

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554**

In the Matter of)
)
Portable People Meter –)
Commission Inquiry Pursuant To) MB Docket No. 08-187
Section 403 of the Communications)
Act (47 U.S.C. §403))

REPLY COMMENTS OF THE PPM COALITION

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REPLY COMMENTS OF THE PPM COALITION

The PPM Coalition (“PPMC”) hereby respectfully submits its reply comments in connection with the Emergency Petition for Section 403 Inquiry (the “Petition”) that it filed September 2, 2008 initiating the above-captioned proceeding.¹ The PPMC asks the FCC to conduct a Section 403 inquiry to investigate the very serious allegations that the methodological flaws in Arbitron Inc.’s new Portable People Meter (“PPM”) measurement service cause unreliable and invalid ratings data that will distort the information used by the Commission to make important policy decisions involving the radio industry. In addition, the use of a methodology that has flunked the Media Rating Council’s (“MRC”) accreditation process threatens the stability of the radio broadcast industry. The PPMC has demonstrated that gross deficiencies in Arbitron’s sampling methods result in an under-representation of minority audiences and will have a profound adverse impact on minority broadcasting. Unless corrected, Arbitron’s flawed PPM methodology has the potential to undermine decades of Commission policy on diversity in broadcasting and to create insurmountable barriers to entry for minority-

¹ See Commission’s Public Notice, MB Docket No. 08-187 (rel. Sept. 4, 2008), announcing comment cycle for PPM Coalition’s Petition Seeking Commission Inquiry Pursuant to Section 403 of the Communications Act (47 U.S.C. § 403) (“Notice”).

owned broadcasters. Accordingly, as the PPMC explained in the Petition, it is vital that the Commission ascertain the facts about PPM and assess the potential impact a flawed ratings service could have on the broadcast industry and the goals and assumptions underlying the Commission's structural and diversity rules and policies.

The PPMC reiterates that it is not opposed to the introduction of electronic measurement for the radio industry and it is not asking the FCC to regulate Arbitron! However, the underlying methodology for any measurement service must accurately and fairly reflect the market it is intended to represent. Arbitron uses a methodology that has been accredited in Houston, but has abandoned it in favor of a new failed methodology that it intends to use.² The PPMC's Petition requests that the Commission serve as a neutral finder of fact to assess the problems identified by the PPMC and the Media Rating Council (the industry body responsible for ensuring accuracy of media ratings research); and based on the evidence provided, to make a determination whether Arbitron's unaccredited PPM methodology will cause an adverse impact on the FCC's rules and policies, on the broadcasting industry, and more specifically on diversity in broadcasting.

In response to the Commission's call for comments on the Petition, Arbitron continues to assert that the Commission lacks jurisdiction, expertise, or the power to provide relief requested by the Petitioners. As demonstrated below, Arbitron is wrong on all counts. As an afterthought almost, Arbitron also tries to refute the PPMC's allegations by offering up a little magic with its figures. However, a close examination of the purported evidence offered by Arbitron reveals the

² In blatant disregard of the concerns expressed by dozens of entities including the radio industry, advertisers, the New York Attorneys General's office, the New Jersey Attorney General's office, Members of Congress, civil rights organizations, minority-owned stations and community leaders, Arbitron announced the commercialization of its PPM service in the top four radio markets of New York, Los Angeles, Chicago and San Francisco as of October 6, 2008, two days earlier than initially scheduled.

company's attempts to manipulate the facts and data in an attempt to defend its own stubbornness and refusal to address the very real and serious issues plaguing its PPM service.

I. ARBITRON'S JURISDICTIONAL ARGUMENT COMPLETELY MISSES THE MARK

Arbitron blusters on for over twenty pages, spending the majority of its comments refuting arguments that the PPMC does not make in its Petition. The PPMC does not suggest that the Commission regulate Arbitron, nor does the PPMC seek to insert itself in a non-adversarial fact finding investigation, nor 'impose' any sort of adjudicatory or adversarial process. Arbitron's insistence that the Commission lacks authority under the Communications Act of 1934, as amended (the "Act") over the activities of audience measurement firms misses the mark.³ The PPMC only asks that the Commission inform itself of the potential impact of unreliable ratings data being released into the marketplace where it will be used by the Commission and broadcast licensees to frame local markets whose competitiveness is the central premise of broadcast regulation.⁴ To imply that the Commission lacks the authority to inform itself of facts affecting the radio broadcast industry is absurd.

³ As Arbitron has missed the mark in its Comments, so too have others who filed comments in support of PPM. Allscope Media and JL Media offer support for PPM and assert the need for electronic measurement in the radio industry. PPMC also supports the need for electronic measurement in radio and believes that electronic measurement has the potential to offer our advertisers greater accountability. However, no survey based measurement service can be relied upon while fundamental design flaws persist in the construction of the sample base.

⁴ Earlier today in the docket, several radio broadcasters filed Reply Comments arguing against the Commission's jurisdiction over audience measurement services. Notably, none of the broadcasters offer support for PPM only an expression of concern over an expansion of the Commission's jurisdiction. Moreover, the broadcasters' jurisdictional argument fails to cite, much less distinguish, the leading cases interpreting Section 403. A Section 403 investigation does not expand the Commission jurisdiction, it merely provides the Commission authority to ascertain the merits of certain allegations have a bearing on the Commission policies, rules and regulations. If Arbitron is correct in its claims that PPM is a reliable audience measurement service, then the Commission's investigation should find that to be the case. *See Letter of Entercom, Bonneville, et. al* dated October 6, 2008, MB Docket No. 08-187.

The Commission's power to institute investigations of the type requested is well settled. The Communications Act gives the Commission full authority and power, with or without complaint, to institute any inquiry concerning questions arising under the provisions of the Act or relating to its enforcement.⁵ The fact that Arbitron is not a licensee does not prevent the Commission from seeking information from it.⁶ This includes authority to obtain the information necessary to discharge the Commission's proper functions, which would embrace an investigation aimed at prevention or disclosure of practices contrary to the public interest.⁷ Thus, the Commission would be well within its authority to initiate the proposed investigation to enable it to make reasonable judgments about the impact of PPM on broadcast diversity, localism and competition. The letter from Roy Stewart, Senior Deputy Chief of the Mass Media Bureau, Arbitron's own exhibit to its comments, makes that very point -- the Commission "relies on Arbitron data in processing various types of applications and in determining radio markets."⁸ Questions of fact exist regarding the validity of the data relied upon by the Commission. Therefore, the Commission has ample authority to seek information about the validity and accuracy of Arbitron's ratings data which may potentially affect the formulation of the FCC's own rules and regulations.

Arbitron's suggestion that the Commission should not investigate PPM because it ultimately can issue no order that would affect PPM is misguided. The Commission need not undertake a Section 403 inquiry with the express purpose of issuing an order. A Section 403

⁵ *Stahlman v. Federal Communications Commission*, 126 F.2d 124, 127 (D.C. Cir. 1942); *see also Federal Communications Commission v. Schreiber*, 201 F. Supp. 421 (S.D. Cal. 1962).

⁶ *Federal Communications Commission v. Cohn*, 154 F. Supp. 899, 906 (S.D.N.Y. 1957).

⁷ *Id.*

⁸ *See* Arbitron Comments, Appendix 1, MB Docket No. 08-187.

inquiry need not be applicable to any pending proceeding or pending legislation. Instead, a Section 403 investigation is a non-adversarial fact-finding proceeding.⁹

However, if the investigation reveals that PPM's sampling is flawed, that its flaws do result in an under-representation of minority audiences, and that such a disparate impact is contrary to the public interest, the Commission could elect to rely on the investigation's findings to design rules regarding the application of PPM to the radio industry. For example, given the importance of ratings to the broadcast industry and the potential distortion of the market caused by flawed ratings data, the Commission might initiate a rulemaking to determine whether its regulations should be amended to eliminate the Commission's own reliance on Arbitron data. Additionally, if the investigation concludes there is evidence to suggest the imprudent roll-out of PPM would likely discriminate against or validate advertisers' discrimination against minority consumers, the Commission could recommend congressional action to regulate Arbitron.

II. ARBITRON HAS PURPOSEFULLY DEFIED THE MEDIA RATING COUNCIL TO THE DETRIMENT OF THE RADIO BROADCAST INDUSTRY

It is fascinating that while Arbitron lauds the expertise of the Media Rating Council ("MRC"), the entity that Congress determined should have authority over the reliability of audience measurement data, Arbitron has steadfastly ignored the MRC's conclusions regarding its PPM service. Arbitron is right on one point. The MRC is the body with the expertise in media audience survey methodologies, and it expressly makes accreditation determinations for those methodologies. In the case of PPM, the MRC has now twice denied accreditation to

⁹ *Stahlman v. Federal Communications Commission*, 126 F.2d at 128.

Arbitron's Radio First PPM methodology.¹⁰ Yet, Arbitron has effectively ignored the MRC's findings.

A telling fact to be noted in Arbitron's comments is Arbitron's continued focus on its accredited Houston PPM service. "Arbitron waited two years after establishing the [Houston] panel before commercializing, in large part in order to ... win accreditation for the service."¹¹ Arbitron then proceeds to pat itself on the back for waiting for accreditation. But as the PPMC has pointed out repeatedly, the accredited methodology established in the Houston market is not the PPM service and sampling methodology that Arbitron has, today, rolled-out in the top four radio markets in the U.S. Arbitron's revised Radio First methodology has twice been denied accreditation and currently exhibits numerous methodological flaws that are affecting the validity and accuracy of the resulting data.

