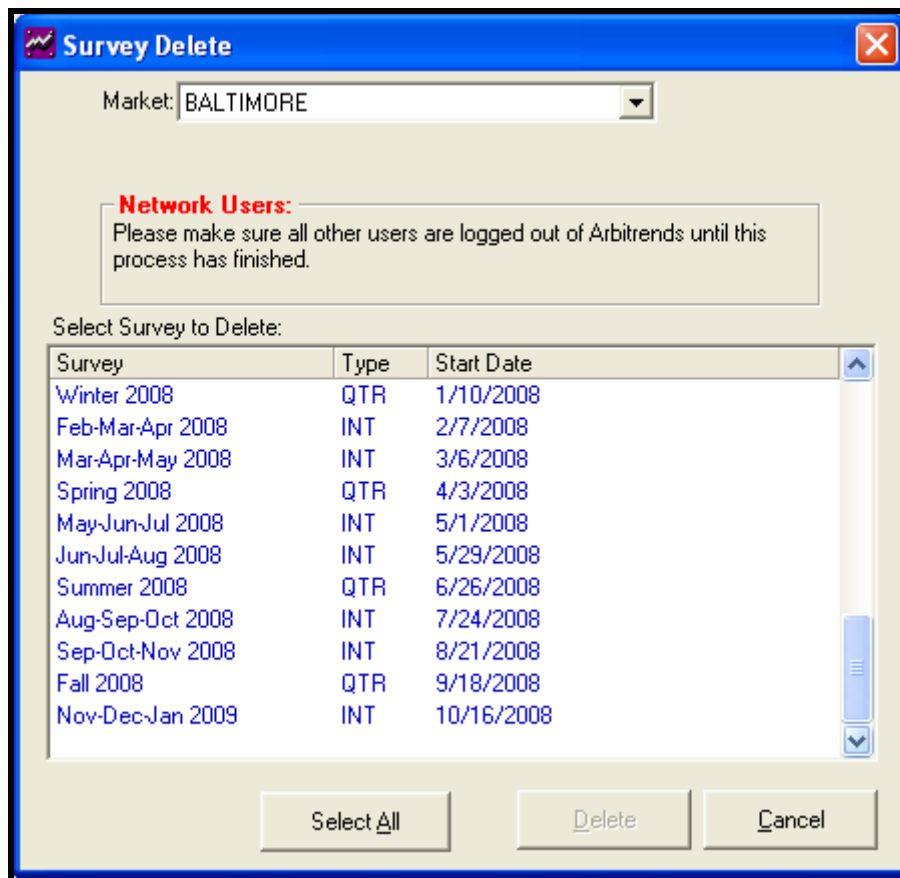
Deleting Survey Data

To delete survey data, click the UTILITIES tab from the Arbitrends Menu Bar. Then select DELETE SURVEYS.



Click on the survey you want to delete and click the DELETE button to execute. Deleting surveys will permanently remove the data files!

Network Users-Please Note: Please make sure all other users are logged out of Arbitrends until the download has finished.

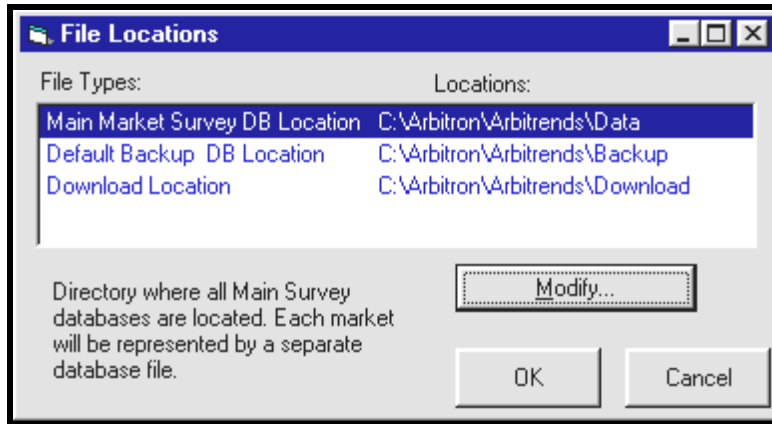


Set File Locations

By default, Arbitrends is loaded to the x:\Arbitron\Arbitrends Directory. It is possible to have Arbitrends Utilize Data that has been placed on a network disk drive. To do so, change the location of the MAIN MARKET SURVEY DB LOCATION.



To set the file locations for data, click the UTILITIES tab from the Arbitrends Menu Bar. Then select SET FILE LOCATION.



There are three FILE TYPES:

1) Main Market Survey Database Location

This file type controls the location of the surveys used for processing within Arbitrends.

