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MRC Statement on Recent Arbitron PPM Accreditation Actions

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Arbitron applied to the Media Rating Council (MRC) for accreditation of its Portable People Meter (PPM) Services and evaluations of these Services by MRC have been ongoing. PPM Services in Houston and Riverside-San Bernardino have been accredited, while all other Services were in the process of audit and evaluation by the MRC's PPM Audit Committee during 2009.

The MRC Audit Committee, comprised of MRC members representing a large number of users of the PPM Services including radio stations, networks and groups, advertisers, agencies, and trade associations, met on numerous occasions to review and discuss the results of audits of nineteen of the PPM Services and review other materials for these Services that were supplied by Arbitron. Additionally, Arbitron personnel responded to audit questions and Audit Committee concerns during 2009.

After careful consideration of the available information, the Audit Committee concluded that accreditation could only be granted to the Minneapolis – St. Paul PPM Service; it could not be granted to the other eighteen Services based on the 2009 audit results and that further Arbitron actions are necessary to eventually enable successful completion of the accreditation process. All open audits for these eighteen markets were therefore closed with a recommendation to deny accreditation. New audits will be required in 2010 to further consider accreditation of these Services. These conclusions were recently ratified by both the MRC Radio Committee and the MRC Board of Directors.

The eighteen markets included:

- Atlanta
- Baltimore
- Boston
- Chicago
- Dallas
- Denver
- Detroit
- Los Angeles
- New York
- Miami
- Philadelphia
- Phoenix
- Pittsburgh
- St. Louis
- San Diego
- Seattle
- Tampa – St. Petersburg
- Washington D.C.

Arbitron continues to work with the MRC to implement plans designed to address the audit committee's concerns and has indicated that it plans to continue to participate in the MRC process, including completion of the 2010 audit efforts.

As noted above the MRC Radio Committee and MRC Board of Directors granted MRC accreditation to the Monthly, Average Quarter-Hour Based Radio Data for the Minneapolis – St. Paul PPM Service effective with the next released PPM monthly report for this service.

PPM Services not discussed in this statement (San Francisco, San Jose, Cincinnati, Cleveland, Kansas City, Las Vegas, Portland, Sacramento, Salt Lake City and San Antonio) were subject to recent audits that are under evaluation by MRC and remain unaccredited at this time.

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