Arbitron continues to insist that it will work with the MRC to address the issues that have been raised by the PPMC and others, but lack of MRC accreditation means that PPM has failed to achieve even the bare minimum standards established for media ratings research. Thus, the Commission should examine the release of Arbitron's unaccredited ratings data into the broadcast marketplace. A Commission investigation may ultimately determine that further action by the Commission or Congress is necessary to protect broadcast licensees and the public from the wide use of unaccredited ratings data.

¹⁰ Arbitron's Radio First methodology employed in the Philadelphia and New York radio markets was originally submitted to MRC for accreditation in 2006. The MRC denied accreditation to Philadelphia and New York PPM services in late 2007. After which, Arbitron began working with the MRC to address concerns identified in the Audit Committee Report. In September 2008, before members of the House Committee on Small Business, staff of the MRC disclosed that Arbitron re-submission for accreditation had once again been denied.

¹¹ Arbitron Comments, at p. 29.

Arbitron's blatant disregard for the conclusions reached by the industry's credentialing body is an abuse of its monopoly position. The Commission has the authority, the expertise, the *gravitas*, and above all the confidence of the broadcasting industry that its investigation will be complete, expeditious and impartial.

Consequently, the PPMC implores the Commission to examine the MRC's findings and conclusions, including Ernst & Young's audit report, the recommendations of the MRC Audit Committee and testimony from the MRC staff in order to establish whether the commercial release of PPM in its present form will result in inaccurate and unreliable data being released to the market place. If the methodological problems underlying PPM do affect the validity of the data, the Commission may use the facts developed in the inquiry to determine the impact of unreliable ratings data on competition, localism and diversity in the broadcast marketplace.

To date, the MRC has been constrained in its efforts to disclose information regarding the specific risk of PPM. The MRC is governed by stringent confidentiality provisions that were initially put in place to provide a level of comfort for the exchange of social science research. In a Section 403 inquiry, the Commission could make use of its accompanying subpoena powers to lift the veil of secrecy surrounding the accreditation process and permit the MRC to provide relevant pertinent facts necessary for a full analysis of PPM's impact on radio. Arbitron should not be permitted to hide behind the cloak of confidentiality around the MRC when it has arrogantly chosen to dispense with that respected entity's conclusions and recommendations.

III. ARBITRON USES SMOKE AND MIRRORS ATTEMPTING TO DISPEL VALID CONCERNS

One of the primary concerns expressed by the PPMC is the under-representation of cell-phone only ("CPO") households. Arbitron's current practice is to cap cell phone only households in a PPM sample at 5-7%, however, recent data provided by the Center for Disease

Control's Wireless Substitution Report estimates that the percentage of CPO households in the U.S. has risen to approximately 16%.¹² Further, that percentage rises significantly when accounting for age and ethnicity. Nearly 31% of adults in the U.S. age 18-24 years old live in CPO households and more than one in three adults age 25-29 years old (34.5%) live in CPO households. Hispanics and African Americans index higher than the U.S. average for CPO, with Hispanics at 19.3% and African-Americans at 12.9%. Arbitron attempts to alleviate concerns about CPO representation by pointing out the fact that the diary method does not include CPO and that this "issue cannot explain the reported fall-off in published audience estimates."¹³ Arbitron then offers a Table of the CPO sample group from New York that purports to show comparatively high indices for CPO households for persons of color in PPM.¹⁴ However, a proper reading of this Table clearly exhibits why the PPMC has such grave concerns. Arbitron cites the following percentages for persons of color and the 18-34 demo in New York: Black: 6.9%; Hispanic: 17.1%, Persons 18-34: 14.3%. However, these smoke and mirror figures can be dismissed by carefully observing that the Total Percentage of the CPO sample for New York is only 6.9%. So the percentage of persons of color actually means, the sample of CPO Blacks in the Total CPO Sample for New York is 6.9% of 6.9%; for Hispanics – 17.1% of 6.9%; and for Persons 18-34 – 14.3% of 6.9%.

Next, Arbitron asserts that there is nothing wrong with its compliance rates, by attempting to demonstrate that the PPM results for June '08 "suggest better cooperation as

¹² Blumberg SJ, Luke JV. "Wireless Substitution: Early release estimates from the National Health Interview Survey, July 2007 – December 2007," National Center for Health Statistics (May 13, 2008) ("Wireless Substitution Report"), <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless/200805.pdf>.

¹³ Arbitron Comments, at p. 37.

¹⁴ See Arbitron Comments, at p. 37, Table 2. Share of Diary and PPM Samples Comprised of Persons Residing in CPO Households, by Sample Types. It is interesting as well that Arbitron recently announced the inclusion of CPO households into its diary samples, which it intends to implement at an accelerated rate by Spring 2009.

compared to the Winter 2008 diary survey.”¹⁵ This comparison is misleading because Arbitron is comparing two different statistics. On the average day, 77% of the persons who agree to accept the PPM device provide usable data. In June, the average daily in-tab rate for the New York metro was 4325 persons.¹⁶ In the diary sample, 57.6% of the persons who agree to take a diary provide usable data for at least six of seven days. In June, the average number of people providing usable data per week for PPM in the New York market was 3611 persons.¹⁷ If Arbitron uses the same qualifier for PPM and the diary (*e.g.*, the percentage of those who provide usable data for at least six (6) days within the week), the percentage for the PPM June survey would be just 64.3%. It is worth pointing out as well, that a diary ratings book covers a twelve (12) week period and contains almost three times more panelists than the PPM total for panelists for thirty (30) days in June. The Spring 2008 diary book had 13,252 panelists, compared to the average monthly in-tab rate for panelists in the June PPM survey, which was 5711.¹⁸

Moreover, this argument doesn't begin to address the criticisms that have been raised regarding the compliance problems experienced by Arbitron with its PPM panelists. For example, once a household agrees to be in the PPM panel, it is important for them to provide usable data. The only edit (control factor) Arbitron uses is motion (*i.e.*, Arbitron can detect whether the PPM device is in motion or has been shaken within the last twenty minutes). If the PPM meter is in motion at least eight (8) hours for adults and five (5) hours for non adults,

¹⁵ Arbitron Comments, Table 3: Comparison of Diary and PPM Compliance Rates Diary Return Rate (Winter 2008) versus PPM Daily In-tab Rate (June, 2008), at p. 38.

¹⁶ See June Sample Status: New York, Arbitron Inc. (2008).

¹⁷ *Id.*

¹⁸ *Id.* See also, Arbitron Inc. Spring 2008 Ratings Book.

Arbitron assumes the data are usable. Arbitron has no way of knowing whether or not each person in a household is wearing their own meter. Nevertheless, Arbitron will keep a household in the panel if it get usable data from at least half the persons in the household. Critics are concerned that to avoid constant calls from panel managers, people in a household could rotate wearing each other's meter. Arbitron has no way of knowing this. Arbitron does not address the fact that young persons, especially those in Spanish Dominant and African American households have tended to provide fewer usable days than others in the sample. Arbitron tells us that the primary reason respondents don't carry their meter on certain days is they forget. Is it that panelists forget or is it that panelists aren't carrying their PPM meters on days that it's less convenient to carry the meter because of certain activities or how they are dressed? No in depth research has been conducted on the conduct of panel participants. In addition, a review of more granular data provided by Arbitron to the PPMC members reveals that to compensate for poor compliance rates among the Hispanic population, Arbitron is over-installing PPM meters in demos with better compliance rates than in demos with poor compliance rates (*e.g.*, Arbitron will over-install PPM meters in the 35-44 Hispanic demo as opposed to the 18-24 Hispanic demo, but still claim to have the appropriate representation of Hispanics in a given market).¹⁹

Arbitron's comments also try to dispel concerns about the disparate impact in PPM ratings experienced by minority broadcasters by providing the often used example of two top ranked Urban stations owned by Radio One in Houston (KBXX-FM and KMJQ-FM), which initially experienced a ratings decline in Houston in June 2007, but resumed their number 1 and number 2 rank over a year later by June 2008. Putting aside the fact that the accredited PPM service in the Houston market is not at issue in the Petition and the fact that Alfred Liggins III,

¹⁹ See Declaration of Susan Knoll attached at Exhibit 1.

Chief Executive Officer of Radio One, joined five other broadcasters in a June 20, 2008 letter²⁰ to Arbitron asking the company to address certain deficiencies in its Radio First PPM methodology, the rankings of one or two stations in a given PPM month (June '08) do not address the volatility experienced across the board in PPM markets and the disproportionate impact PPM has had on minority-owned and minority formatted stations over the course of PPM's pre-currency roll-out.²¹ A series of charts, attached at Exhibit 4 shows the disproportionate impact on minority broadcasters across all PPM markets which cannot logically be explained by Arbitron.

The charts supplied at Exhibit 4 actually show a rating comparison for the same time period (Spring '08 Diary Book and April – June '08 PPM figures) between Urban, Spanish-language and general market stations (as opposed to Arbitron's chart at Appendix 3 which only show two points in time for Urban and Spanish-language stations).²² Looking at the data supplied for Chicago – the top 5 general market stations total day PPM reported 13% higher while Urban stations were 52% lower and Spanish-language was 40% lower. For morning drive 6AM – 10AM, the top general market stations were down only 9% while Urban was down 64%

²⁰ See Letter to Arbitron, Inc. dated June 20, 2008, from Clear Channel Communications, Cox Radio, Cumulus Broadcasting, Inner City Broadcasting, Radio One, Inc. and Saga Communications. (Attached at Exhibit 2).

²¹ The charts prepared at Exhibit 3 highlight the volatility in ratings experienced by Spanish-language stations from October 2007 – June 08.

²² Arbitron's Appendix 3 attempts to provide evidence that the rankings for Urban and Hispanic stations have not been affected dramatically by using a comparison for two (2) different calendar times (Spring 08 Diary v. August 08 PPM) and only shows Urban and Spanish-language stations. This chart does not address the disparate impact Urban and Spanish-language stations have experienced in Average Quarter Ratings, which is the primary factor affecting advertising revenue. See Arbitron's Comments, at Appendix 3.