2) Default Backup Database Location

This file type controls the default location where all survey backup files are located.

3) Download Location

This file type is the default directory where all downloaded data is stored.




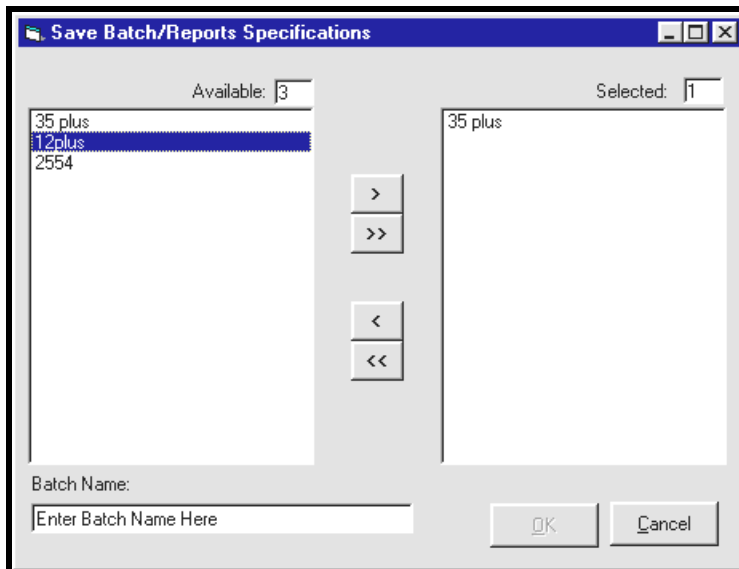
To change any of these directories, click on the FILE TYPE and click the MODIFY button to select another directory.

Arbitrends Report Batches

Users will often run the same reports in Arbitrends month after month utilizing the newly downloaded data. A report batch will allow you to run several reports each month with a minimal effort. In order to do this, you will need to create a batch to process. This batch is a collection of saved report specifications which the program will process at one time and print the results.

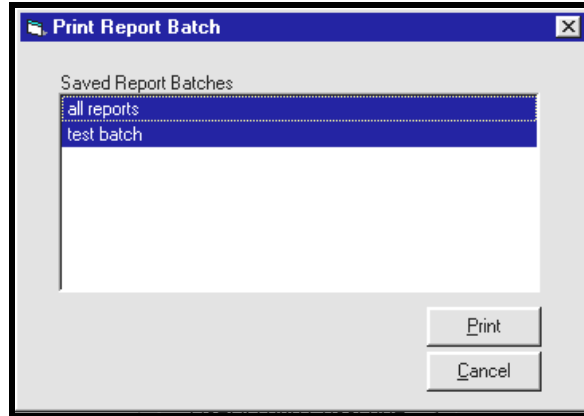
Creating and Saving a Batch File

In order to create a Batch File, you first need to design and save all the report specifications you will want to include in the Batch File. After doing that, click BATCH from the main menu bar and click NEW to create a new batch file. On the screen will be displayed all the saved report specification. Select the ones to include in the batch file by highlighting the saved file names and clicking the right arrow  button to include. You can also Double Click the saved report names in order to select the specs.



Executing a Batch File

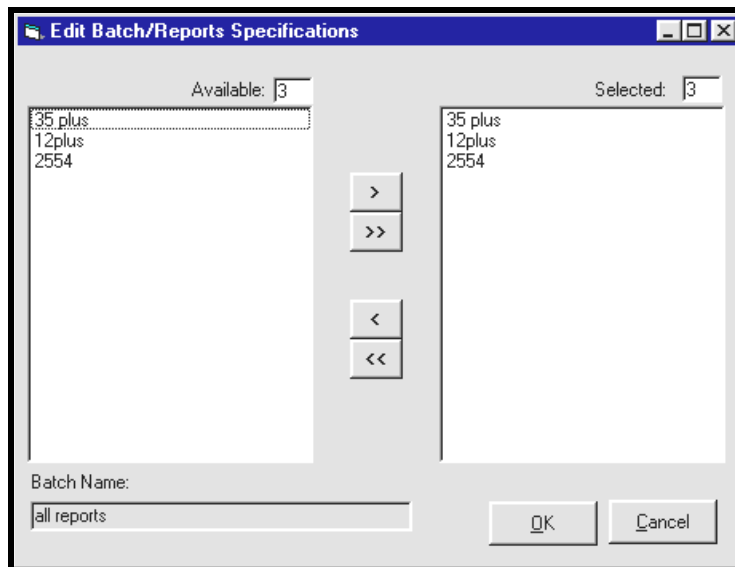
To execute a Batch File, you can either click BATCH and RUN/PRINT from the Arbitrends Main Menu bar or select the UTILITIES TAB from the menu bar and click RUN/PRINT under REPORT BATCHES. You will be asked to pick the BATCH that you want to run and then click PRINT to execute.



