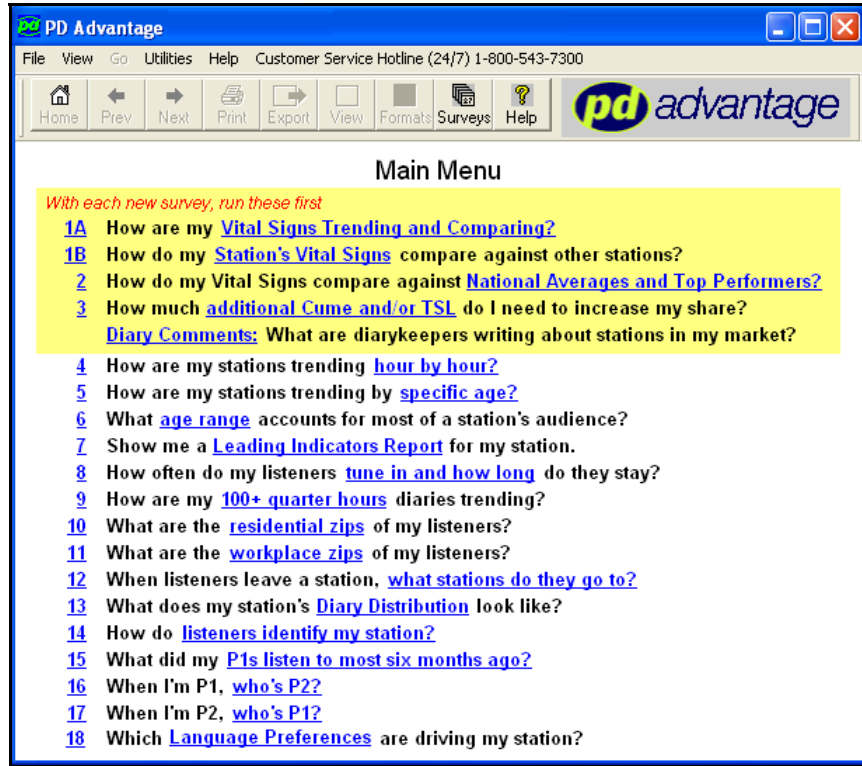











Welcome to PD Advantage - Arbitron's software service designed just for program directors. PD Advantage helps you to understand listeners in ways you've never been able to before!



From the PD Advantage Main Screen, you navigate to any of the 18 reports or Diary Comments. Simply click the underlined link to take you to a specific report. Any Blue text is a clue that you can click on that text to make changes in PD Advantage. Click any Blue text to navigate within the software, set report specifications, or sort a report based on the column header that you click.

The menu bar at the top of the screen takes you to several utilities for PD Advantage.

	Returns you to the home (main) page		Adds/Removes the Report specifications portion of the screen from reports
	Moves you to the previous report		Displays the Format of the target stations as reported to Arbitron.
	Moves you to the next report		Displays the survey dates of Arbitron radio surveys
	Prints report on screen		Access to Help files
	Exports the report to x:/arbitron/pdadvantage/export directory by default		

PD Advantage
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Report 1A - How are my Vital Signs Trending and Comparing?

How healthy is your radio station? This report trends your station's Vital Signs over multiple surveys. Every vital component of your station's audience is trended so that you can trace the variations in each key area. Vital Signs are also averaged for comparisons. This report is a quick glimpse into the overall health of your radio station.

Screen 1 - Report 1 Screen

The screenshot shows the 'Report 1A' interface. At the top, there are filter fields for Market (BALTIMORE), Survey (SU01, FA01, WI02, SP02), Geography (Metro), Target Station (WAAA-FM), Daypart (M-Su 6:00AM - 12:00M), Demo (Persons 25 - 54), Ethnic, Language Pref, Listener Pref (P1 Minimum :00 per wk), and Location. Below the filters is the report title '# 1A - How are my Vital Signs Trending?' and two radio buttons: 'View Trending' (selected) and 'View Comparison'. Underneath are 'Estimate Labels' and two radio buttons: 'Standard Dpts' (selected) and 'Custom Dpts'. The main data table has columns for Summer 2001, Fall 2001, Winter 2002, Spring 2002, and 4 Book Avg. The rows include various metrics like Share, AQH(00), Cume(00), TSL, # of Diaries, Tune-ins, Time Spent Per Tune-In, and Listening Locations (AQH Home, AQH In-Car, AQH at Work).

	Summer 2001	Fall 2001	Winter 2002	Spring 2002	4 Book Avg
Estimates					
Share	1.4%	1.8%	2.4%	2.9%	2.1%
AQH(00)	28	35	47	57	42
Cume(00)	627	793	854	993	817
TSL	5:45	5:30	6:45	7:15	6:15
# of Diaries	98	127	137	152	129
Tune-ins	6.2	6.3	7.3	7.3	6.8
Time Spent Per Tune-In	0:55	0:54	0:57	1:00	0:57
Listening Locations					
% AQH Home	39%	34%	37%	37%	37%
% AQH In-Car	54%	57%	43%	43%	48%
% AQH at Work	7%	9%	19%	19%	15%

How to Read:

The target station's Vital Signs are displayed for the surveys selected.

If you select "View Trending", the report displays the trends and a multi-book average.

If you select "View Comparison", you will be comparing the most recent survey with that of the "best" survey for the station.

**"Best" is defined as the survey with the highest AQH Share for the Target Station among the surveys selected for comparison.*

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Estimate Labels:** Click to see how changing report specifications effects estimates displayed in this report
- Standard Dpts:** report will use standard dayparts
- Custom Dpts:** Report will use custom (user-created) dayparts instead of standard dayparts under "Daypart Trend" with this report *see Utilities - Creating Custom Dayparts for instructions

Report 1B - How do my Station's Vital Signs compare against other stations?

How healthy is your radio station? This report compares your station's Vital Signs and the Vital Signs of other stations in your market or, possibly, other markets where your co-owned stations have allowed you access to their market data. Every vital component of your station's audience is compared so that you can trace the variations in each key area. Vital Signs are also averaged to create a baseline of comparison.

Screen 2 - Report 1b Screen

	WAAA Baltimore	WBBB Philadelphia	KCCC Santa Fe	3 STN AVG
Estimates				
Share	0.8%	3.2%	11.3%	5.1%
AQH(00)	16	124	13	
Cume(00)	292	1828	156	
TSL	6:45	8:30	10:15	8:30
# of Diaries	45	219	43	
Tune-ins	4.2	6.4	7.3	6.0
Time Spent Per Tune-In	1:36	1:20	1:24	1:27
Listening Locations				
% AQH Home	18%	30%	33%	27%
% AQH In-Car	29%	33%	30%	31%
% AQH at Work	53%	37%	37%	42%

How to Read:

The target station's Vital Signs are displayed for the survey selected.

If you have data for only one market, you can compare multiple stations in that market.

If you have multiple markets of data, you can select multiple stations from each market. That way, you can compare like-formatted stations in different markets up to a combination of 100 different markets and 250 stations.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Estimate Labels:** Click to see how changing specifications effects estimates displayed in this report
- Standard Dayparts:** Report will use standard dayparts
- Custom Dayparts:** Report will use custom (user-created) dayparts instead of standard dayparts under "Daypart Trend" with this report *see Utilities - Creating Custom Dayparts for instructions

Report 2 - How do my Vital Signs compare against National Averages and Top Performers?

How does your station compare to others on a national basis and to others who are at the *top of their game* using the same format? This report compares a selected station against two averages: A National Average and an average of Top Performing stations. A comparison is made on 3 demos: Persons 12+, a format specific demo, and a broader sales demo. Through this report, users can determine whether their station's performance is above or below other similarly formatted stations nationally.

Screen 3 - Report 2 Screen

Market: PHILADELPHIA **Format:** Album Adult Alternative (AAA)
Survey: WID2 **Norms Based On:** FALL 2001
Geography: Metro **Ethnic:**
Target Station: KAAA-FM **Language Pref:**
Daypart: M-Su 6:00AM - 12:00M **Listener Pref:** P1 Minimum :00 per wk

2 - How do my vital signs compare against National Averages and Top Performers?

	Nat Avg	KAAA-FM	Top Perf	Nat Avg	KAAA-FM	Top Perf	Nat Avg	KAAA-FM	Top Pe
Target Demo	P12+			P35-44			P25-54		
Estimates									
Share	2.3%	1.9%	3.8%	3.2%	3.9%	5.9%	3.1%	3.0%	5.5%
TSL	6:15	7:00	7:00	6:30	8:00	7:30	6:30	7:45	7:30
Tune-ins	5.3	5.6	5.5	5.4	5.8	5.7	5.6	5.9	5.9
Time Spent Per Tune-In	1:10	1:16	1:16	1:12	1:25	1:19	1:11	1:17	1:16
Listening Locations									
% AQH Home	28%	37%	26%	24%	37%	27%	26%	36%	25%
% AQH In-Car	38%	30%	32%	40%	22%	33%	38%	30%	33%
% AQH at Work	32%	31%	41%	34%	41%	40%	34%	33%	41%
% AQH Other	2%	1%	1%	2%	0%	1%	2%	1%	1%
P1 Information									

How to Read:

The target station's Vital Signs are displayed for the survey selected next to the National Average and Top Performer's Vital Signs.

The National Average station grouping is an average of key Vital Signs for every station, of the same format, in the Top 100 continuously measured markets.

Top Performers is an average of key Vital Signs of the highest rated stations for a specific format.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Format:** Click to select another format for comparison

Note: The format that is selected by default is the one that is on file for the target station. Formats are established when you complete and submit your Station Information Profiles prior to each survey. For this report, you can select a different format by clicking FORMAT.

Report 3 - How much additional Cume or TSL do I need to increase my share?

How can you project a radio station's shares? This report shows current shares as well as a table listing cume and TSL. By drawing a border around the station's shares, the user is able to determine the range in which the station traditionally performs.

Screen 5 - Report 3 Screen

Market: ANYTOWN Demo: Persons 25 - 54
 Survey: SP02 Ethnic:
 Geography: Metro Language Pref:
 Target Station: KAAA-FM Listener Pref:
 Daypart: M-Su 6:00AM - 12:00M Location:
 Estimate:

3 - How much additional Cume and/or TSL do I need to increase my share?
 Station Level Market Level

TSL/CUME	143,200	147,300	151,400	155,500	159,600	163,700	167,800
9:15	5.3	5.4	5.6	5.8	5.9	6.1	6.2
9:30	5.4	5.6	5.8	5.9	6.1	6.2	6.4
9:45	5.6	5.7	5.9	6.1 <SP02 6.1	6.2	6.4	6.5
10:00	5.7	5.9	6.1	6.2	6.4	6.5	6.7
10:15	5.9	6.0	6.2	6.4	6.5	6.7	6.9
10:30	6.0	6.2	6.4	6.5	6.7	6.9	7.0

How to Read:

KAAA's share was 6.1 for this survey in this demo and daypart. It was comprised of a cume of 155,500 people and a TSL of 9:45.