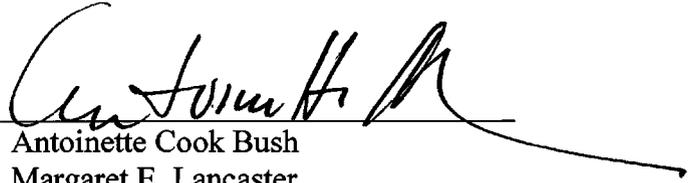
and Spanish-language stations were down 53%.²³ Arbitron has provided no satisfactory answer for this disparate impact.

IV. CONCLUSION

Minority broadcasters cannot survive with such precipitous declines in their audience measurement. Do these disproportionate measurements reflect the reality of Urban and Hispanic radio or are there other factors that come into play with the release of PPM? If as the PPMC claims, methodological flaws in Arbitron's Radio First methodology produce inaccurate and unreliable ratings data then the answers to the questions about the roll-out of PPM have direct bearing on the Commission's existing rules and policies. Inaccurate ratings affect the entire radio industry and could distort the market. For these reasons alone, the Commission should have ample interest and does have ample authority to investigate the allegations surrounding the roll-out of PPM. Therefore, we urge the Commission to grant the PPMC's Petition seeking a formal Section 403 inquiry into the methodological flaws of PPM.

²³ Upon roll-out of PPM, Arbitron explained to broadcasters that they initially anticipated an overall 30% reduction in audience share as a result of the difference measurement devices (diary v. PPM). While this has been true for most general market stations, the impact on Urban and Hispanic stations has been far more severe, with those stations encountering a 50-60% decline. See *Planning & Buying Radio Advertising in a PPM World: How 70 Meter Target Ratings Points Can Equal 100 Diary Ratings Points*, Arbitron (2008-09).

Respectfully submitted,



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EXHIBIT 1

Comparison of PPM Device Installation Rates v. Fault Rates in Commercialized Markets

Prepared by –
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How to Read Charts

The following charts reflect installation rates as compared to fault rates for the 8 markets commercialized on October 6, 2008 by Arbitron.

1. **Definitions:**

Fault Rate = the % of meters of the total number of meters not producing usable data

In-Tab Target = Total # meters installed * 75%

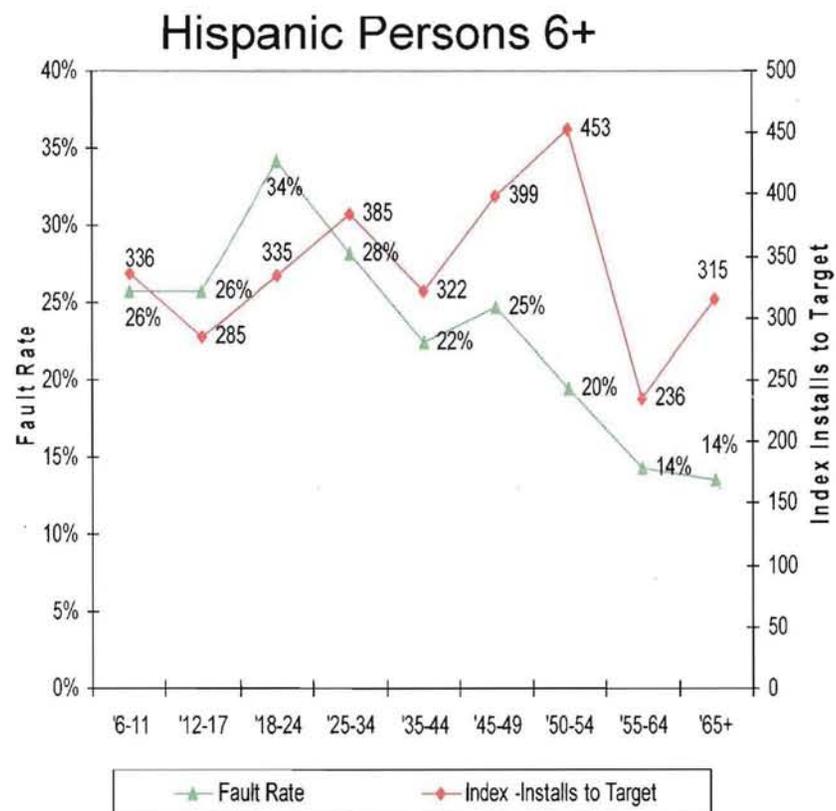
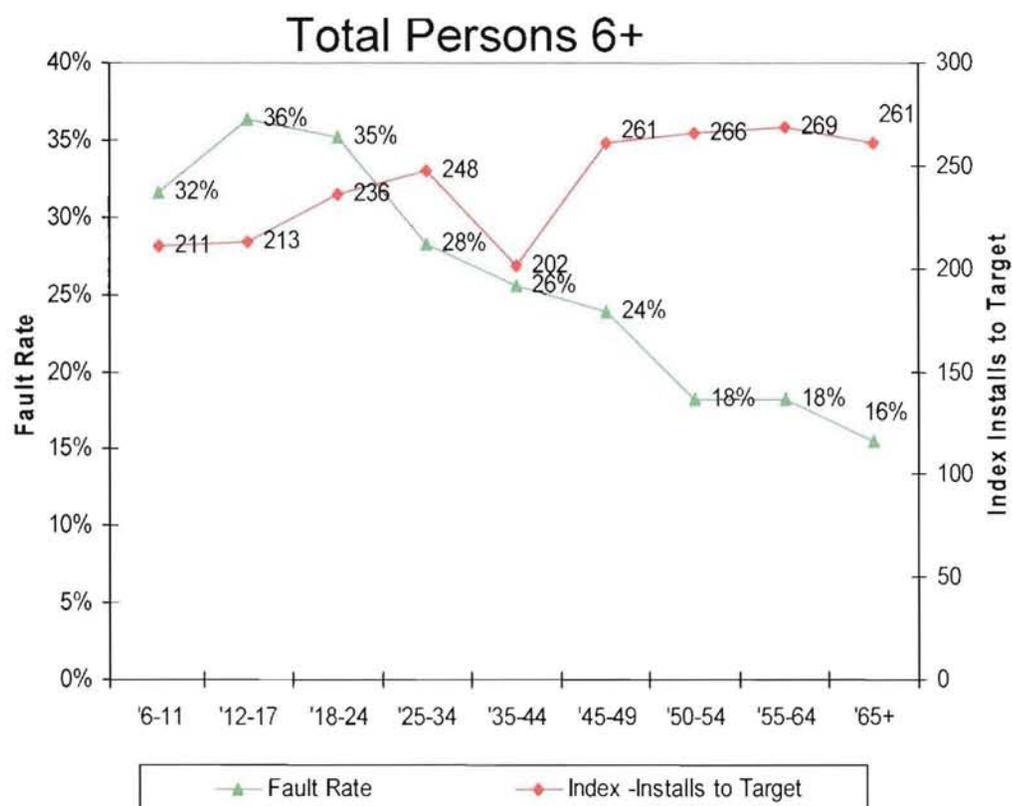
Index of Installs to In-Tab Target = (# Meters Installed/ In-Tab Target) * 100

2. **Comparing Key Figures:** The index of installs to in-tab target illustrates the percentage by which the panel is over installed relative to in-tab goals set by ARB. If the number exceeds 100, it means the meters installed exceed the target. If the number is less than 100, it means the number of meters installed is LESS THAN the target. To create a panel that reaches in-tabs targets in all demos and achieves adequate representation of these demos when compared to the market, over installation should be the inverse of the out of tab rate. Theoretically, if a demographic is out of tab at 25%, to achieve 100% of the target, the demographic would need to have 25% more meters installed than the target.

Example: Los Angeles- Total Persons 6+ chart. Persons 50-54 has an Index of Installs to in-tab = 161% . That means the number of meters installed (266) for P50-54 in LA is 61% installed above the target (176).

