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For Immediate Release

COLEMAN INSIGHTS FINDS THAT INTENTIONAL LISTENING DRIVES RADIO STATIONS' PERFORMANCES IN PPM MEASUREMENT

RESEARCH TRIANGLE PARK, N.C., September 19, 2008 – Coleman Insights has found that “Intentional” listening clearly drives the performances of radio stations when their audience levels are measured using Arbitron’s Portable People Meter (PPM). This is the main conclusion of “Real PPM Panelists Tell All,” a study based on one-on-one interviews with panelists shortly after they finished their time in Arbitron’s PPM panels in the New York, Philadelphia and Houston markets. Results from this study were released today at the NAB Radio Show in Austin, Texas.

The findings provide insights into why one of the most noteworthy differences between the new PPM system and diary measurement—how PPM shows much higher Cume (unduplicated audience over a specific time period) levels, but much lower TSL (time spend listening) levels—occurs. Specifically, it demonstrates how these larger Cumes are predominately generated by Invisible and Incidental listening, as opposed to the Intentional listening that accounts for the overwhelming majority of the AQH (average quarter-hour) listening stations attract.

“Our findings about the importance of Intentional listening make it clear that stations need to keep their eye on the ball and not get too caught up with trying to expand their Cume audiences,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman, who was one of the co-presenters of the study. “They should instead focus on catering to Intentional

listeners, by making sure they're well known, have brands that people want to affiliate with, have clearly-defined positions and are perceived as offering numerous product attributes that listeners find compelling."

Coleman Insights defines Intentional listening as when people are aware of a station and intend to listen to it. Incidental listening is to stations that people are aware of and have some sense of, but that is driven by other forces that are generally out of their control (such as someone being exposed to a station played in an office environment). Invisible listening is completely unexplained listening that the PPM captures, but that the listeners have no recollection of. The findings demonstrate that there is very little a radio station can do to impact the amount of Incidental and Invisible listening it generates in PPM.

Additional findings of the study include:

1. People rarely "stumble upon" stations and become regular users of them.
2. PPM appears to help correct station misidentification that may occur in diary measurement (i.e., people mixing up call letters, dial positions, station names, etc.)
3. Arbitron's PPM processes were portrayed positively, with panelists saying that they participated in order to have their opinions heard and to make a little extra money, that they were highly committed to carrying their meters, that Arbitron's points system and frequent phone content really encouraged compliance and that they felt positive about the meters themselves and—especially—Arbitron's service.

A summary of complete findings will be available on Coleman Insights' website, www.ColemanInsights.com, on Monday, September 22nd. An on-demand version of the NAB Radio Show session featuring audio and video of the interviews with PPM panelists will be available on the website in October.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina with offices in Los Angeles and Hamburg, Germany, is a media research firm that has provided its clients with deeper insights into music trends and branding opportunities since 1978. Its clients include hundreds of radio stations in North America, South America, Europe and Asia, including those owned by CBS Radio, Emmis Communications, Lincoln Financial Media, Spanish Broadcasting System, Citadel Communications, Entercom Communications Corporation, Grupo Radio Centro,

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Bonneville International Corporation, Sandusky Radio, Lagardère International, Radio One, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media, Entertainment Network (India) Limited and Hubbard Broadcasting. Additional information about Coleman Insights is available at www.ColemanInsights.com.

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