If the cume increased by 4,100 to 159,600 and the TSL remained the same, KAAA's share would have been 6.2.

This chart is a way to estimate the additional amount of cume or TSL needed to impact the station's share.

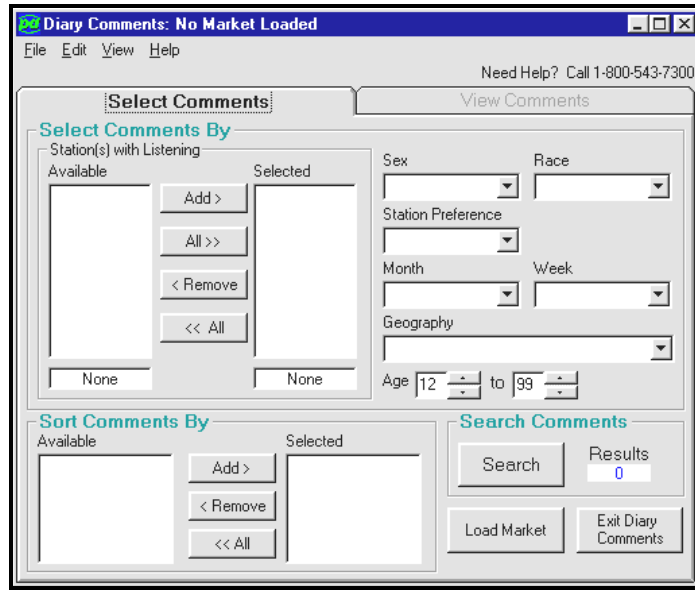
Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Format:** Click to select another format for comparison
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Diary Comments

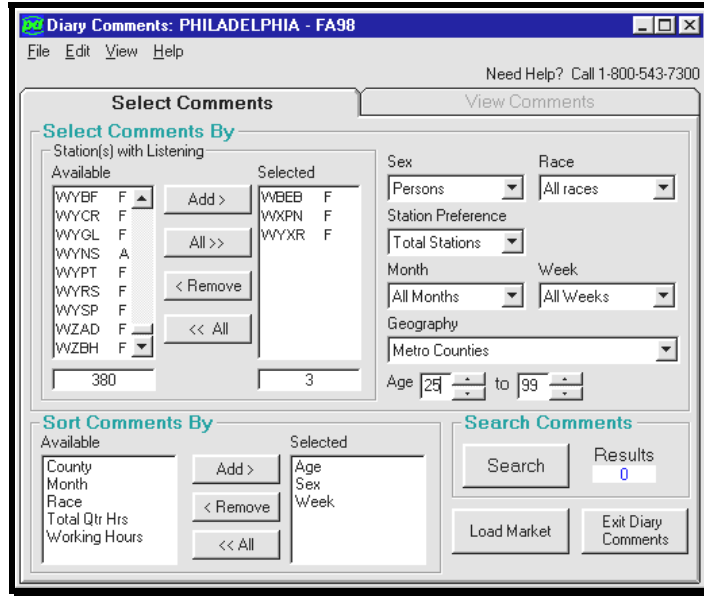
To view the Diary Comments for your market, load the CD-ROM into the drive and click "Diary Comments: What are Diarykeepers writing about stations in my market?"

Screen 6 - Diary Comments Specifications Screen



You will need to load the data from the CD-ROM provided. Insert it into the CD-ROM Drive and Click **LOAD MARKET**. Select your market from the list and Click **LOAD**.

Screen 1 - Setting Search Specifications



To select **search criteria**, select station, demo by specific age, geography, and return information.

- **Stations** - Choose Stations from the **AVAILABLE** box on the left. Double click the call letters **OR** click once to highlight, and click **ADD>** to move them to the **SELECTED** portion of the screen.
- **Demographics** - Select **Sex**, **Race** (if available), and **Age** criteria using drop-down menus.
- **Geography** - Select **Metro** or choose an individual counties/geography.
- **Other Options** - Choose **All Months** or choose **Month 1,2, or 3** or **Weeks 1,2,3, or 4**

To select **Sorting** of Comments, highlight the categories available and click **Add>** to move them to the Selected box. Comments will be sorted in order of selection.

Click **Search** when you have set your search specifications and the diaries meeting your criteria will be available to view.

Tip - To view all comments from the market, leave all search criteria as defaults (blank) and click **Search**.

Screen 7 - View Diary Comments

Click and drag the page image left or right to view comments that appear off the screen.

Select Comments

Male Female

Where do you live?
 City: Springfield
 County: Delaware
 State: PA
 Zip: 19064

What was the last grade of school you completed?
 Mark (w/ one):
 Less than 12th grade
 12th grade (High school graduate or GED)
 More than 12th (some college)
 College graduate (bachelor's degree or higher)

Your opinion counts Use this space to make any comments you like about specific stations, announcers or programs.

HERE ARE NO STATIONS THAT PLAY BROADWAY TUNES. I FIND IT DIFFICULT TO FIND STATIONS THAT ARE ENJOYABLE, MOST ARE FOR ROCK.
 89.5 KIDS - KATHY O'CONNOR - IS A GREAT, CREATIVE PROGRAM

View Comments

Diary Info

Diary 51 of 64
 Page 1 of 1
 Diary ID: 003431436402
 Sex: Female Age: 48 Race: OTHER
 Hours Worked: 35+ Month: 3 Week: 2
 Zip Code: 19064 Workplace Zip: 19102
 County: DELAWARE BALANCE, PA

Station Preference

Station	Qtr Hrs	Preference
WRTI F	34	1
WXPN F	28	2
KYW A	11	3
WXTU F	11	4
WHYY F	6	5

Navigation buttons: [Left Arrow] [Right Arrow] [Double Left Arrow] [Double Right Arrow] [Mark] [Diary]

The left side of the screen is an image from the actual diary including the written comment. The right side of the screen shows specific demographic, geographic, and return information as well as a listing of all the stations the diarykeeper mentioned in the diary, the quarter hours of listening in their diary, and their preference order (up to 9 stations).

The arrow bar at the bottom of the screen controls navigation.



To move to the next/previous diary meeting the search criteria.



To move to the First or Last comment matching the search criteria.



To Mark a Comment. To view the selected 'marked' comments, click the arrows

next to Mark to go to the Next/Previous marked diary. You can also click **View** and **Marks** on the main toolbar to view marked diaries. To clear Marks, click **Edit** and **Clear Marks**.



To enter the diary number of a diary you wish to see.

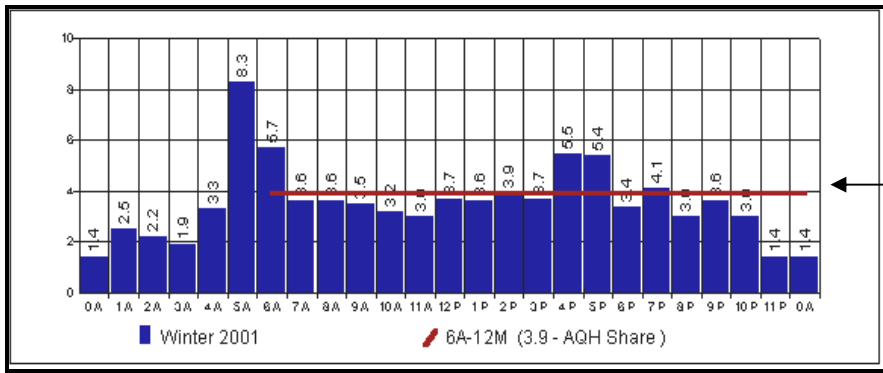


The "eye" in the upper right corners means that a comment has been viewed previously.

Note: If a selection is gray in color, it is not available for selection in that report.

Report 4 - Hour by Hour

How strong is your station throughout the day (Monday-Friday), or Saturday or Sunday? This report shows your hour by hour performance over as many as five surveys for AQH Persons, AQH Share, Cume Persons and the market total AQH Persons. Use this to track individual hourly performance and to see if your audience is gaining, steady, or declining throughout the day over multiple surveys.



How to Read:
The red line represents the average estimate. Bars extending beyond the red line are above the station's average based on 6AM - 12MID for the days selected.

The graph feature graphically represents the most recent survey to easily identify hours where your station is above or below the station's average. Only 1 survey can be graphed at a time.

Screen 8 - Report 4 Screen

Market: BALTIMORE Demo: Persons 25 - 54
Survey: WI98, SP98, SU98, FA98, WI99 Ethnic:
Geography: Metro Language Pref:
Target Station: WAAA-FM Listener Pref:
Days: Monday-Friday Location:

4 - How are my stations trending hour by hour?

Estimate: Data Graph

Monday-Friday	Winter 1998	Spring 1998	Summer 1998	Fall 1998	Winter 1999	5 Book Avg
6-7A	1.8	2.3	2.2	2.7	4.8	2.8
7-8A	2.2	3.0	2.0	3.1	4.6	3.0
8-9A	1.7	2.5	2.2	2.8	4.5	2.7
9-10A	1.5	1.5	1.3	1.1	1.6	1.4
10-11A	1.2	1.1	0.9	0.8	1.5	1.1
11A-12N	1.3	0.7	0.9	0.9	1.5	1.1
12N-1P	1.4	1.6	1.0	1.3	1.4	1.3
1-2P	1.3	1.4	0.8	1.0	1.1	1.1
2-3P	1.1	1.1	0.5	0.9	0.7	0.9

How to Read:
For the hour 6am - 7am, WAAA-FM's AQH Share trends from 1.8-2.3-2.2-2.7-4.8 over 5 surveys. For the 5 book average for 6am - 7am, the target station averages a 2.8 AQH share.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Days:** Choose the days of the week for the report
- Demo:** Click to select the demo
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Location:** Click to select Listening Locations

Report 5 - Specific Age Trending

This report shows the number of diarykeepers or total quarter hours spent listening to the selected station over the past five books on an individual age basis. Use this report to trend the exact age of your audience instead of using Arbitron's age cell breakouts. By running this report, you might find that by broadening or narrowing the focus of your station by a year or two might help you attract a larger group of listeners.