San Francisco August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

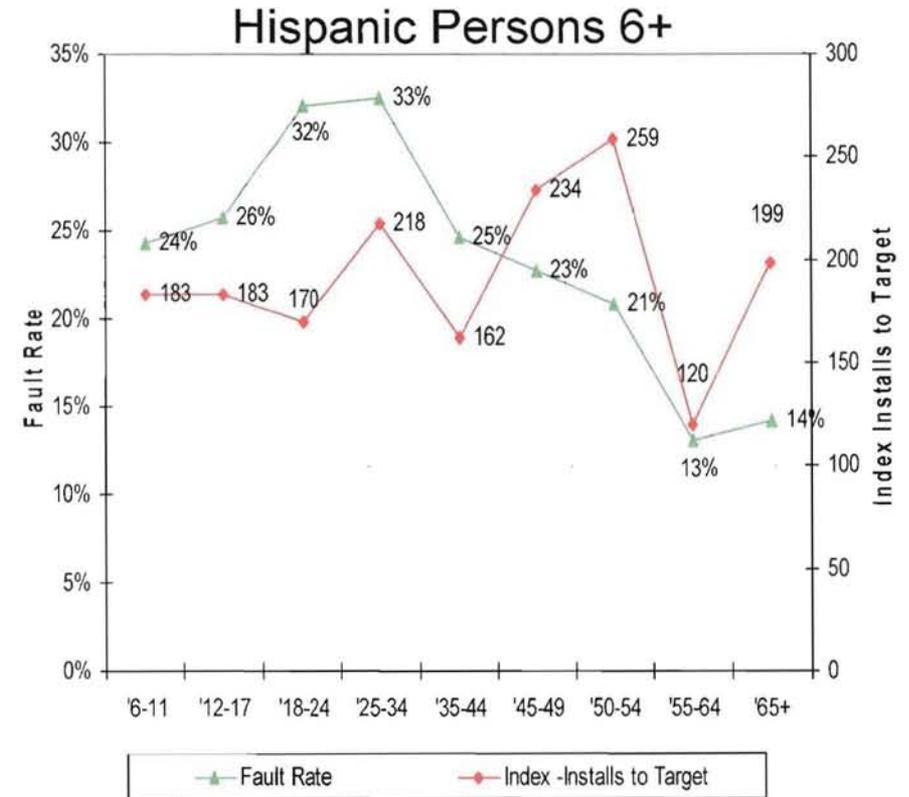
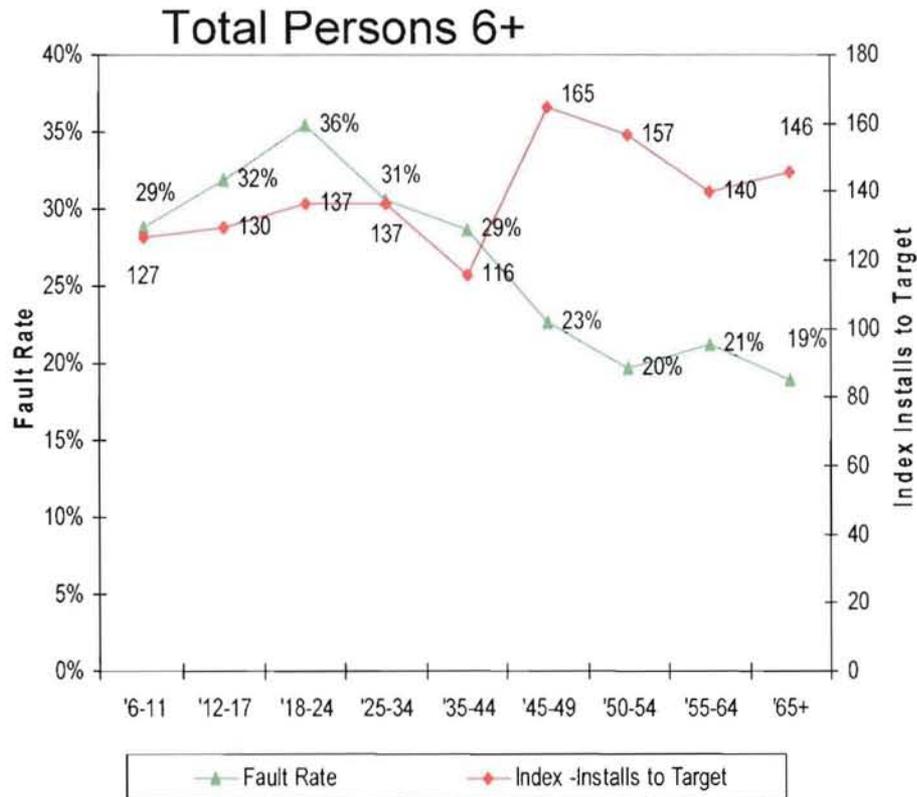


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

San Jose August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate



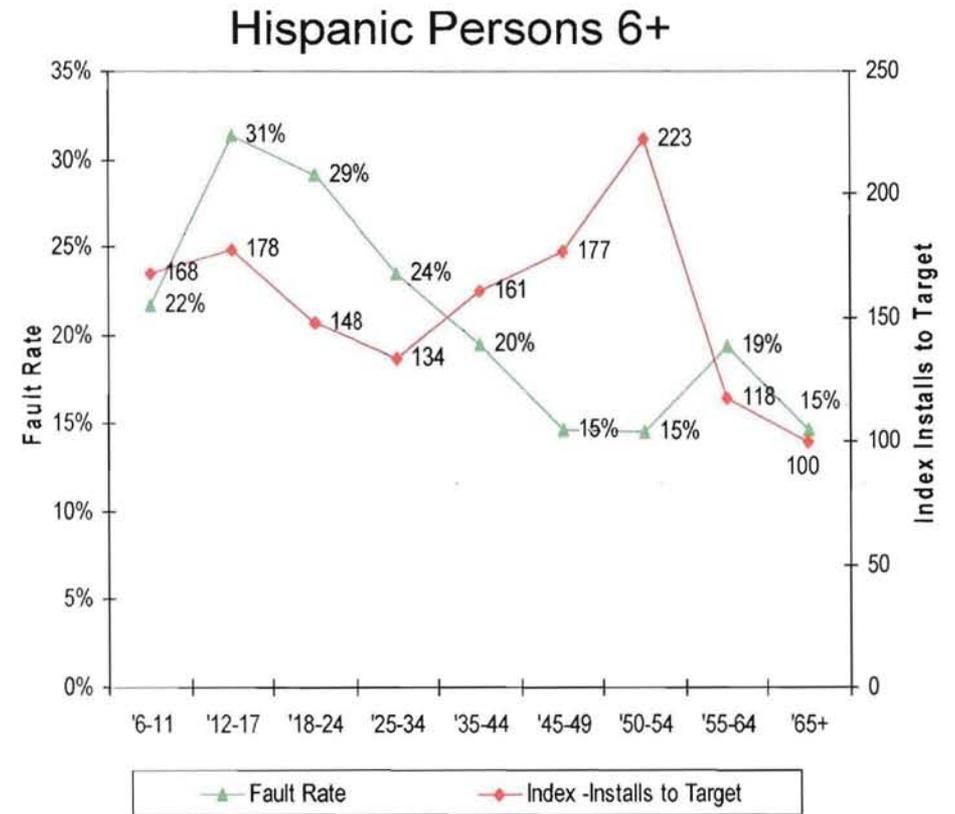
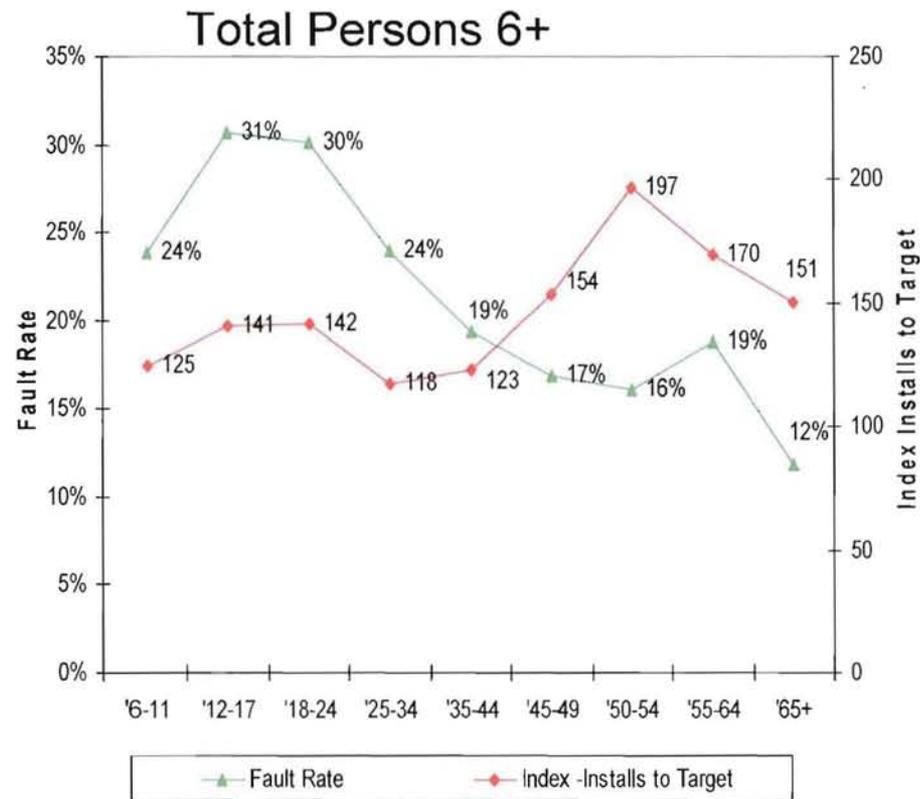
Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Riverside-San Bernardino August 2008