Modifying a Batch File



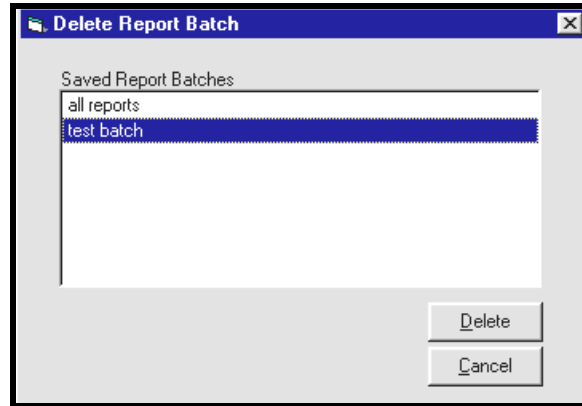
To modify a Batch File, either click BATCH and EDIT from the Arbitrends Main Menu Bar or Click the UTILITIES tab from the menu bar and click EDIT. You will then select the Batch File you want to edit.



To add additional save report specifications to the Batch, double click the available reports so that they move to the selected side of the screen. To remove selected report specifications, double click them to move them back to the available side of the screen. When you are finished editing, click OK to save the batch.

Deleting a Batch File

To delete a batch file, either click BATCH AND DELETE from the Arbitrends Main Menu Bar or click the UTILITIES TAB from the Menu Bar and select Delete under Report Batches. Highlight the batch that you want to delete and click DELETE.



Saving a Set of Report Specifications as the Default

Often, users run the same reports month after month. Arbitrends will allow you to **save a set of report specifications and have them open as the default** each time you open the Arbitrends Software. To save a set of specifications as the default:

Build the Report Specifications - Enter all 8 steps needed to run a report including : Report, Report Type, Geography, Surveys, Stations, Estimates, Daypart and Demos as well as the station sequence and rank information. When finished building the report, click FILE and SAVE AS DEFAULT from the Arbitrends Main Menu Bar to make these specifications the default specifications.

Now, every time you open Arbitrends, these specifications will be pre-selected for you.

Saving Report Specifications as a File

If you run the same reports month after month, you **can save the report specifications as a file** and recall the files each month. To save the file:

Build the Report Specifications - Enter all 8 steps needed to run a report including : Report, Report Type, Geography, Surveys, Stations, Estimates, Daypart and Demos as well as the station sequence and rank information. When finished building the report, click FILE and SAVE from the Arbitrends Main Menu Bar to save these specifications. You will need to give the specifications a name in order to save the file

Opening a Saved Specification File



To **open a previously saved file specification**, click FILE and OPEN from the Arbitrends Main Menu Bar. All the saved specs will be listed and you can select the one to open by highlighting it and clicking OPEN.


Deleting a Saved Specification File

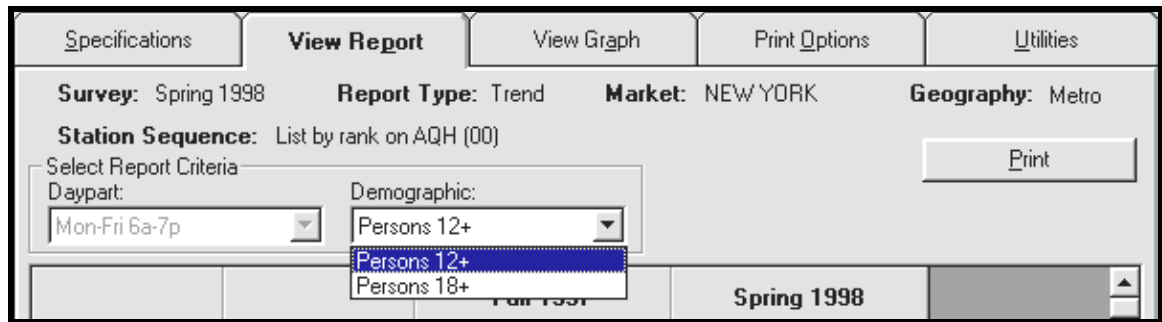



To **delete a previously saved report specification**, click FILE and DELETE from the Arbitrends Main Menu Bar. All saved report specifications will be displayed. Click on the files to be deleted and click DELETE.

View Reports on Screen

After building a report specification, click the VIEW REPORT tab **to run the report and view it on screen**. You will have the option on the view report screen to print the report after you review it.

 If viewing **Multi Demo reports on screen**, click the drop down menu in the SELECT REPORT CRITERIA - DEMOGRAPHIC box and click on the demos you want to see. Click another demo to view another report.