Screen 9 - Report 5 Screen

Market: ANYTOWN	Sex: Persons
Survey: W100, SP00, SU00, FA00	Ethnic:
Geography: Metro	Language Pref:
Target Station: KFFF-FM	Listener Pref:
Daypart: M-SU 12:00M - 12:00M	Location:

# 5 - How are my stations trending by specific age?							
Age	Winter 2000	Spring 2000	Summer 2000	Fall 2000	4 Bk Tot	4 Bk Mkt Tot	4 Bk Sta Indx
24	150	53	173	171	547	35,962	66
25	19	69	41	150	279	35,734	34
26	114	80	120	67	381	31,920	52
27	370	104	238	80	792	35,750	96
28	233	92	265	211	801	37,037	94
29	388	109	384	191	1,072	38,045	122
30	527	348	165	491	1,531	47,603	139
31	444	250	440	696	1,830	37,586	211
32	876	493	303	480	2,152	44,964	207
33	354	466	194	146	1,160	34,918	144
34	504	444	487	447	1,882	38,714	211
35	456	271	677	195	1,599	40,276	172
36	456	368	499	341	1,664	43,128	167
37	548	553	432	403	1,936	42,501	197
38	399	228	250	262	1,139	44,753	110

How to Read:

For the target station, this report trends diaries or quarter-hours credited by specific age. For KFFF-FM, over the 4 surveys, they received 150 - 53 - 173 - 171 quarter-hours from people 24 years old.

Ages shaded in dark yellow are those that statistically appear to be contributing the most to the station.

This report is not a determiner of target audience, but a depiction of where listening is coming from.

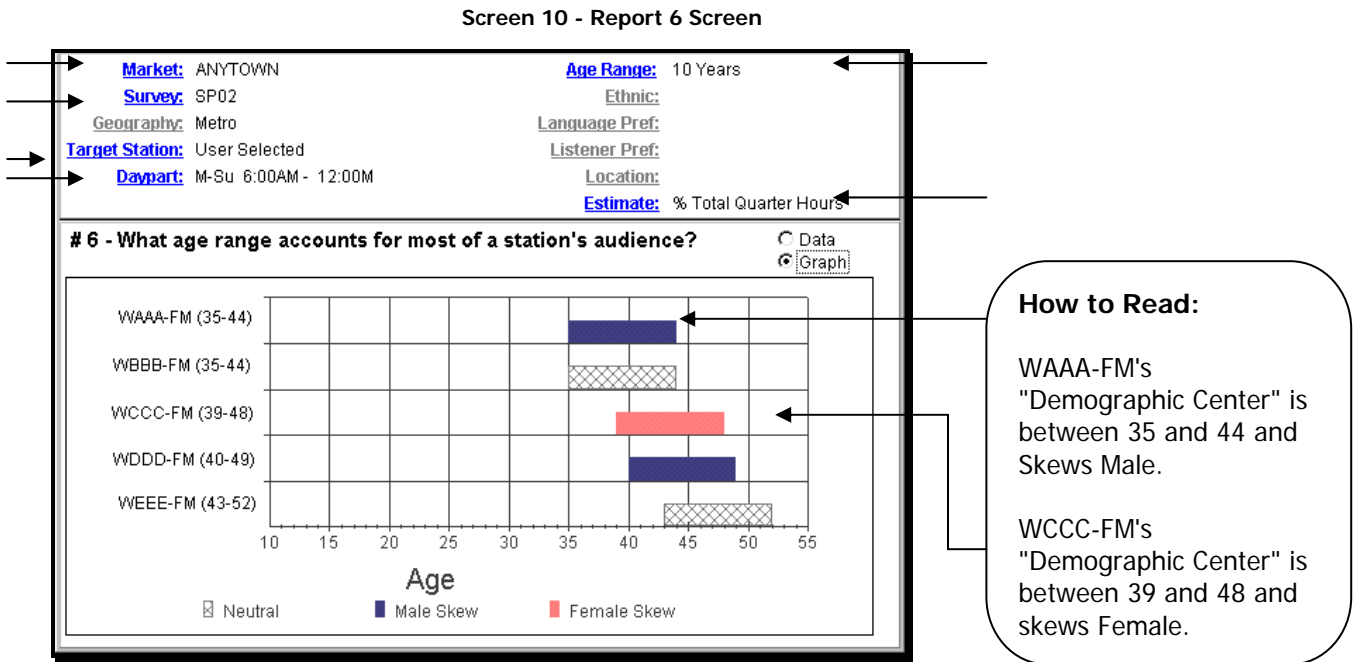
Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Sex:** Click to select the sex for this report
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

NOTE: All estimates in report 5, Specific Age (station diary count, station QHs, P1 station diary count, P1 station QHs, market diary count and market diary QHs), are based on Monday-Sunday, Midnight-Midnight and may result in different estimates than those involving Total Week estimates (Monday-Sunday 6AM-Midnight). Pn Threshold settings do not apply to this report.

Report 6 - What age range accounts for most of a station's audience?

Want to see how the stations in your market "fit together" or overlap demographically? This report graphically shows where the stations in your market have their highest concentration of listening. The stations with boxes colored pink skew 55% or greater female, those colored blue skew 55% or more male, while crosshatched boxes indicates stations with a neutral male/female skew. The age range is indicated within the box next to the call letters.



Report Specifications:

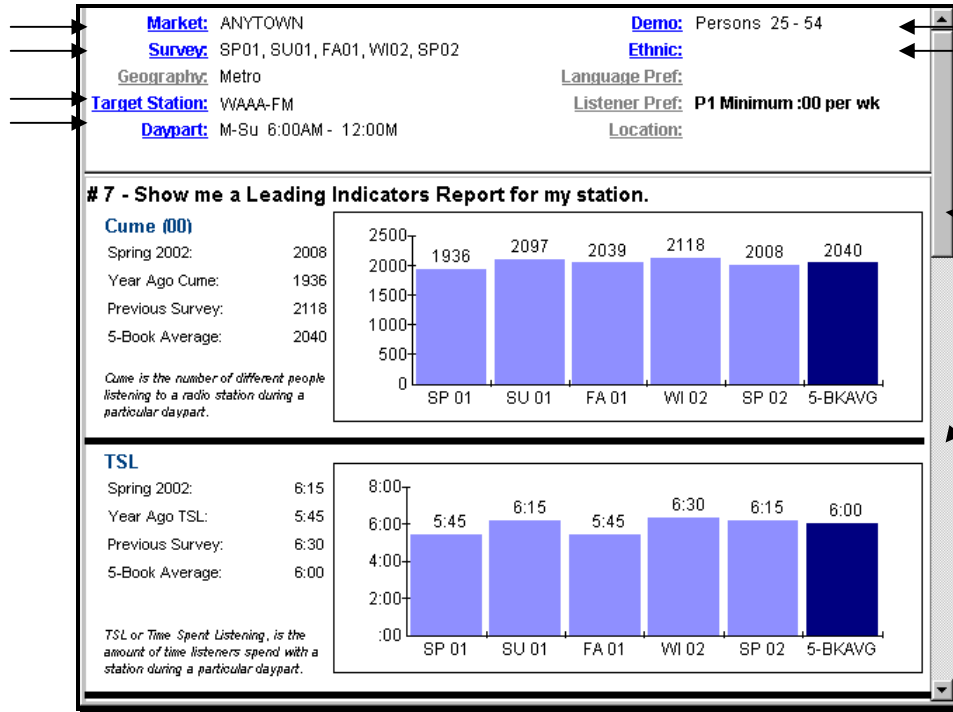
- Market:** Click to select the market
- Survey:** Click to select the survey
- Target Station:** Choose the station for this report
- Daypart*:** Choose the daypart for the report
- Age Range:** Click to select the demographic age range – from 5 to 15 years
- Estimate:** Click to select estimates - this report shows: % of P1 diaries, % of P1 Quarter Hours, % Total Diaries, or % Total Quarter Hours.

**Note: If using P1 Diaries or P1 Quarter Hours as the estimate, the only available daypart will be Mon-Sun 12mid-12mid.*

Report 7 - Show me a Leading Indicators Report for my station

Looking for a visual way to evaluate the health of your radio station? This report gathers all the vital signs information into a graphic, easy-to-read display of the key indicators for a radio station trended over multiple survey periods.

Screen 11 - Report 7 Screen



How to Read:
 WAAA-FM's Cume has fluctuated between 193,600 and 211,800 during the past 5 surveys. The most recent survey is slightly lower than their 5-book average.

The graph makes it easy to see peaks and valleys.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the survey
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demo
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Report 8 - How often do my listeners tune in and how long do they stay?

Time Spent Listening (TSL) is the result of the number of times a listener tunes into a station during the week (Tune-ins) and how long, on average, they spend listening each time they tune in (Time Spent per Tune-in). Some stations are able to get their audience to tune in for long periods of time each time they listen. Others seek to get their audience to tune to the station many times throughout the week.

Screen 12 - Report 8 Screen

Market: ANYTOWN **Demo:** Persons 25 - 54
Survey: FA01, WI02, SP02 **Ethnic:**
Geography: Metro **Language Pref:**
Target Station: User Selected **Listener Pref:**
Daypart: M-Su 6:00AM - 12:00M **Location:**

8 - How often do my listeners tune in and how long do they stay?

Station	Estimate	Fall 2001	Winter 2002	Spring 2002	3 Book Avg
WAAA-FM	Tune-ins	5.8	5.2	5.5	5.5
	Time Spent Per Tune-in	1:04	1:02	1:09	1:05
	TSL	6:15	5:15	6:15	6:00
WBBB-FM	Tune-ins	4.5	5.0	4.2	4.5
	Time Spent Per Tune-in	1:46	1:18	1:23	1:29
	TSL	8:00	6:30	6:00	7:00
WCCC-AM	Tune-ins	6.3	7.3	7.3	7.0
	Time Spent Per Tune-in	0:54	0:57	1:00	0:57
	TSL	5:30	6:45	7:15	6:30
WDDD-FM	Tune-ins	4.2	4.8	5.2	4.7
	Time Spent Per Tune-in	1:36	1:03	1:33	1:24
	TSL	6:45	5:00	8:00	6:30

How to Read:

During the 3 book average, WAAA-FM's listeners tuned in, on average, 5.5 times during the week. They listened for an average of 1 hour and 5 minutes each Tune-In and spend 6:00 hours per week with WAAA-FM.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart*:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Listener Pref:** Click to specify a listening level (All, Exclusive, P1, P2, P2+, P3, P4+)

A Tune-in is any change in listening reported by a diarykeeper. That change could be turning the radio on, tuning in from another station, or changing their listening location while continuing to listen to the same station.