PPM

Index of Installs to In-Tab Target vs. Fault Rate

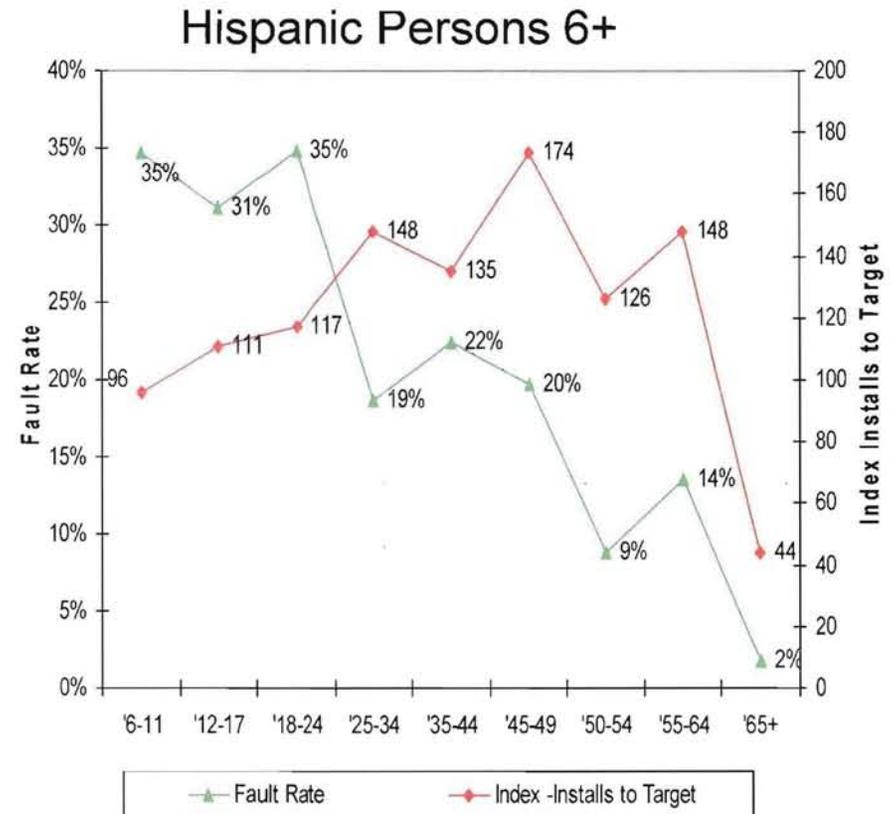
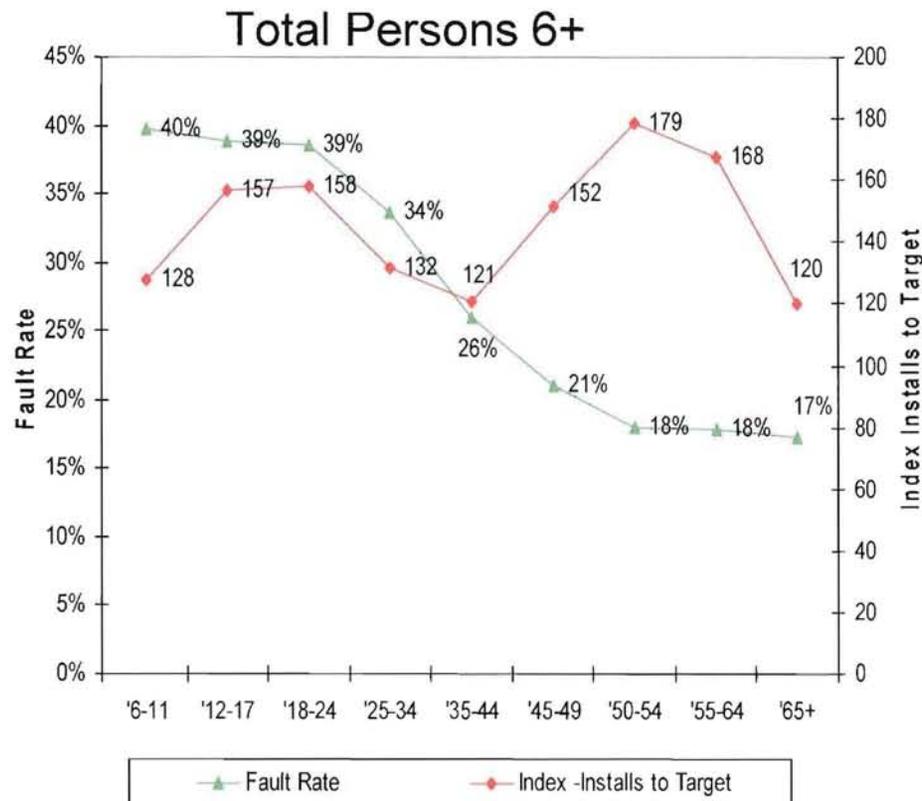


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Philadelphia August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

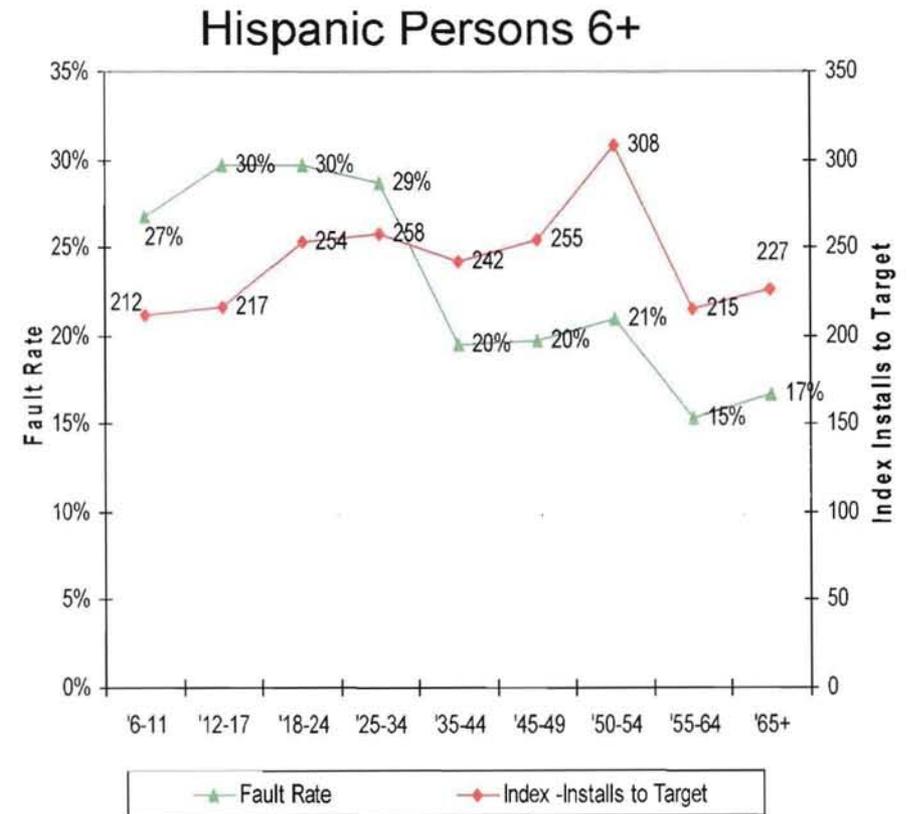
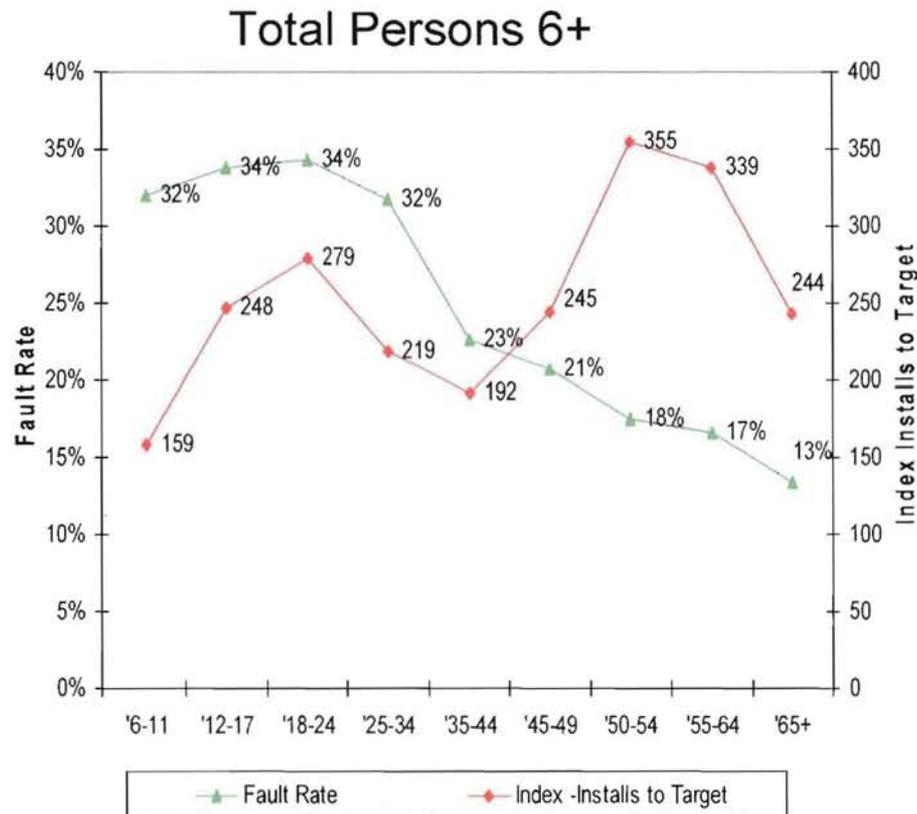