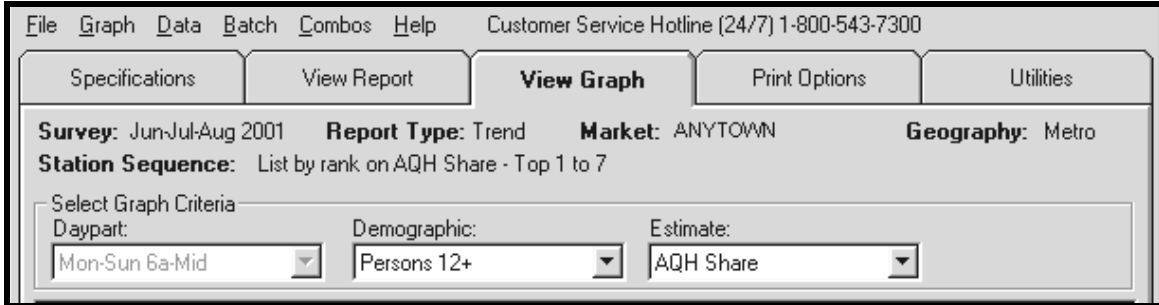
 If viewing **Multi Daypart reports on screen**, click the drop down menu in the SELECT REPORT CRITERIA - DAYPARTS box and click on the dayparts you want to see. Click another daypart to view another report.



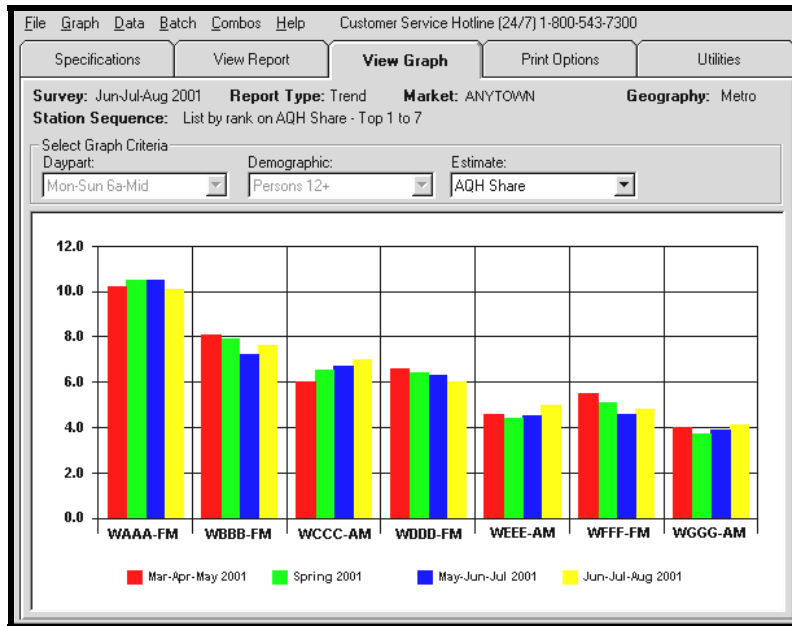
View Graphs on Screen

View Graph

To view a graph, select all needed report specifications and click the VIEW GRAPH tab. If you have picked multiple ESTIMATES, DAYPARTS, or DEMOGRAPHICS you can select specific one you want to use by using the drop down menus.



Click the ESTIMATES drop down menu to look at another estimate, the DEMOGRAPHIC drop down menu to change demographics, and the DAYPART drop down menu to change dayparts.



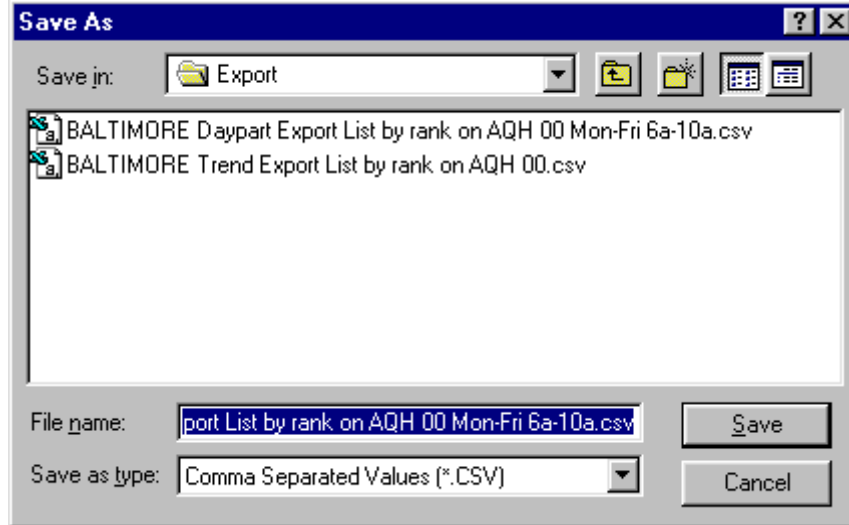
To **print a graph** after viewing it on the screen, Click FILE and PRINT or CLICK GRAPH, PRINT from the main Arbitrends Menu Bar.