Note: TSL numbers shown are the same as those in the Local Market Report. They are rounded estimates to the nearest 15 minutes. The un-rounded TSL number is used to calculate Time Spent Per Tune-in.

**Note: If using P1 Diaries or P1 Quarter Hours as the estimate, the only available daypart will be Mon-Sun 12mid-12mid. Pn Threshold settings do not apply to this report.*

Report 9 - 100+ Quarter Hour Trending

Your "Ultra Core" are listeners who listen for 100 or more quarter hours (that's 25+ hours) per week. On average, Ultra Core listeners represent nearly 4% - 9% of a station's diaries, depending on market population, and about 40% of its quarter hours (Persons 12+, M-S 6AM - Mid). A station's overall performance can be dramatically impacted by these "Ultra Core" listeners. This report shows you how many diarykeepers listened to your station broken down by quarter hour grouping, with a summary of those listening 100 or more quarter hours per week.

Screen 13 - Report 9 Screen

Market: BALTIMORE Demo: Persons 25 - 54
Survey: WI98, SP98, SU98, FA98, WI99 Ethnic:
Geography: Metro Language Pref:
Target Station: WAAA-FM Listener Pref:
Daypart: M-Su 6:00AM - 12:00M Location:

9 - How are my 100+ quarter hours diaries trending?

Estimate: ▼

Qhs Per Diary	Winter 1998	Spring 1998	Summer 1998	Fall 1998	Winter 1999	5 Book Avg
1 - 9	28	36	43	33	28	34
10 - 49	44	70	50	60	58	56
50 - 99	18	16	17	16	16	17
100 - 199	8	10	11	6	17	10
200 - 299	0	1	2	3	2	2
300+	1	0	0	1	1	1
100+	9	11	13	10	20	13
Total	99	133	123	119	122	119

How to Read:

In the winter 1999, WAAA-FM appears in 122 diaries. They appear in 20 diaries with more than 100 quarter hours and 1 diary with more than 300 quarter hours of listening.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Report 10 - Residential Zip Codes

Ever wonder where your diarykeepers **live**? This report pinpoints the number of diarykeepers (All, Exclusive, P1, P2, P2+, P3, P4+) with listening to any station in your market based on the zip code where the diarykeeper **lives**. Or, you can use this report to reveal the zips that contribute the most quarter hours to any station or combo you specify (such as stations in your format or cluster).

Screen 14 - Report 10 Screen

10 - What are the residential zips of my listeners?

Estimate: View by: Zip Code Zip Code Tally

Zip Code	Post Office	County	State	Fall 1998	Winter 1999	2 Book Tot
21218	Baltimore	Baltimore City Hdba	MD	9	8	17
21093	Luthwie Timon	Baltimore County Bal	MD	2	12	14
21212	Baltimore	Baltimore City Hdba	MD	7	6	13
21228	Baltimore	multiple	MD	3	10	13
21014	Bel Air	Harford	MD	6	4	10
21044	Columbia	Howard	MD	4	4	8
21117	Owings Mills	Baltimore County Bal	MD	4	4	8
21211	Baltimore	Baltimore City Balan	MD	3	5	8
21230	Baltimore	Baltimore City Balan	MD	2	6	8
21286	Baltimore	Baltimore County Bal	MD	4	4	8
21042	Ellicott City	Howard	MD	5	2	7
21215	Baltimore	multiple	MD	1	6	7

How to Read:

For the combined 2 surveys, WAAA-FM had 17 diaries returned from people living in zip code 21218. 14 diaries were returned from zip code 21093.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Listener Pref:** Click to specify a listening level (All, Exclusive, P1, P2, P2+, P3, P4+)

Sorting Report: Double Click the Column Header (i.e. Winter 1999 or 5 Book Average) in order to sort the report.

County **MULTIPLE** means that a zip code crosses county lines.

Report 10 - Residential Zip Codes - Zip Code Tally

How many Zip codes would you have to target to capture a large portion of your audience? The Zip Code Tally displays either diary counts or diary quarter hours of listening by zip code for a target station. It also shows a running total of either the percentage of total diaries or quarter-hours so that it is easy to see the number of zip codes corresponding to certain audience-level goals.

Screen 15 - Report 10 Tally Screen

Market: SAN FRANCISCO **Demo:** Persons 25 - 54
Survey: W100, SP00, SU00, FA00 **Ethnic:**
Geography: Metro **Language Pref:**
Target Station: KAAA-FM **Listener Pref:** P1 Minimum 0 QHs per wk
Daypart: M-F 10:00AM - 3:00PM **Location:**

#10 - What percent of residential listening is from which zip codes?

Estimate: View by: Zip Code Zip Code Tally

Zip Code	City	County	State	Quarter Hours	% QHs Run Tot	% Zip Code Run Tot	Number
94611	Piedmont	Alameda West Ba	CA	222	26.1	3.0	10
94043	Mountain View	Santa Clara North	CA	194	27.8		11
95050	Santa Clara	Santa Clara Ctrl B	CA	187	29.5		12
94124	San Francisco	San Francisco Hd	CA	177	31.1		13
95051	Santa Clara	Santa Clara Ctrl B	CA	173	32.7		14
94509	Antioch	Multiple	CA	167	34.2		15
94066	San Bruno	San Mateo Balanc	CA	159	35.6		16
94115	San Francisco	San Francisco Bal	CA	156	37.0		17
94401	San Mateo	San Mateo Hdha	CA	154	38.4		18
94010	Burlingame	San Mateo Balanc	CA	152	39.8		19
94550	Livermore	Multiple	CA	152	41.1		20
94116	San Francisco	San Francisco Bal	CA	150	42.5		21
94131	San Francisco	San Francisco Bal	CA	146	43.8		22
94574	Saint Helena	Napa	CA	143	45.1		23
94112	San Francisco	San Francisco Hd	CA	136	46.3		24
94530	El Cerrito	Contra Costa W B	CA	135	47.5		25
94519	Concord	Contra Costa W B	CA	131	48.7		26
95118	San Jose	Santa Clara Ctrl B	CA	129	49.9		27
94102	San Francisco	San Francisco Bal	CA	121	51.0	8.5	28
95008	Campbell	Santa Clara Ctrl B	CA	118	52.0		29

How to Read:

In order to reach 51% of KAAA's Quarter Hours of listening from M-F 10a-3p, you would need to focus on only 8.5% or 28 of the market's zip codes.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Listener Pref:** Click to specify a listening level (All, Exclusive, P1, P2, P2+, P3, P4+)
- Location:** Click to select Listening Locations

County **MULTIPLE** means that a zip code crosses county lines.

Report 11 - Workplace Zip Codes

Ever wonder where your diarykeepers **work**? This report pinpoints the number of diarykeepers (All, Exclusive, P1, P2, P2+, P3, P4+) with listening to any station in your market based on the zip code where the diarykeeper **works**. Or, you can use this report to reveal the zips that contribute the most quarter hours to any station or combo you specify (such as stations in your format or cluster).

Screen 16 - Report 11 Screen

Market: BALTIMORE **Demo:** Persons 25 - 54
Survey: FA98, WI99 **Ethnic:**
Geography: Metro **Language Pref:**
Target Station: WAAA-FM **Listener Pref:**
Daypart: M-Su 6:00AM - 12:00M **Location:**

11 - What are the workplace zips of my listeners?
 Estimate: View by: Zip Code Zip Code Tally

Zip Code	Post Office	State	Fall 1998	Winter 1999	2 Book Tot	Mkt Total
21201	Baltimore	MD	2	16	18	129
21204	Baltimore	MD	8	6	14	73
21218	Baltimore	MD	10	4	14	64
21202	Baltimore	MD	2	10	12	144
21209	Baltimore	MD	2	5	7	19
21230	Baltimore	MD	3	4	7	41
21224	Baltimore	MD	3	3	6	52
21014	Bel Air	MD	3	2	5	27
21401	Annapolis	MD	0	5	5	75
21030	Cockys Ht Vly	MD	1	3	4	45
21042	Ellicott City	MD	2	2	4	25
21093	Luthyle Timon	MD	2	2	4	37

How to Read:
 For the combined 2 surveys, WAAA-FM had 18 diaries returned from people who work in zip code 21201. They had listeners in 14 diaries from people who work in zip code 21204 for persons 25-54 in the selected daypart.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Listener Pref:** Click to specify a listening level (All, Exclusive, P1, P2, P2+, P3, P4+)

Sorting Report: Double Click the Column Header (i.e. Winter 1999 or 5 Book Average) in order to sort the report.

Report 11 - Workplace Zip Codes - Zip Code Tally

How many zip codes would you have to target to capture a large portion of your at-work audience? The Zip Code Tally displays either diary counts or diary quarter hours of listening by workplace zip codes for a target station. It also shows a running total of either the percentage of total diaries or quarter hours so that it's easy to see the number of zip codes corresponding to certain audience-level goals.

Screen 17 - Report 11 Tally Screen

Market: ANYTOWN Demo: Persons 25 - 54
Survey: W100, SP00, SU00, FA00 Ethnic:
Geography: Metro Language Pref:
Target Station: KFFF-FM Listener Pref:
Daypart: M-F 9:00AM - 5:00PM Location: AtWork

#11 - What percent of workplace listening is from which zip codes?

Estimate: View by: Zip Code Zip Code Tally

Zip Code	City	State	Quarter Hours	% QHs Running Total	% Zip Code Running Total	Number
94608	Emeryville	CA	298	26.2	1.1	7
94104	San Francisco	CA	287	28.7		8
95110	San Jose	CA	277	31.0		9
94124	San Francisco	CA	267	33.3		10
94720	Berkeley	CA	257	35.5		11
94566	Pleasanton	CA	252	37.6		12
94105	San Francisco	CA	242	39.7		13
94303	Palo Alto	CA	233	41.7		14
94110	San Francisco	CA	190	43.3		15
94063	Redwood City	CA	184	44.8		16
95476	Sonoma	CA	183	46.4		17
94568	Dublin	CA	180	47.9		18
94558	Napa	CA	178	49.4		19
94577	San Leandro	CA	169	50.9	3.1	20

How to Read:

In order to reach 50.9% of KFFF's Quarter Hours of listening from M-F 9a-5p at work, you would need to focus on only 3.1% or 20 of the market's workplace zip codes.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference
- Listener Pref:** Click to specify a listening level (All, Exclusive, P1, P2, P2+, P3, P4+)
- Location:** Click to select Listening Locations

Report 12 - When Listeners leave a station, what station do they go to?

This report tells you what your audience reported listening to between dayparts, by location. For example, for people who listen to your station from 6AM-10AM in the car, what stations do they listen to from 3PM-7PM in the car? This report allows you to select any "from/to" combination.