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

New York City August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

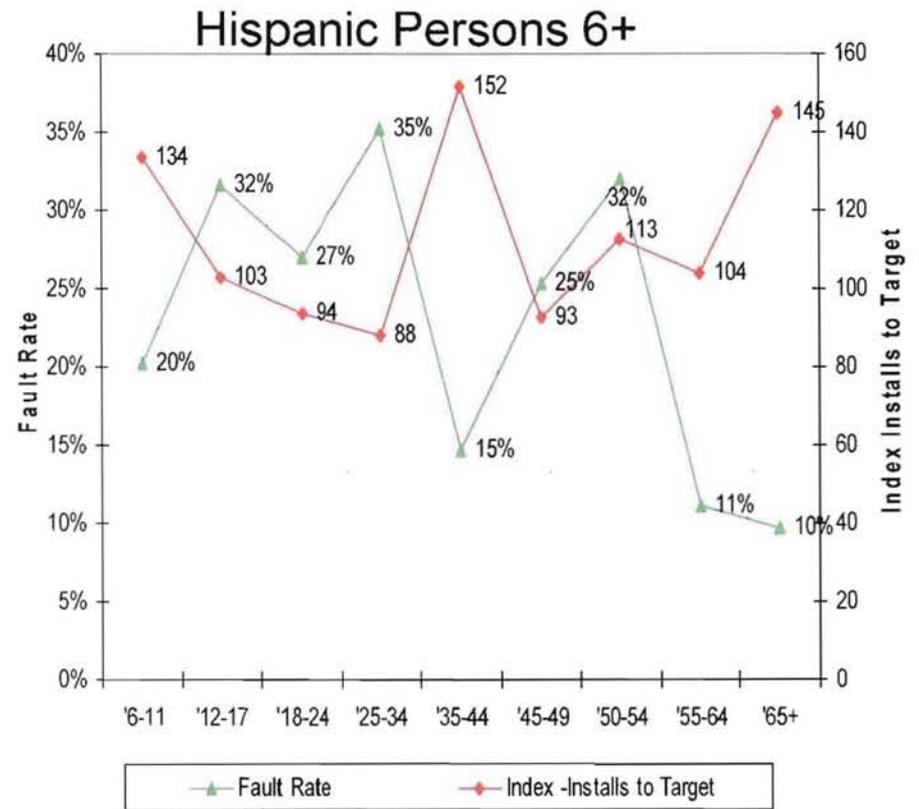
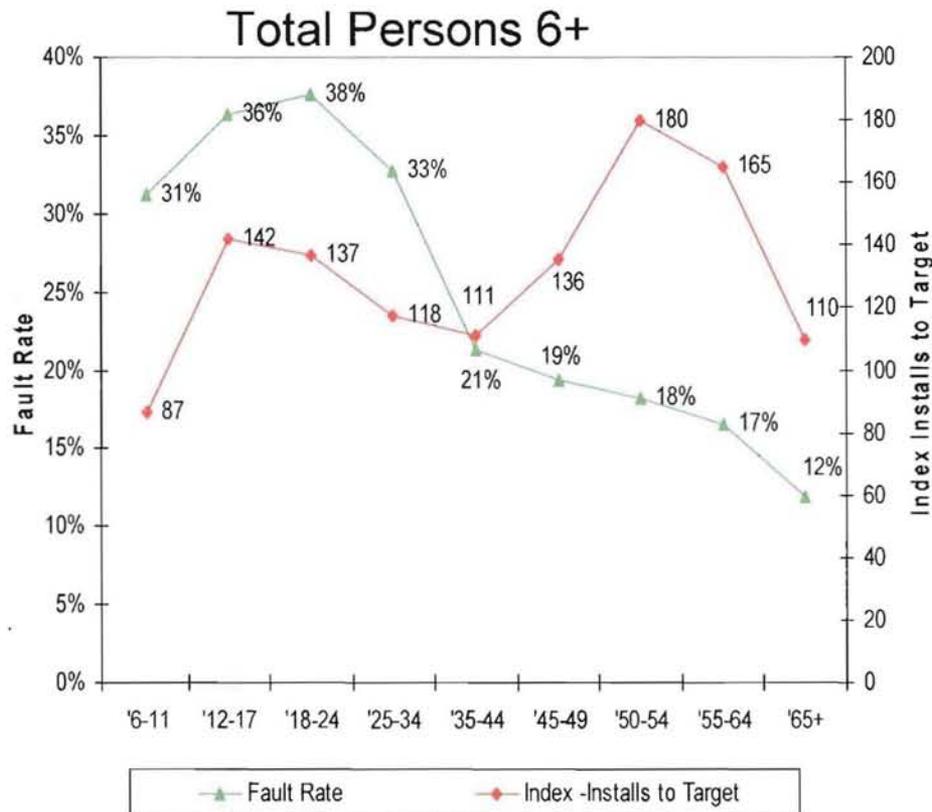


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Nassau-Suffolk August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

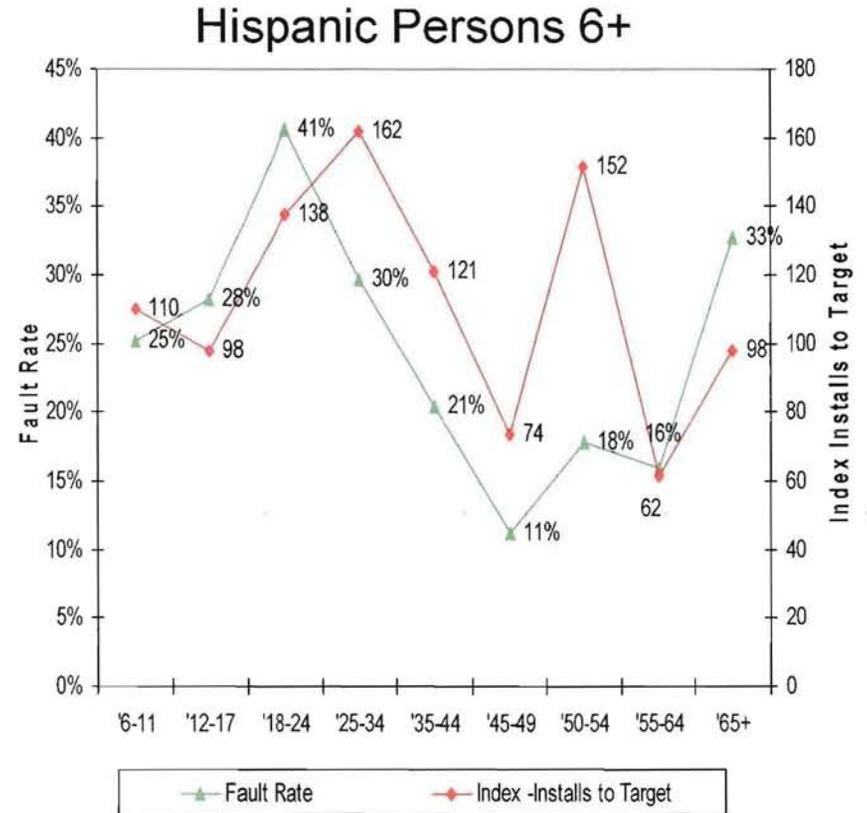
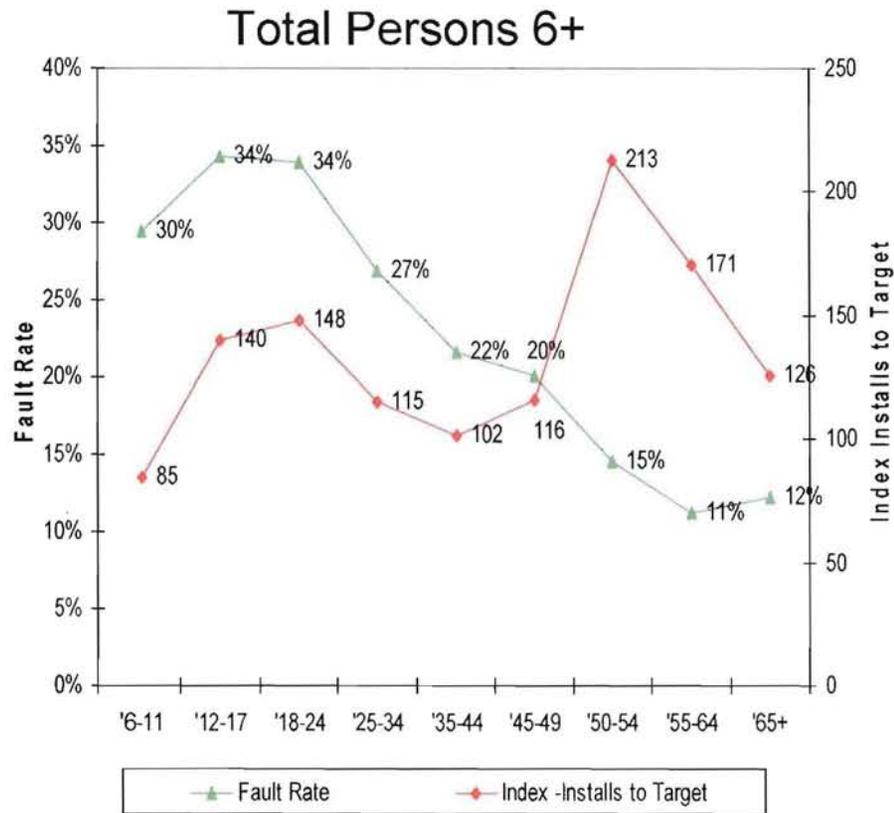


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Middlesex-Union August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