To **add or remove the legend** at the bottom of the graph, click GRAPH, LEGEND and the legend will toggle on and off the report.

To **make a line graph** when viewing a Trend Report, click GRAPH and LINE GRAPH.

Exporting Reports

In order to export a report in Arbitrends, first build and run the report on the screen using the VIEW REPORT tab. When you are viewing the report, click FILE and EXPORT to view the export options. You will see a screen allowing you to choose the one of two export options: EXPORT TO CSV FORMAT or EXPORT TO OTHER FORMAT.



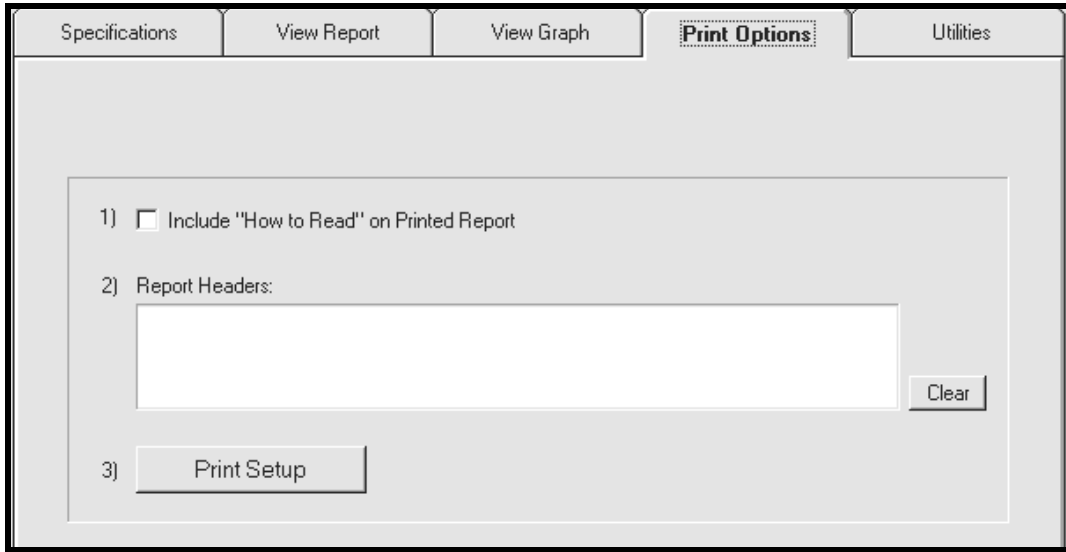
The CSV (comma-separated-values) format is easily recognized by popular spreadsheet software programs like Microsoft Excel.

By default, files are exported to x:/arbitron/arbitrends/export directory.

Note: When searching for the exported file with Excel or another spreadsheet software, make certain to have it look for all file types. By default, Excel will seek files with the .xls file extension.