Screen 18 - Report 12 Screen

Market: BALTIMORE **Demo:** Persons 25 - 54

Survey: WI98, SP98, SU98, FA98, WI99 **Ethnic:**

Geography: Metro **Language Pref:**

Target Station: WAAA-FM **Listener Pref:**

From: In Car - M-F 6:00AM - 10:00AM

To: In Car - M-F 3:00PM - 7:00PM

12 - When listeners leave a station, what stations do they go to?

Top 1 to : From Winter 1999 - 371 (00) Cume to:

Station		Winter 1998	Spring 1998	Summer 1998	Fall 1998	Winter 1999
WAAA-FM	Cume%	40%	47%	40%	47%	42%
	Cume (00)	164	150	165	192	158
	TSL	1:57	4:04	2:22	3:27	3:19
WBBB-FM	Cume%	20%	10%	16%	8%	18%
	Cume (00)	82	32	64	34	67
	TSL	2:09	3:29	2:06	0:54	2:16
Don't Listen	Cume%	13%	13%	11%	9%	16%
	Cume (00)	52	42	44	37	58
	TSL	0:00	0:00	0:00	0:00	0:00
WCCC-FM	Cume%	10%	10%	11%	22%	12%
	Cume (00)	42	32	43	90	46
	TSL	0:45	0:55	1:17	0:57	0:42

How to Read:

In Winter 99, 42% of people who tuned to WAAA-FM in the car in morning drive, tuned to WAAA-FM again in the car in the afternoon drive.

16% of people tuning to WAAA in the car in morning drive don't listen to the radio in the car in the afternoon during the average survey week.

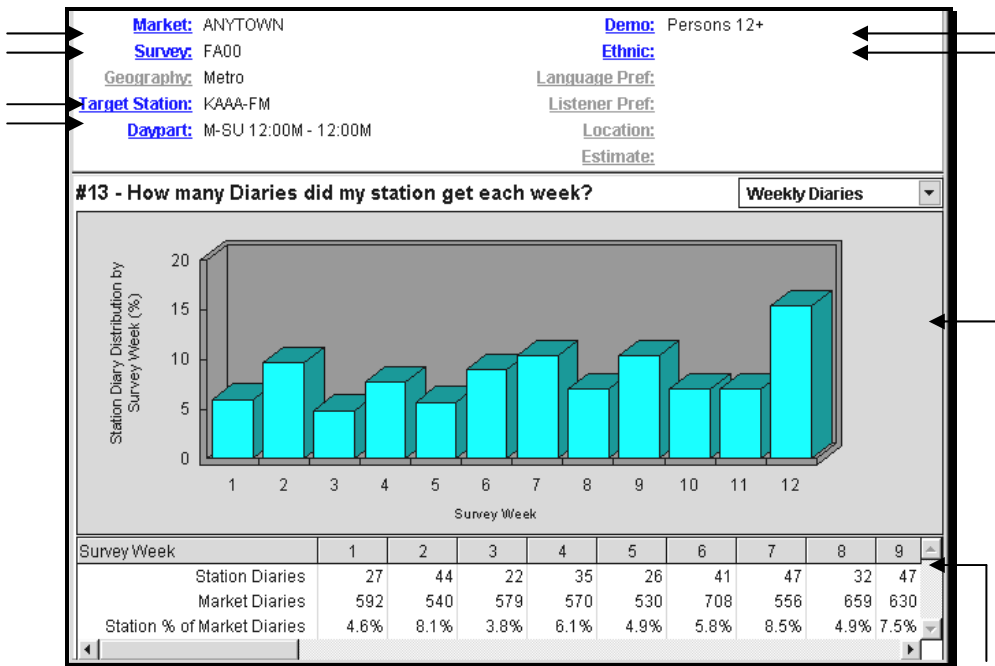
Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Report 13 - What does my station's In Tab distribution look like?

This report displays the number of diaries a station was mentioned in for a week or a month of the survey. It can also display the amount of quarter hours of listening for specific weeks or months for a station. Market information is displayed in the chart at the bottom of the graph.

Screen 19 - Report 13 Screen



How to Read:

In the Fall 2000, KAAA-FM received 4.6% of diaries in Survey Week 1.

In Fall 2000, KAAA-FM got credit in 27 diaries during Survey Week 1. There were 592 diaries in the market in week 1. KAAA was mentioned in 4.6% of that week's diaries.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component

Note: Diaries that indicated no listening for the entire survey week (non-listening in-tab diaries) are not represented in this report. Print this report to view the Diary Totals of both listening diaries and listening plus non-listening diaries.

Report 14 (cont'd) - How do listeners identify my station?

Want to know how your audience recorded listening to your station in their diary? The "As Entered by the listener" option displays that exact entry provided by the diarykeeper as well as the number of times used, the number of diaries it appeared in, and the Quarter-hours of listening credited to each station name, frequency, call letter, or other identifying information.

Screen 21 - Report 14b Screen

Entry Counts	Diary Counts	QHs (Total)	As entered by the listener
130	46	596	Magic 93
127	47	668	93.5
57	18	351	KAAA
35	11	139	KAAA 93.5
34	13	170	93.5 KAAA
32	15	99	MAGIC KAAA
5	2	17	KAAA 93.3
4	1	31	MAJIC 93.5
4	3	30	93 MAGIC KAAA

How to Read:

The slogan "Magic 93" was used 130 times to identify listening to KAAA in this daypart and demo. Those entries were seen in 46 different diaries and resulted in 596 quarter-hours of listening credit to KAAA-FM.

Note: Multiple frequencies (or other identifiers) listed means the selected station received at least partial credit for that entry. If a line shows multiple stations listed, the quarter hours shown reflect those credited to the station for which the report is being run.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Report 15 - What did my P1s listen to most six months ago?

NOTE: this report is only supported for Spring 2001 through Summer 2008 data. Fall 2008 and later data is not supported in this report.

In the back of each diary, Arbitron asks the question "Thinking back 6 months ago, what radio station did you listen to the most at that time?" This report is a great way to see if you are growing your P1 audience from other stations or are maintaining your existing audience. Your P1s are a significant contributor to the total number or quarter hours of listening to your station. This report shows the stations that a diarykeeper identified as listening to the most six months ago. (Note: These are not edited and are 'as-written' by diarykeepers)

Screen 22 - Report 15 Screen

The screenshot shows the 'Report 15' configuration screen. At the top, there are fields for Market (ANYTOWN), Survey (SP01), Geography (Metro), Target Station (KAAA-FM), Daypart (M-SU 12:00M - 12:00M), Demo (Persons 25 - 54), Ethnic, Language Pref, Listener Pref, and Location. Below these is the report title '# 15 - What did my P1s listen to most six months ago?' and an 'Export Prior P1 Diary Data' button. A table displays the results:

Current P1 Station	Prior P1 Recall	% of Current P1
KAAA-FM	KAAA	17%
	93.1	17%
	KAAA 93.1	6%
	Magic 93 KAAA	6%
	102.7	3%
	Oldies 97	3%
	KCCC	3%
	KXXX	3%
	Y92	3%
	104.5	3%
	KTTT	1%

How to Read:

For this example, KAAA is "Magic 93.1"

17% of KAAA's current P1s said that KAAA was the station they listened to the most six months ago.

In order to create a **user-defined string** that contains the identifiers that you determine refer to a specific station, click the Target Station button >> Build String. Move all the identifiers to the right box that refer to a station and click OK to only have a single line item reported. (You must first run this report with the target station, then Build String)

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Demo:** Click to select the demographic age range
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Note: If you click the *Export Prior P1 Diary Data* button, the exported file will contain individual diary information including the Diary ID number. It can be viewed using a spreadsheet program like Microsoft Excel.

Report 16 - When I'm P1, who is P2?

Trying to boost P1 Time Spent Listening? This report reveals the second choice stations your P1 diarykeepers listen to when they are not spending time listening to you. It shows the radio stations that were P2 (second most-listened-to) in the diaries where you were the P1 (most-listened-to) station. The report is ranked by default on the most current survey. (Click the Column Header to re-sort report on another survey)

Screen 23 - Report 16 Screen

Market: ANYTOWN **Demo:** Persons 12+
Survey: SU01, FA01, WI02, SP02 **Ethnic:**
Geography: Metro **Language Pref:**
Target Station: WAAA-FM **Listener Pref:** P1 Minimum :00 per wk
Daypart: M-Su 6:00AM - 12:00M **Location:**

16 - When I'm P1, who's P2?

Top 1 to: Percent of P1 Diaries

Station	Summer 2001	Fall 2001	Winter 2002	Spring 2002	4 Book Avg
<i>Exclusive</i>	20%	16%	22%	16%	18%
WBBB-FM	11%	12%	8%	12%	11%
WCCC-FM	9%	6%	6%	10%	8%
WDDD-FM	4%	3%	7%	8%	5%
WEEE-FM	7%	7%	5%	7%	7%

How to Read:

For the 4 book average, when WAAA is the P1 (most-listened-to) station in a diary among Persons 12+ M-Su 6a-12M, WBBB is the P2 (second most-listened-to) station in 11% of the diaries.

Exclusive is the percentage of P1 diaries that listened exclusively to the target station and has no P2 stations.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demo
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Sorting Report: Double Click the Column Header (i.e. Spring 2002 or 4 Book Average) in order to select a column to re-sort the report.

Report 17 - When I'm P2, Who is P1?

Trying to convert your P2 diarykeepers to P1s? This report pinpoints the stations your P2 diarykeepers listen to more than yours. It lists the radio stations that were P1 (most-listened-to) stations in the diaries where you were the P2 (second most-listened-to) station. It is ranked by default on the most current survey. (Click the Column Header to re-sort report on another survey).

Screen 24 - Report 17 Screen

17 - When I'm P2, who's P1?
 Top 1 to: Percent of P2 Diaries

Station	Summer 2001	Fall 2001	Winter 2002	Spring 2002	4 Book Avg
WBBB-FM	35%	16%	11%	11%	17%
WCCC-FM	9%	8%	14%	11%	11%
WDDD-FM	9%	12%	6%	14%	10%
WEEE-FM	4%	8%	6%	14%	8%
WFFF-FM	13%	4%	6%	8%	8%
WGGG-FM	17%	4%	11%	3%	8%

How to Read:

For the 4 book average, when WAAA is the P2 (second most-listened-to) station in a diary among Persons 25-54, M-Su 6-12m, WBBB is the P1 (most-listened-to) station in 17% of the diaries.