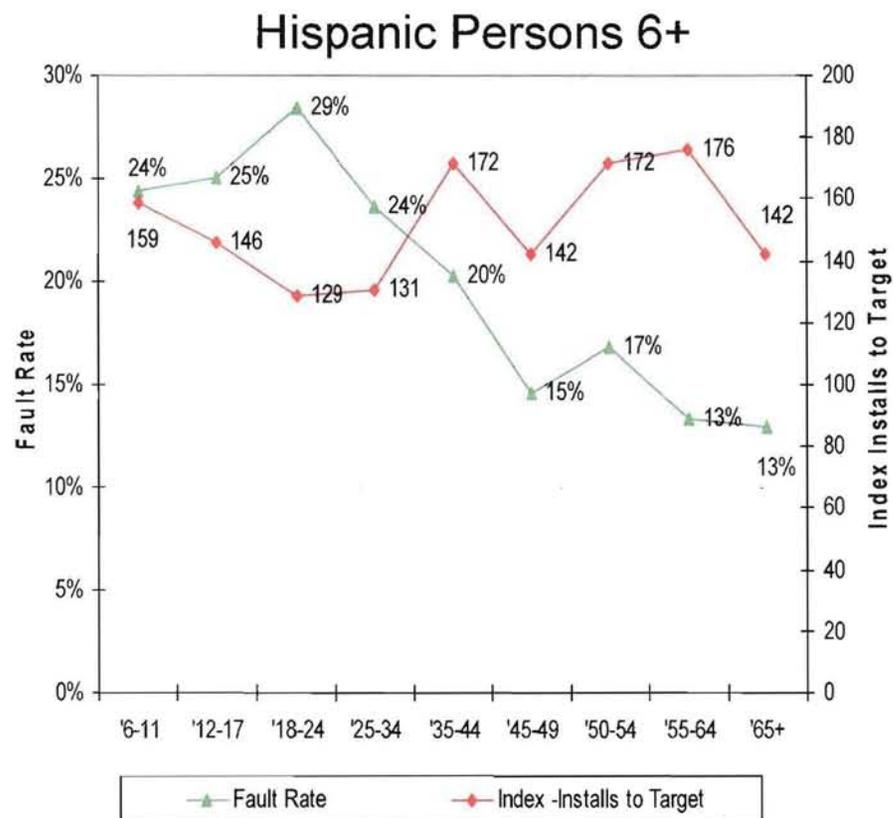
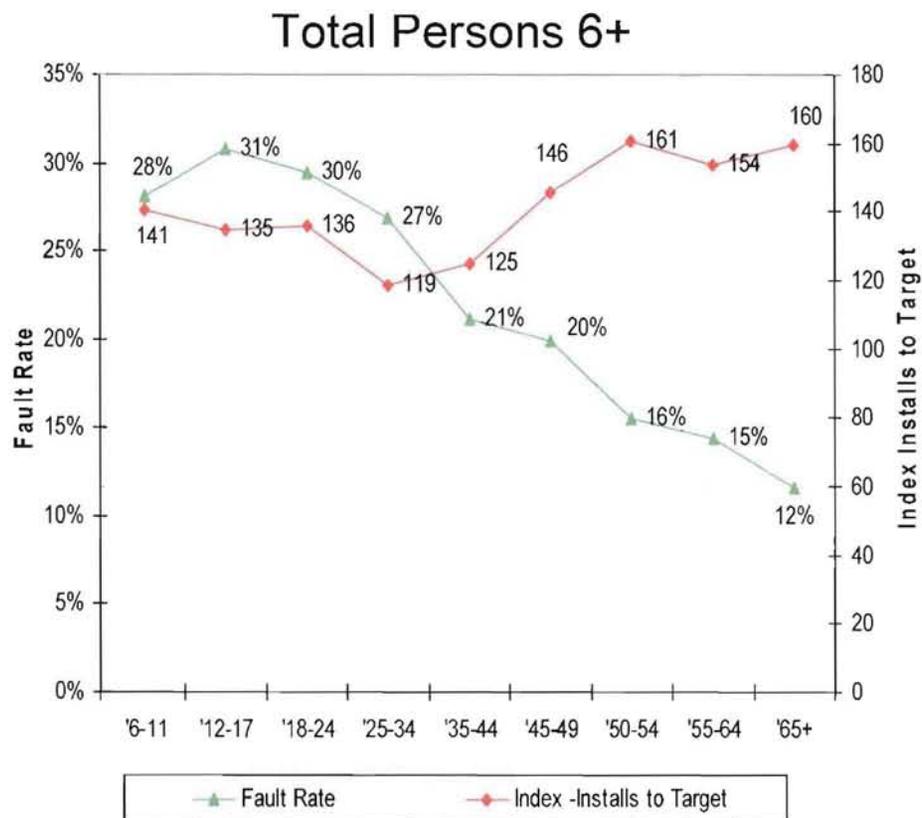


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

LA August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

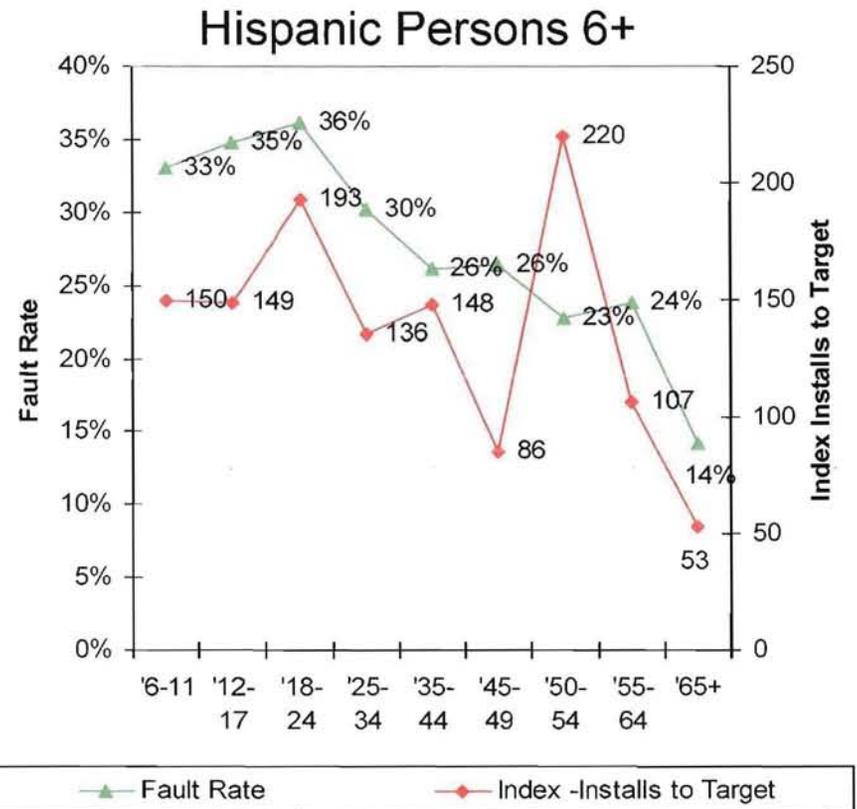
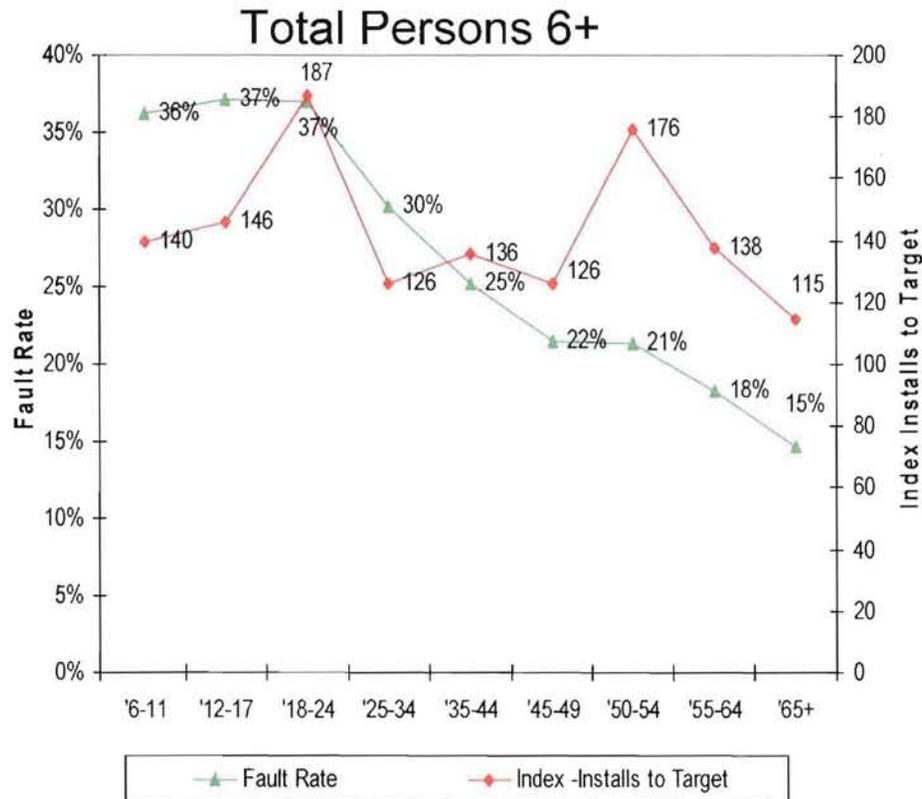


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Houston August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate