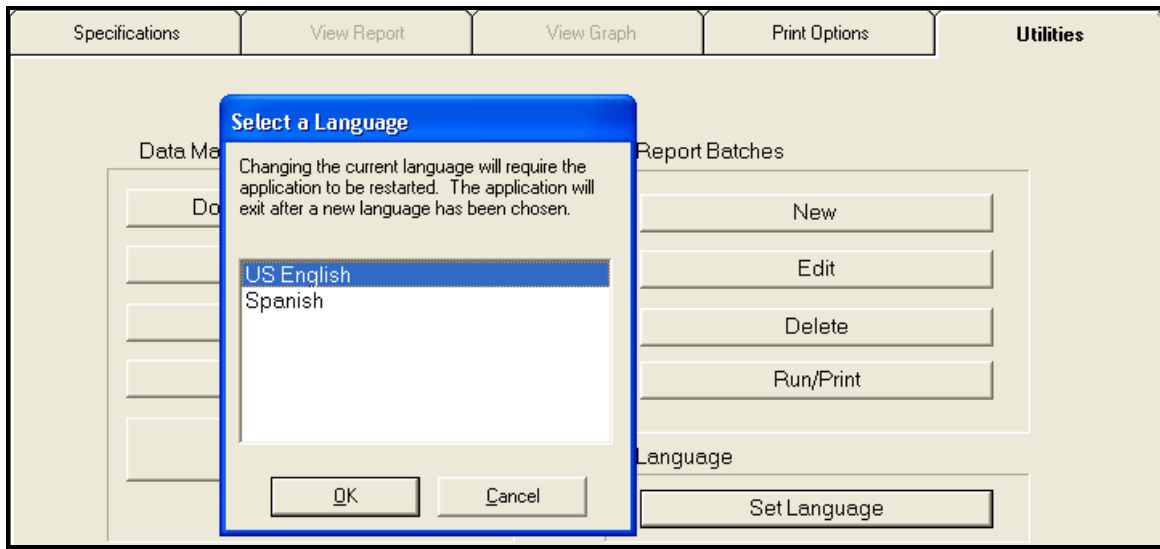
Adding Headers to Printed Reports

In order to add a header to the top of each page of a printed Arbitrends report, click the PRINT OPTIONS tab from the menu bar. You will see the same screen as shown below where you can add text in the REPORT HEADERS text box. This header will be saved with the report specifications if you decide to save them.



Additionally, to select to have a "How To Read" guide printed on the each report, place a check in the box "include 'How to Read' on Printed RepPort" box.

Selecting Language Preference



To select Spanish or English settings, click Utilities and Set Language. Then select either US English or Spanish.

Please Note: Users of Arbitrends should become familiar with sections of the Radio Market Report entitled Description of Methodology.

Arbitrends is not part of the regularly syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not applied for MRC accreditation for this service.

DATA

Arbitrends audience estimates represent a typical week of radio listening during the reported 12-week survey period. There are two categories of data available in Arbitrends noted here with their corresponding survey periods.

<u>Quarterly Data</u>	<u>Interim Data</u>
Jan-Feb-Mar (Winter)	Feb-Mar-Apr Mar-Apr-May
Apr-May-June (Spring)	May-June-July June-July-Aug
Jul-Aug-Sept (Summer)	Aug-Sep-Oct Sep-Oct-Nov
Oct-Nov-Dec (Fall)	Nov-Dec-Jan Dec-Jan-Feb

Arbitrends Quarterly Data periods are identical to the Arbitron Radio Market Reports survey periods. Arbitrends Quarterly estimates are the same as the estimates found in the corresponding Radio Market Report.

Interim Survey Periods cross Quarterly survey datelines. For example, the February-March-April Interim period is not based on listening during those calendar months. Instead, February-March-April estimates are based on diaries obtained during the last eight weeks of the Winter Report period (which occurred predominantly within February and March) and the first four weeks of the Spring Market Report Period (April).

Arbitrends Interim Data is processed using a methodology similar to that used in processing estimates for the Arbitron Radio Market Report. The only difference between the Radio Market Report and the Interim methodologies is in the sample weighting process. Arbitrends uses calendar weighting in calculating Interim estimates. All diaries for the twelve week period are sample balanced using the same techniques as used in the

preparation of the Radio Market Report estimates, with an additional marginal weight for the Persons 12+ monthly sample distribution.

For additional information concerning Arbitron's syndicated Radio Market Report methodology, reference the Arbitron Radio publication entitled Description of Methodology.

Arbitrends ESTIMATES

Arbitrends reports seven different listening estimates:

AQH Rating
AQH Persons
AQH Share

Cume Rating
Cume Persons

Weekly Time Spent Listening (TSL) in Hours and Minutes
Weekly Time Spent Listening (TSL) in Quarter-Hours

For definitions of the above estimates, reference "Selected Arbitron Terms" in the back of the Radio Market Report.

Arbitrends Trend Reports can report **Percent of Change**. This percentage is calculated by dividing the difference between the two estimates being compared by the earlier of the two estimates.

Example:

Feb-Mar-Apr AQH Persons = 370
Mar-Apr-May AQH Persons = 400

$$\% \text{ Of Change} = \frac{400 - 370}{370} \times 100 = 8\%$$

If the percent of change is negative, a minus sign (-) will appear in front of the percentage estimates.

The **Market Total** line, which appears when requested, represents ALL radio listening during the survey period(s) specified.

The Market Totals include listening to those stations that meet Arbitrends Minimum Reporting Standards, those stations that did not meet Arbitrends minimum reporting standards, non-commercial station listening, and unidentified listening. Therefore, the market totals are usually greater than the sum of the estimates of the individual reported stations. Market Totals are not dependent on the stations selected to appear in the Arbitrends report.

Arbitron updates its **Population Estimates** annually at the start of the first month of the Fall Survey (October). Thus, the Arbitrends Interim estimates for the Aug-Sep-Oct and Sep-Oct-Nov survey periods are all calculated based on the newly updated population figures. Updated population figures for the Fall survey are projected to January 1 of the upcoming year.