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demo
- Ethnic:** Click to specify any ethnic component
- Language Pref:** Click to specify a language preference

Sorting Report: Double Click the Column Header (i.e. Spring 2002 or 4 Book Average) in order to sort the report.

Report 18 – Which Language Preferences are driving my station?

Report 18 provides a detailed view of the language use by a station's Hispanic listeners. This report can help a programmer track the station's different language preferences for both Cume and AQH to compare that information with that of the market as a whole. It can be viewed over several surveys to establish trends driving the performance of the station.

Screen 25 - Report 18 Screen

<p>Market: ANYTOWN, US Survey: SP06 Geography: Metro Target Station: KAAA - FM Daypart: M-Su 6:00AM - 12:00M</p>	<p>Demo: Persons 12+ Ethnic: Hispanic Language Pref: Listener Pref: P1 Minimum :00 per wk Location:</p>
---	--

18 - Which Language Preferences are driving my station?

Show: Estimate

Station to Market Comparison

Based on Spring 2006:

- 60% of the market speaks English Mostly. 65% of KAAA - FM's AQH audience speaks English Mostly.
- 12% of the market speaks Spanish Mostly. 22% of KAAA - FM's AQH audience speaks Spanish Mostly.
- 7% of the market speaks Spanish Only. 6% of KAAA - FM's AQH audience speaks Spanish Only.
- 17% of the market speaks English Only. 2% of KAAA - FM's AQH audience speaks English Only.

Market

KAAA - FM

Report Specifications:

- Market:** Click to select the market
- Survey:** Click to select the surveys
- Target Station:** Choose the station for this report
- Daypart:** Choose the daypart for the report
- Demo:** Click to select the demo

Report 18 – Which Language Preferences are driving my station? (cont'd)

There are 4 views available for report 18. Each report contains different combinations of discrete and rolled up language categories. View 1, 2, and 3 show the language breakouts from highest to lowest for the selected station.

Report Views:

Language Use Overview (Report 1 of 4)

- * This report is a basic overview of a station's language composition.
- * It contains the four discrete language categories collected in the Arbitron diary for Hispanic listeners.
- * They include:
 - Spanish Only
 - Spanish Mostly
 - English Mostly
 - English Only

Roll-Up Report (Report 2 of 4)

- * This report is a broader view of the station's language use.
- * It divides a station's Hispanic audience into two groups:
 - Spanish Dominant
 - English Dominant

Broad View Report (Report 3 of 4)

- * This report looks at a station's Hispanic listeners based on whether they speak only one language or multiple languages.
- * It divides a station's Hispanic audience into three categories:
 - Spanish Only
 - English Only
 - Speak Spanish & English

Data Table Report (Report 4 of 4)

- * This report provides a data summary of the different combinations of language use composition.
- * It combines the data from views 1-3.

Survey Selection:

When all the surveys selected are Fall 2006 or later all of views are available.
If any of the surveys selected are before Fall 2006, then only the Roll-Up View and the Data Table view are available.

Language Preference

Expanded Language Choices

Effective with the Fall 2006 data release, additional language choices are available when selecting Hispanic as an ethnic choice. To use the additional choices all selected surveys must be Fall 2006 or later.

Arbitron Diary

In the markets where Hispanic measurement is available, Hispanic respondents are asked:

Thinking about the languages you use in the home, would you speak...mark one.

- *Only Spanish in the home,*
- *Mostly Spanish but some English*
- *Mostly English but some Spanish, or*
- *Only English in the home?*

PD Advantage Software

From the four categories collected in the diary, some categories are combined to create the eight choices that are available in PD Advantage. They are:

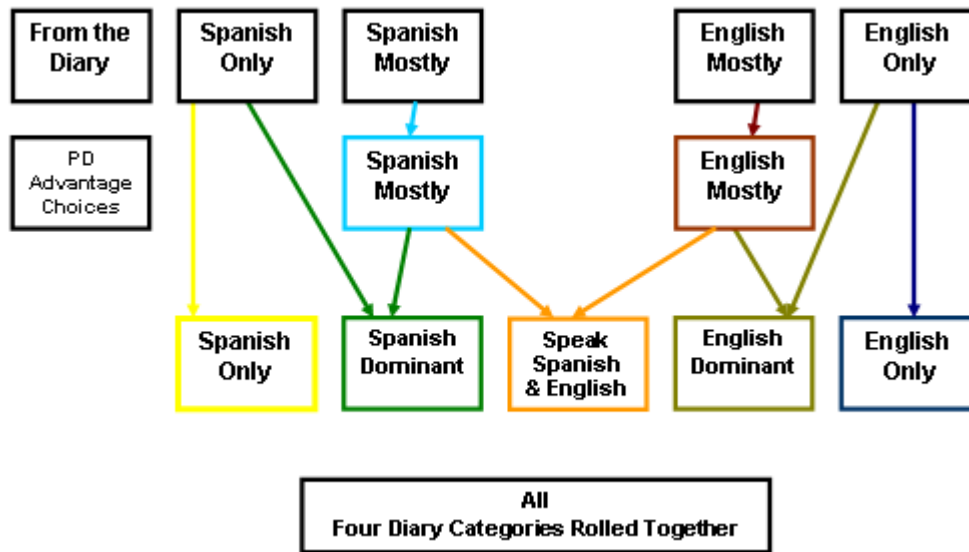
- **All:** All Hispanic listeners, regardless of their language preference.
- **Spanish Dominant:** A combination of Hispanic listeners who speak only Spanish and Hispanic listeners who speak more Spanish than English.
(Note: in surveys prior to Fall 2006 this combination was labeled Spanish Primary.)
- **English Dominant:** A combination of Hispanic listeners who speak only English and Hispanic listeners who speak more English than Spanish.
(Note: in surveys prior to Fall 2006 this combination was labeled English Primary.)
- **Speak Spanish & English:** A combination of Hispanic listeners who speak more Spanish than English and Hispanic listeners who speak more English than Spanish.
- **Spanish Only:** Hispanic listeners who speak only Spanish.
- **Spanish Mostly:** Hispanic listeners who speak both Spanish and English, but speak Spanish more than English.
- **English Only:** Hispanic listeners who speak only English.
- **English Mostly:** Hispanic listeners who speak both English and Spanish, but speak English more than Spanish.

Language Options (Grid Summary):

User Choices:	Definitions:
All	All 4 diary choices rolled together
Spanish Dominant	Spanish Only + Spanish Mostly
English Dominant	English Only + English Mostly
Speak Spanish & English	Spanish Mostly + English Mostly
Spanish Only	Spanish Only (from the diary)
Spanish Mostly	Spanish More than English (from the diary)
English Only	English Only (from the diary)
English Mostly	English More than Spanish (from the diary)

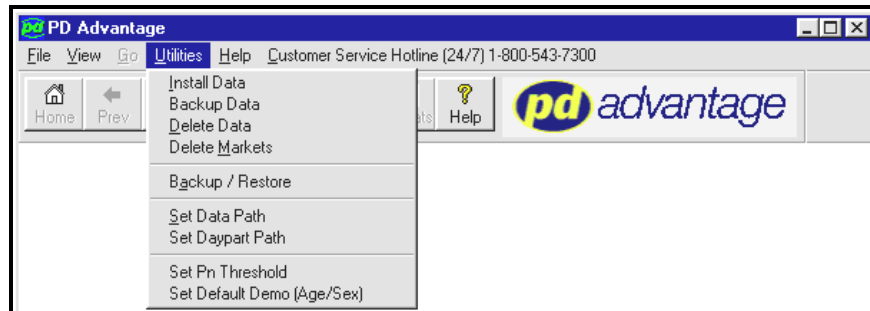
Language Options (Chart):

The chart below provides a visual representation of the definitions above.



UTILITIES - Data Management

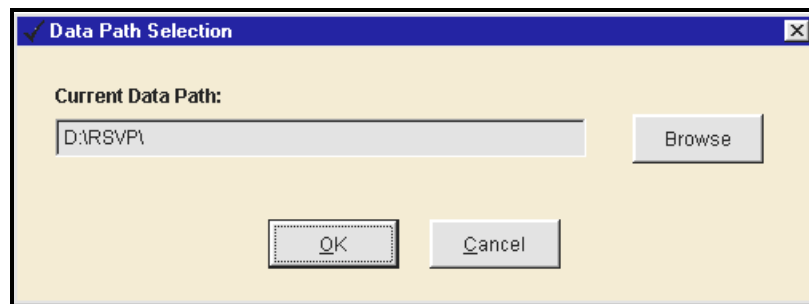
Screen - Utilities Menu



DATA Source - PD Advantage uses the same data that is used in Maximi\$er. If you have access to Maximi\$er either on your hard drive or on a network, PD Advantage will locate and utilize the same data. **PD Advantage will then access the same station combos and custom dayparts that you've already built in Maximi\$er!**

To manually set the software to share data with Maximi\$er, click **Set Data Path** from the **Utilities** list.

Screen - Set Data Path



Click the **Browse** button and select the RSVP directory either on the c:\ or d:\ drive if on the hard drive or a network drive and click **Select**.

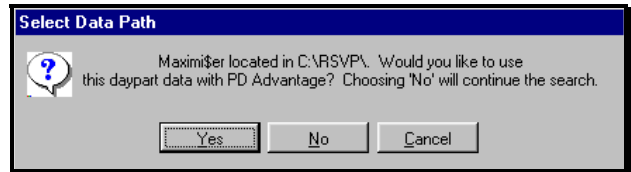
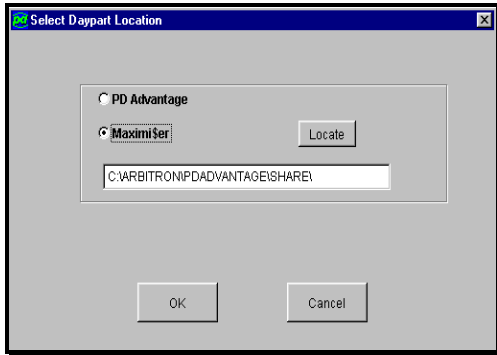
Once you establish a Data Path, PD Advantage will use this path for all data Utilities. If you select **Install Data**, **Backup Data**, or **Delete Data**, PD Advantage will do the appropriate task within the **Data Path** that you have selected.

****Please Note** -If you select **Delete Data**, you will be deleting it from use for **both** PD Advantage and Maximi\$er.

Maximi\$er® is a registered mark of Arbitron Inc.