Data Specifications

More Arbitrends data is available for the Quarterly survey periods than for the Interim periods. Here are the specific geographies, demographics, and dayparts available for each of these categories:

Geographies

Metro, TSA, and DMA data are available for the Quarterly survey periods in the Spring and Fall Surveys. Only Metro data are available for the Interim survey periods and Quarterly periods in Winter and Summer surveys.

Demographics

In a report based on **Quarterly Data**, the following demographics are available:

Persons, Men and Women...

12+, 12-24, 12-34, 12-44, 12-49, 12-54, 12-64

18+, 18-24, 18-34, 18-44, 18-49, 18-54, 18-64

25+, 25-34, 25-44, 25-49, 25-54, 25-64

35+, 35-44, 35-49, 35-54, 35-64

45+, 45-49, 45-54, 45-64

50+, 50-54, 50-64

55+, 55-64

65+

Teens, Boys, and Girls 12-17

Reports based on **Interim data** are limited to the following demographics:

Persons 12+, 18+, and 35+
Persons 18-34, 25-54, 35-64
Men 18+
Women 18+
Teens 12-17

Dayparts

There are 17 dayparts available for Quarterly reports in Arbitrends:

Mon-Fri 6a-10a	Mon-Fri 7p-Mid
Mon-Fri 10a-3p	Mon-Fri 6a-7p
Mon-Fri 3p-7p	Mon-Fri 6a-Mid

Combined Drive - Mon-Fri 6a-10a and 3p-7p

Sat 6a-10a	Sun 6a-10a
Sat 10a-3p	Sun 10a-3p
Sat 3p-7p	Sun 3p-7p
Sat 7p-Mid	Sun 7p-Mid

Mon-Sun 6a-Mid

Sat and Sun 6a-Mid

For Interim Reports, the following dayparts are available:

Mon-Sun 6a-Mid	Mon-Fri 3p-7p
Mon-Fri 6a-10a	Mon-Fri 7p-Mid
Mon-Fri 10a-3p	Sat and Sun 6a-Mid

Station Qualification

Stations qualify to be reported in Arbitrends based on the same criteria used for the Radio Market Report:

For an AM-only or FM-only station to appear in Arbitrends, all of the following Minimum Reporting Standards must have been met during Monday-Sunday 6am-Midnight daypart during the most recent survey period for which an Arbitrends report is produced:

1. The station must have received five or more minutes of listening in a quarter-hour in at least 10 Metro diaries among persons 12+ during Monday-Sunday, 6am-Midnight

daypart. (Ten TSA diaries among persons 12+ during the Monday-Sunday 6am-Midnight period for TSA markets) and

2. The station must have an unrounded Metro Cume rating of 0.495 percent or greater among persons 12+ during Monday-Sunday 6am-midnight period. (Unrounded TSA Cume rating of 0.5 or greater among persons 12+ during the Monday-Sunday 6am-Midnight daypart for TSA markets) and
3. The station must have an Average Quarter-Hour Metro rating of at least 0.1 among persons 12+ for the time the station is on the air during Monday-Sunday, 6am-midnight. In this instance, due to rounding, 0.05 or greater becomes 0.1, Rounding occurs at both the demographic and daypart summation levels.

Minimum Reporting Standards for AM-FM combination stations in Arbitrends are the same as those standards for AM-FM combinations in the Radio Market Report.

Call Letter Information

Arbitron maintains call letter information with data provided by radio stations and the Federal Communications Commission (FCC). Each change is also confirmed with the affected station.

The call letters appearing on an Arbitrends report are those which were on file for the most recent survey period reported. If a station has changed its call letters during any survey period that appears on an Arbitrends report, and Arbitron is made aware of this change, a footnote will appear on the report indicating the old call letters and the survey period during which the change occurred.

For both Quarterly and Interim survey periods, Arbitron must be informed of call letter changes by the last day of the survey period if these changes are to be reflected in the estimates for that period.

Simulcast Information

Minimum reporting standards for AM-FM combination stations in Arbitrends are the same as those standards for AM-FM combinations in the Radio Market Report.

Arbitrends does not report "Total Lines" for simulcast stations (estimate for both the AM and the FM station combined). In dayparts where stations are 100% simulcast, Arbitrends will, however, list the stations together, one line after another, if *Arbitron Sequence* has been selected.

For AM/FM simulcast partners, the AM station is listed in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting with its FM simulcast partner listed immediately below it. For same-band simulcast partners, the stations are

listed together in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification based on the alphabetical position of the first simulcast partner.

Station simulcast status in Arbitrends will carry over from a Quarterly survey period only to the first Interim period immediately following the Quarterly. For example, a station's simulcast status in Spring (April-May-June) survey period will remain the same for the May-June-July Arbitrends survey period. Updated simulcast information must be received by Arbitron prior to the last day of the second interim survey period after a Quarterly release, (June-July-August in the above example), or the station will be regarded as "not simulcast" in that second Interim period.

Station Reporting Sequence

Arbitrends can display stations on a report in one of three different ways:

1. *Arbitron Reporting Sequence* lists stations designated home to the Metro first, followed by stations home to the TSA (in markets where TSA is measured), then those stations home to neither the Metro nor the TSA that qualified for the report. Stations cited below-the-line in the Radio Market Report are listed last.

Within each reporting classification, U.S. stations are listed alphabetically, followed by non-U.S. stations listed alphabetically.

Arbitrends does not report total lines for simulcast stations, as reported in the Radio Market Report. Simulcast stations will, however, be listed together with the AM Station first (in alphabetical sequence) followed by the FM Stations, in those dayparts which were 100% simulcast.

2. *Rank Order* is the option of specifying that the top "n" stations or all stations appear in descending rank order on a report based on a selected estimate type. If two or more stations are tied in rank, each station is given the higher rank value, and the lower rank value(s) is skipped.

Example:

Rank	Stations	Rating
1	WAAA-FM	1.8
2	WBBB-AM	1.7
2	WCCC-FM	1.7
4	WDDD-AM	1.0
5	WEEE-FM	0.9

3) *Selected Stations* is another option for station reporting sequence that allows the selection of stations to appear in any desired order in a report.

Special Reporting Conditions

Audience estimates are adjusted for a station's actual broadcast schedule. For example, a station on the air only from 7p-9p Mon-Fri will have its Mon-Fri 7p-MID estimates calculated based on the number of quarter-hours that the station was actually on the air during the daypart (40) versus the total number of quarter hours in the standard daypart (100).

Stations in the above category will be footnoted with this statement:

"Audience estimates adjusted for actual broadcast schedule."

Stations that are cited for Special Station Activities during a Quarterly survey period who are selected to be included in an Arbitrends report will be flagged.

General

Arbitron reserves the right to exercise its best professional research judgement in modifying, waiving, or suspending any policy, procedure, or element of methodology that would appear unreasonable, illogical or impractical in light of known conditions.

Glossary of Arbitron Terms

Average Quarter-Hour (AQH) Persons/ The estimated *average* number of persons who listened to a station for a minimum of five minutes within a selected daypart. The estimate is the average of the reported listening for the total quarter-hours the station was on the air during the selected daypart. This estimate is expressed in hundreds (00).

Average Quarter-Hour Rating/ The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population.

Average Quarter-Hour Share/ The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Total Average Quarter-Hour Persons estimate within a selected daypart.

Average Rating/ See Average Quarter-Hour Rating.

Below the Line Listing/ Describes how a station's estimates are printed in a Radio Market Report. A station may be listed "below-the-line" if it is engaged in activities determined by Arbitron to have Ratings Bias or Ratings Distortion potential. "Below-the-line" may also refer to a station being listed as an "outside" station rather than as a station home to the metro area.

Cume Duplication/ The percentage of 1 station's or group of stations' estimated Cume audience that also listened to a second station or group of stations.

Cume Persons/ The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour of a selected daypart. (Cume estimates may also be referred to as *cumulative, unduplicated* or *reach* estimates). This estimate is expressed in hundreds (00).

Cume Rating/ The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population.

Daypart/ A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 6AM-Midnight).

Designated Market Area (DMA®)/ Nielsen Media Research, Inc. geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the United States is assigned exclusively to one DMA®.

Diary Mentions/ The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/ Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

Duplicated Audience/ The total audience common to two or more stations expressed either as a percentage or in hundreds.

Group Quarters/ For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

In-tab Sample/ The number of usable diaries tabulated in producing the report.

Market Total/ The total estimated number of persons in the Metro, TSA, DMA or Custom Geography who listened to reported stations and non-qualified stations which include commercial and noncommercial stations that did not qualify for reporting, cable-only stations, and unidentified stations.

Metro Survey Area (Metro)/ The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Persons-Per-Diary Value (PPDV)/ The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Sample Frame/ The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/ The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/ A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

Share/ (See "Average Quarter-Hour Share.")

Simulcast/ The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Time Spent Listening (TSL)/ An estimate of the amount of time the average listener spent with a station (or total radio) during a selected daypart.

$$\frac{\text{Number of quarter-hours in daypart} \times \text{AOH Persons}}{\text{Cume Persons}} = \text{TSL (expressed in quarter-hours)}$$

Total Survey Area (TSA)/ A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Unduplicated Audience (Cume)/ See Cume Persons.