UTILITIES -Data Management

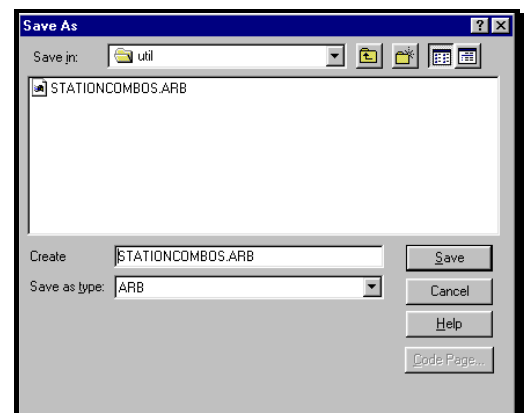
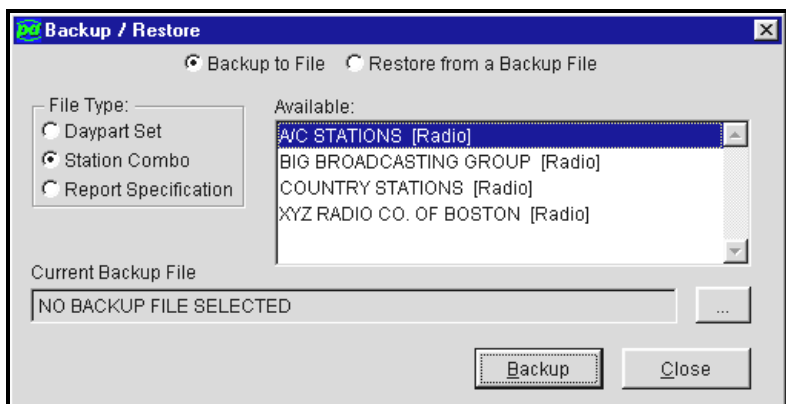
Custom Daypart Sets - This gives you the opportunity to create dayparts for use only in PD Advantage or of using the custom dayparts already created in Maximi\$er. Click **Utilities, Set Daypart Path** to select the location of the custom dayparts.



Select either the PD Advantage or Maximi\$er custom dayparts. If you select Maximi\$er, the software will try to locate the Maximi\$er directory for you. Click **Yes** to select c:\RSVP to use the Maximi\$er custom dayparts on the c:\drive.


Backup/Restore

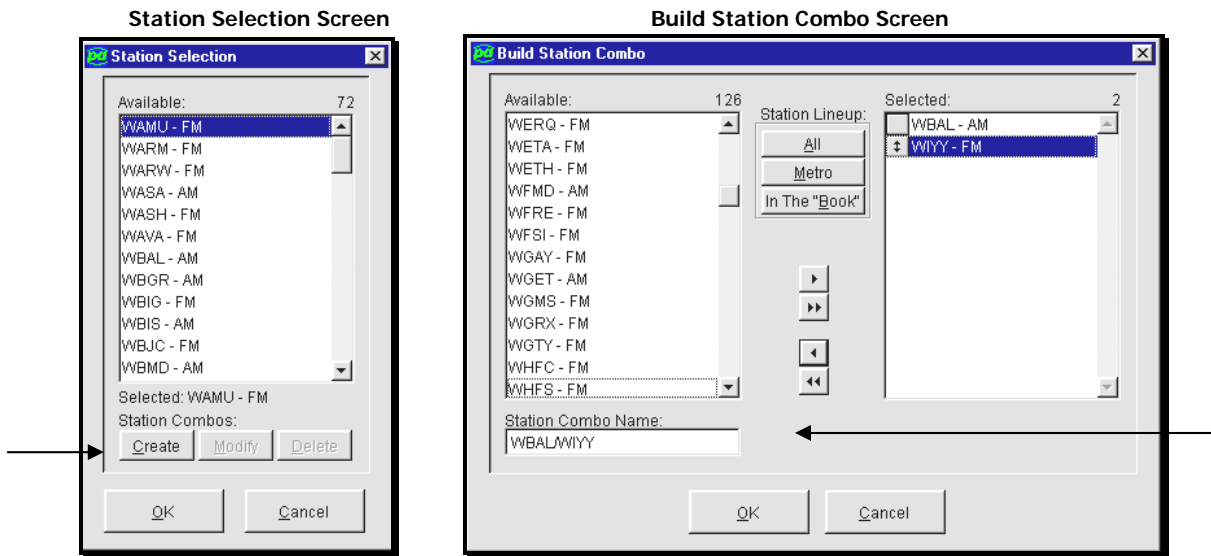
PD Advantage can Backup or Restore Daypart Sets, Station Combos, or Report Specifications from other computers making it easier to share information among multiple PCs. From the **Utilities** menu, select **Backup/Restore**. Choose which File Type you want to backup. When you click the Backup button, you will be promoted to either create a new backup file or use a pre-existing one. Select the file and then click Save. Restoration is done in the same way.



UTILITIES

Creating Custom Station Combos

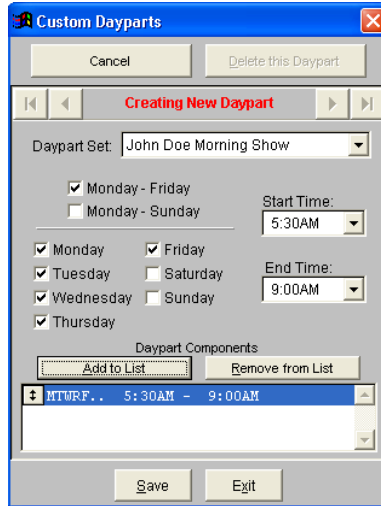
PD Advantage will use the same station combos that you have already created in Maximi\$er. If you decide to build another combo while in PD Advantage, click **Create** on the Station Selection Screen. Then double click the stations in the **Available** box to move them to the **Selected** Box in the Build Station Combo Screen OR single click the stations to select them and click the  button. Type a name in the **Station Combo Name** box and click OK.



Tip – To track format performance in your market, create a station combo using all stations within the format. Use the format name (i.e. "CHR") to label the "stations".

Creating Custom Dayparts

PD Advantage will use customized dayparts in several reports. To create a custom daypart, click the Custom Daypart Button and click Create New Daypart. Enter a Daypart Set name, choose the days of the week, start time and end time and click "Add To The List" when complete. Click Save to save the custom daypart.

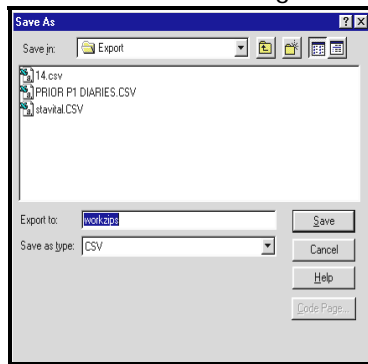


Using Custom Dayparts in the Vital Signs reports.

The Vital Signs Reports will use custom dayparts if selected. The daypart set that is used is called VITALSIGNSCUSTOM. To edit/create this custom daypart set, click Daypart in report 1 or 1a, then click Custom Dayparts button. Select the daypart set "VITALSIGNSCUSTOM" and edit the dayparts. To remove currently entered dayparts, click "Remove From List". To add new dayparts choose days, start time and end time and click "Add To List". Click Save when complete. Vital Signs will use the first 5 custom dayparts in the VITALSIGNSCUSTOM set when selected.

Exporting Reports

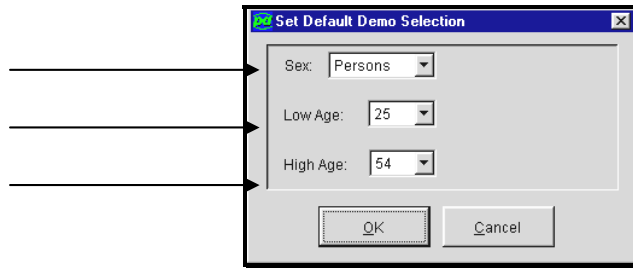
PD Advantage exports to a standard Comma Separated Value (.csv) format recognized by most common spreadsheet programs. By default, it exports to the x:\Arbitron\pdadvantage\export directory where x:\ is the drive letter where PD Advantage is installed.



UTILITIES

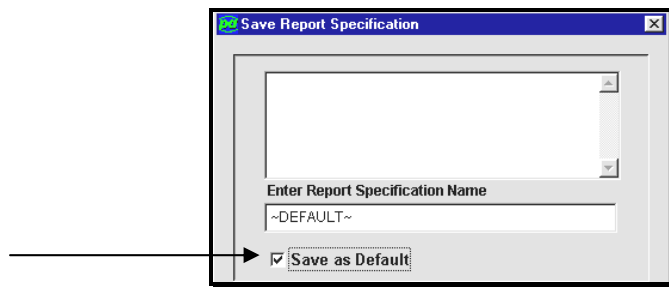
Setting Defaults

To set a default demo, click Utilities and Set Default Demo. Select a Sex, Low Age, and High Age and it will be used as the default in any future reports.



Saving default report specifications

Often, Program Directors run the same report specifications time and time again. When you create report specifications, you can save those specifications as defaults. Click File and Save after you define the "default", check *Save as Default* and your specifications will be saved. Then click File and Open to retrieve those saved report specifications. *Note: You should be using the last n surveys option when building these specifications to ensure using the most recent surveys. This will allow you to load new quarterly data and not have to resave your specifications.*

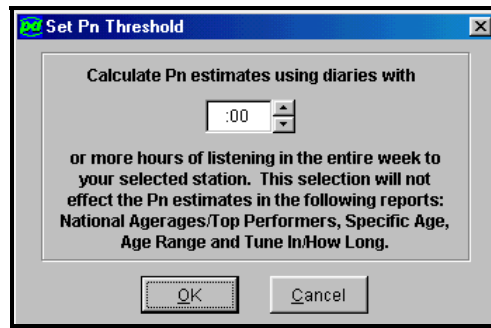


Pn Threshold

Customize PD Advantage to meet your needs by setting the Preference Level (Pn) Threshold. PD Advantage lets you filter out "light users" of stations out of the available Pn pool of data. For example, it might not be desired to look equally at two Pn diarykeepers where one diary contained 1 hour of listening to the station and another contained 10 hours of listening. Both might be Pn to the station, but the amount of time spent listening to the station differentiates them. Use this filter to concentrate your reports by excluding "light users" of stations as defined by you.

Enter a threshold value to focus the Pn determiner. For example, if you enter 5:00, then only those Pn diaries containing 5:00 hours or more of listening to the target station during the daypart will be included.

Pn Threshold values will filter results in all reports except National Averages/Top Performers, Specific Age, age Range, and Tune In/How Long reports when using Listener Preference Data.



INSTALLING PD ADVANTAGE

PD ADVANTAGE requirements:

Windows XP or later
32 MB RAM or greater
CD-ROM
Internet Connection (To download data)
Maximi\$er

To install PD ADVANTAGE:

Installing PD Advantage takes less than 5 minutes!

- Close all other programs
- Insert CD-ROM
- Click START and RUN from the Windows Toolbar
- Type "x:\setup.exe" in the text box labeled "Open" - x:l will represent the drive letter of your CD-ROM drive
- Click OK and follow the instructions on the screen

After installing the software, you will need to Unlock it.

- Insert the PD Advantage Unlock Disk into the 3 1/2 floppy drive
- Click START and RUN from the Windows Toolbar
- Type "a:\setup.exe" in the text box labeled "Open"
- After Setup locates the PD Advantage directory on your PC, click Next
- Start PD Advantage software
- Click UTILITIES and SET PATH from the menu bar. Click BROWSE, double click the C:\ drive and the RSVP directory to select it as the data path. Click SELECT.

Data

PD Advantage uses the same data that is used in Maximi\$er. If you have access to Maximi\$er either on your hard drive or on a network, you can have PD Advantage utilize the same data. **PD Advantage will then access the same station combos and custom dayparts that you've already built in Maximi\$er!**

Click **Set Path** from the **Utilities** list to make the connection.

Click the **Browse** button and select the RSVP directory either on the c:\ or d:\ drive if on the hard drive or a network drive and click **Select**.

Once you establish a Data Path, PD Advantage will use this path for all data Utilities. If you select **Install Data**, **Backup Data**, or **Delete Data**, PD Advantage will do the appropriate task within the **Data Path** that you have selected.

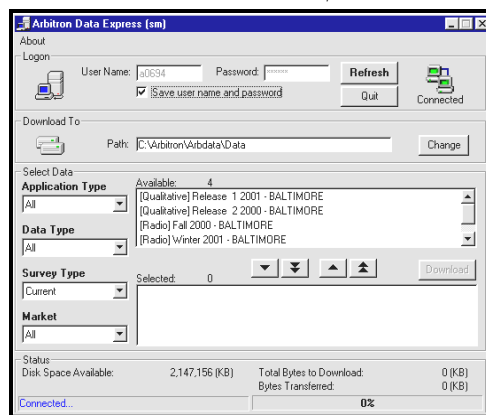
***Please Note* -If you select **Delete Data**, you will be deleting it from use for both PD Advantage and Maximi\$er.

TO DOWNLOAD DATA USING ARBITRON DATA EXPRESS

Radio Ratings subscribers can download data a full two days before your overnight (Fed Ex, Airborne...etc.) delivery of diskettes. If you need help with any Arbitron software, call the 1-800-543-7300 for assistance 24 hours a day, 7 days a week!

1. Log on to your Internet Service Provider, once connected, minimize.
2. Start the **Arbitron Data Express** software. (If you need to install the software, insert the CD-ROM and Click START and RUN from the Windows Toolbar. Then, type *x:lade226\setup.exe* where *x*: is the drive letter of your CD-ROM drive. Follow instructions on screen to complete install.)
3. Enter the **User Name** and **Password** that has been emailed from the Arbitron Customer Support Team. Click on the **Connect** button. (If you do not have a user name and password, visit www.arbitron.com/radio_stations/ade.htm and register to get yours!)
4. Your designated market surveys will appear in the **Available** window. Double-click the survey you are interested in downloading to move it to the **Selected** window. (Or highlight the survey and click the single down-arrow to move the survey to the **Selected** window.)
5. Click the **Download** button to begin the downloading process. Notice the path in the **Download To** section of the ADE screen. Unless the path is changed the default download path is **C:\Arbdata\Data** and the data file will be downloaded at this location on the hard drive.
6. When the download process is complete, click on the **Quit** button to return to the desktop. Your Internet Service Provider can be disconnected at this time.
7. To install the data just downloaded, start **Maximiser**, click on **Utilities** from the Title Bar and select **Install Data**. Change the install path to the **Download To** path from step 5. Install data as usual.

** *PD ADVANTAGE can use data located in the Maximiser "RSVP" directory*



GLOSSARY OF TERMS

Analysis Total/ Audience Estimates for the total number of stations selected by the user for a report.

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

Cume Duplication/ The percentage of estimated Cume Persons for one station or group of stations 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 within a reported 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; Saturday, 10AM-3PM).

Designated Market Area (DMA®)/ Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county/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 is sent survey materials.

Differential Survey Treatments (DST)/ Special survey procedures used to increase participation rates of targeted demographic groups.

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

eBook/ See "Radio Market Report."

Exclusive Audience/ The estimated audience who listened to only one selected station within a daypart.

Ethnic Analyses/ Audience estimates by ethnicity. Ethnic audience estimates for ethnically controlled markets are available for the standard Metro survey area and custom geographies defined by counties and/or ZIP Codes within the Metro survey area. Ethnic analyses are not available for the TSA and DMA standard geographies and custom geographies outside of the Metro survey.

Ethnic Controls/ Differential Survey Treatment and weighting techniques used by Arbitron in ethnically controlled markets to improve in-tab representation of Black and/or Hispanic populations in the Metro.

First Preference Listening/ See Pn Listeners

Full Survey Area (FSA)/ The Full Survey Area includes all the counties in the Metro, TSA and DMA, if applicable, of a market.

Group Quarters/ For Arbitron sampling purposes, group quarters refer 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.

High-Density Area (HDA)/ A ZIP Code-defined sampling unit – either a High-Density Black Area (HDBA) or High-Density Hispanic Area (HDHA) – that may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/ Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See "Home and Outside Stations" in the Maximizer Description of Methodology and "Reporting County of License" below.)

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

Listening Locations/ Locations such as At Home, Away From Home, At-Work, In-Car, Away at Work or Away Other for which audience estimates are reported.

Mentions/ (See "Diary Mentions.")

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 Area, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Network Affiliation/ An agreement between a radio station and a network in which the station agrees to broadcast network commercials and/or network programming of various types. Arbitron lists up to three network affiliations of reported stations on the "Station Information" page of the Radio Market Report if the network qualifies to be listed and if the station reports such affiliation to Arbitron.

Outside Station/ A station that is not "home" to a particular Metro and/or DMA.

Pn Listeners (First Preference Listeners)/ Persons who listen to one radio station more than any other are P1 listeners for that stations. P2 listeners report the second highest amount of listening to the identified station; etc. Note that P3 and P4+ are also available.

Persons-Per-Diary Value (PPDV)/ The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the population. The PPDV reflects the number of persons in the geographic, sex, age, and (if applicable) ethnic and/or language usage (English/Spanish) group represented by each in-tab diary after sample balancing has been performed.

Population Estimates/ The Population Estimates provided at the top of a report for these services is the sum of PPDVs for the demographic/geographic groups specified for the report. The sum of the PPDVs is used in determining audience estimates.

PUR (Persons Using Radio)/ The total reported listening to radio in the Metro, TSA, DMA or Custom Geography including listening to reported stations and non-reported stations that did not qualify for reporting, cable-only stations and unidentified stations.

Quarter-Hour/ The basic unit, or smallest time period, for which listening is credited. Generally, stations receive credit for a quarter-hour of listening if the diarykeeper reported five or more minutes of continuous listening to the station during a quarter-hour.

Radio Market Report (RMR or eBook)/ Arbitron's syndicated report that provides audience estimates and other data for specific markets.

Recycling %/ The percent of listeners in one daypart that also listen to that station in another daypart.

$$\% \text{ Recycling} = \frac{\text{Cume Persons for both dayparts}}{\text{Cume Persons for one daypart}}$$

Reporting County of License/ The county that corresponds to the primary city identifier selected by a station.

Sample Frame/ The universe from which potential respondents are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with landline 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 for which sample is separately selected and monitored.

Simulcast/ The simultaneous broadcast of one station's total and uninterrupted broadcast flow by a second station without any variation except if the two simulcast stations choose to separately identify their call letters, frequency, station name and/or city of license, if appropriate, at the same time.

Split County/ A portion of a county, consisting of one or more ZIP Codes, that is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Station Selection:

Metro/ The set of stations that are considered by Arbitron as home to the Metro and that meet Minimum Reporting Standards (MRS) for the Metro for the applicable Radio Market Report.

"In The Book"/ The set of stations that met Minimum Reporting Standards (MRS) for the Metro in an applicable Radio Market Report. More details about MRS for the Radio Market Report can be found in the *Arbitron Radio Description of Methodology*.

All/ The set of stations that meet Minimum Reporting Standards (MRS) for MaximiSer or Media Professional.

Time Spent Listening (TSL)/ An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. The estimate is expressed in hours and minutes.

$$\frac{\text{Number of hours in daypart} \times \text{AQH persons}}{\text{Cume Persons}} = \text{TSL}$$

Total Line Reporting (TLR)/ The reporting of audience estimates for stations that simulcast 100% of their broadcast day throughout the report period, including commercials and PSAs, under a single set of call letters (e.g., the "primary station's call letters).

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

Unduplicated Audience (Cume)/ See Cume Persons.

Weekly Analyses/ Estimated audiences for selected weeks for standard areas (Metro, TSA or DMA). Weekly analyses are not available for custom geographies, or "21+" demographics.

Arbitron offers a variety of software support and customer services to meet your needs. Our Software Support Team offers several different levels of support to assist you with specific questions regarding our software.

HELP within the software

There is an extensive internal Help for PD Advantage. Click on **Help** found on the PD Advantage pull-down menu or press HELP on the menu bar

ONLINE/Internet Help and Training

Visit the Arbitron Training and Support Center on the Internet at www.arbitrontraining.com to view on-line support for PD Advantage and other Arbitron software and products.

CALL 1-800-543-7300 FOR A SOFTWARE CONSULTANT

The Customer Service Hotline is available 24 hours a day, seven days a week. Our Customer Service staff builds and maintains long-lasting customer relations through consistent service to our clients. Consultants are certified by the RAB as Certified Radio Marketing Consultants (CRMC).

The Customer Service Hotline is available to help you with the following:

- Unlimited software assistance with senior support staff.
- Ordering upgrades or replacement data.
- Report training "How To Run A..."

SUGGESTIONS FOR RESOLVING YOUR PROBLEM FASTER

Have the telephone by your computer when you call. Have ready the following information:

- The type of computer you are using.
- The version number of the software you are using.
- A description of the problem, including any error messages encountered.

ON-SITE TRAINING ASSISTANCE

Arbitron has a staff of trainers prepared to come to your place of business. They offer several different types of training for all of your station's staff. Please call your Arbitron Account Executive to schedule training on-site.