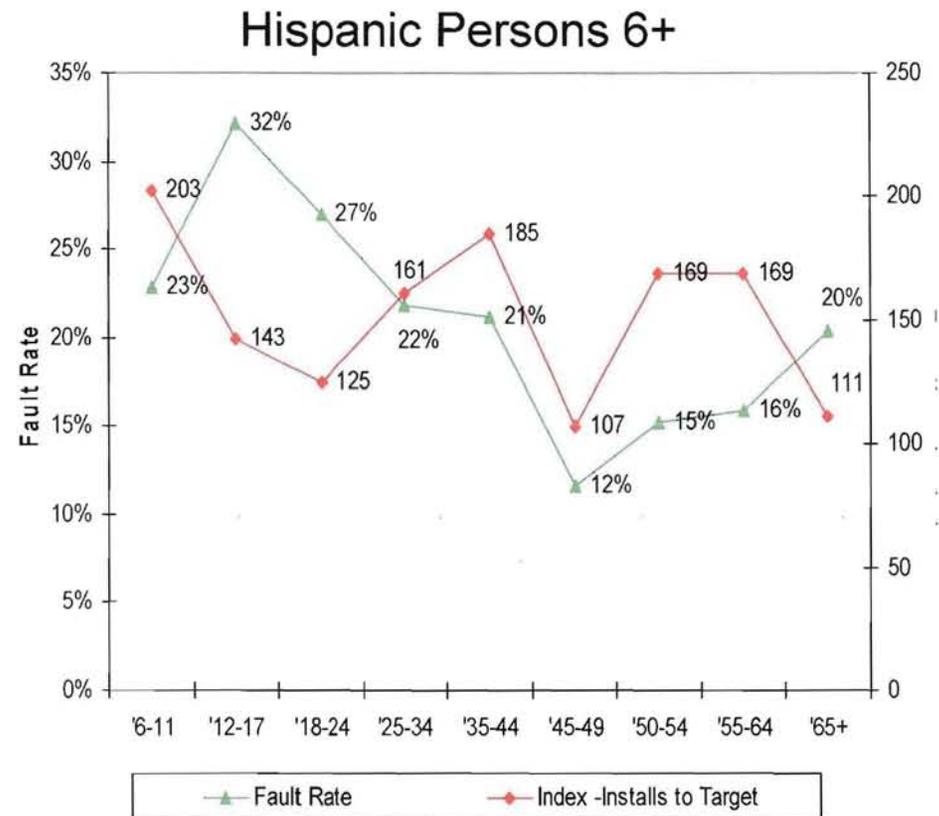
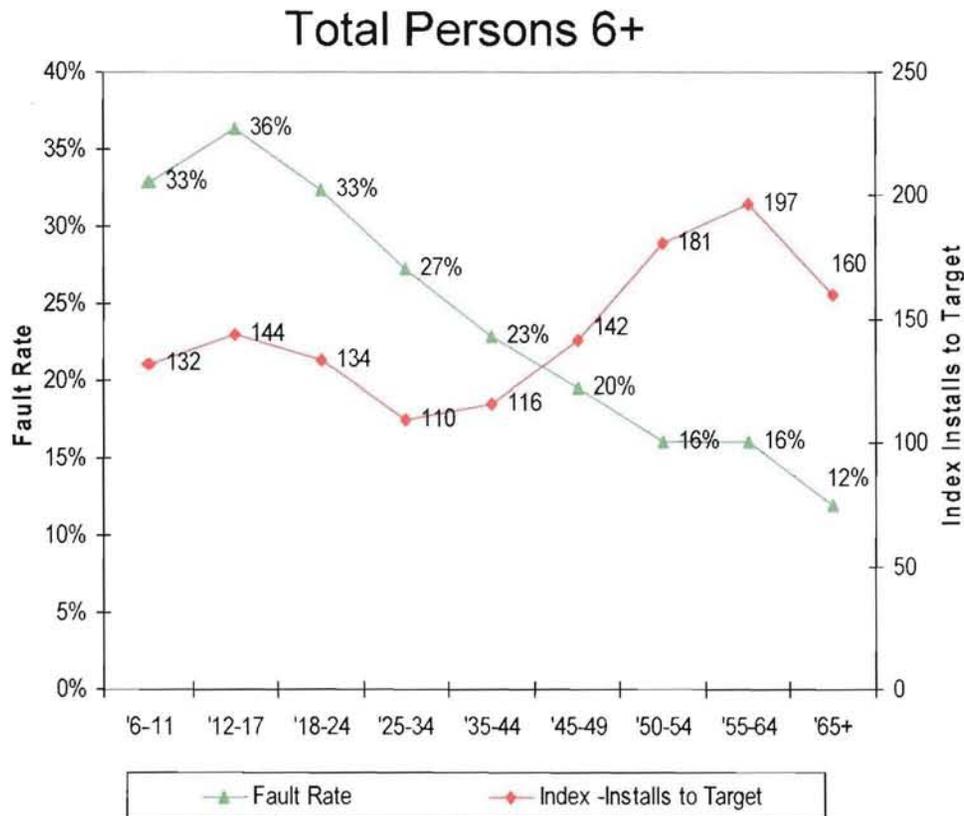


Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

Chicago August 2008 PPM

Index of Installs to In-Tab Target vs. Fault Rate



Source: Arbitron PPM, August 2008

Fault Rate = % Installs not in-tab.

PPM

Sample Proportionality

Market	Persons 18-34		Hispanic Persons 18-34	
	Population	PPM*	Population	PPM*
Chicago	25.1%	19.2%	37.5%	33.9%
Houston	26.7%	26.0%	35.7%	37.8%
San Francisco	23.4%	21.8%	34.7%	34.6%
San Jose	23.8%	21.8%	31.7%	30.0%
Los Angeles	26.0%	21.9%	33.1%	27.3%
Riverside- San Bernardino	28.6%	24.3%	35.8%	31.0%
New York City	24.4%	20.9%	30.7%	30.4%
Middlesex-Union	22.7%	19.6%	33.0%	37.6%
Nassau Suffolk	21.0%	17.3%	34.9%	25.2%
Philadelphia	23.4%	20.6%	35.7%	37.2%

* PPM reflects the in-tab percentages for the listed demographics. In-tab (Usable Sample) is the percentage of panelist's returning usable data for calculation of the PPM audience estimates.

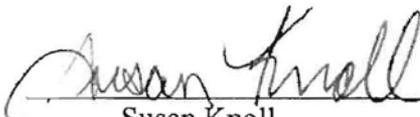
Source: Arbitron, August 2008, Discrete Demo information

My name is Susan Knoll. I am the Vice President of Research at Entravision Communications Corporation. I have held that position since April 2006.

Prior to joining Entravision, I served as Director of Research –Operations and Information Services at Premiere Radio Networks (Clear Channel) from 2001 to 2004. From 1998-2001 I served as Senior Manager of Research for AMFM Radio Networks. Additionally, I worked from 1995-1998 as a Senior Research Analyst at ABC Radio Networks.

I have reviewed the foregoing audience measurement data compiled based on data provided by Arbitron, Inc. for the time period specified and declare under penalty of perjury that the matters of fact asserted therein are true and correct to the best of my information, knowledge and belief.

Executed this 6 day of October 2008.



Susan Knoll

EXHIBIT 2

Letter to Arbitron from Radio One, Inc.,
Clear Channel Communications, Cox Radio,
Inner City Broadcasting, Cumulus Broadcasting and
Saga Communications

June 20, 2008

Mr. Steve Morris
Mr. Pierre Bouvard
Mr. Owen Charlebois
The Arbitron Company
142 West 57th Street
New York, NY 10019

Gentlemen,

On November 26th of last year you decided to delay commercialization of the PPM radio ratings service in nine markets. Steve Morris' comment at the time was "We remain confident in the audience estimates that the Portable People Meter [™] service is producing. However, over the past three weeks, **feedback from our customers**, the Media Rating Council and other constituencies has led us to conclude that the radio industry would be better served if we were to delay further commercialization of the PPM in order to address their issues."

Last week you announced the PPM currency rollout will resume as of the September 2008 - along with a strategy of continuous improvement. As paying customers and those who rely upon the credibility of the information to transact billions of dollars worth of business we feel an obligation to provide you this industry confidence update. Speaking as the vast majority of the industry our confidence in the system has not been fully restored as of this writing. This letter provides detail on what is required for us to move towards having the same confidence in the data that you expressed in November.

We understand the need for and remain ardent supporters of having a *high quality* electronic ratings measurement tool for the radio industry. But, what Arbitron has produced to date does not meet our expectations of a high quality measurement tool. Therefore, we anticipate your expedient resolution of the items outlined on the following pages.

Clear Channel Radio

Cox Radio

Cumulus Media

Inner City Broadcast Holdings

Radio One Inc.

Saga Communications Inc.

1. 18-54 sample size /sample size guarantee

Status:

Your providing a “sample guarantee” at 80% of the markets sample target effective with the third month of currency, backed by a financial rebate. There’s also a plan to move some of the current 55+ sample into 18-54 – no hard date for implementation.

Industry expectation:

100% delivery of 18-54 target beginning with the first month of currency, including the sample guarantee with a financial rebate.

Justification:

18-54 age cells are used for the vast majority of radio’s buy/sell transactions. We expected to get 100% of the sample size when we bought PPM; as more markets roll-out this issue will become even more critical in smaller markets since Arbitron’s starting sample targets decrease.

2. 18-34 sample sizes (All demos including ethnic)

Status:

You’ve set benchmarks (not financially backed guarantees) for sample target delivery. These include 70% in a market’s first year of measurement and 80% in year two. Adults, Men and Women are covered – as well as Black and Hispanics in markets where they exceed 10% of the population. “Other” 18-34 is also covered if Black or Hispanic exceeds 10%.

Industry expectation:

A much steeper improvement ramp; leading to 100% delivery in the form of sample guarantees backed by financial rebates, not benchmarks. This would include all demographic groups as described above. The following sample target guarantees make more sense to the industry:

6 months	80%
1 year	85%
18 months	90%
2 years	100%

Justification:

We expected full sample size delivery when we signed up for PPM – and had a right to. Getting 80% of that number two years into the deal is unacceptable. Failure to fully meet these targets makes it difficult, if not impossible to evaluate a stations success or use the data to transact business.

3. Childrens (age 6-11) measurement

Status:

Children 6-11 comprise approximately 10% of the meters in the PPM sample. We have repeatedly requested these meters be re-allocated to persons over the age of 12. Arbitron has been steadfast in its reluctance to do so citing “cost considerations, IT issues, and interest from a number of customers in 6-11 year old data.”

Industry expectation:

All PPM markets that commercialize (ie first month of currency) after January 1, 2009 will have panels that 1) consist only of Persons 12+ 2) are no smaller than the currently scheduled sample target. In addition beginning January 1, 2009 6-11 year old measurement will be phased out in existing PPM markets through panel turnover. As households leave the panel in these markets they will be replaced by those that provide meters only to persons 12+.

Justification:

When PPM sample size targets were calculated at approximately 33% of the markets diary level, you converted a 12+ diary figure to a 6+ base in PPM – meaning we didn’t get a full 33% conversion into 12+ PPM meters. Adding the 6-11 year old meters back into a 12+ base will correct this, and expedite the building of 18-34 and 18-54 sample sizes. Children 6-11 measurement is a remnant of your proposed joint venture with Nielsen; the vast majority of the radio industry never asked for, never wanted and still has no need for it.

4. MRC Accreditation for Radio First methodology prior to commercialization

Current status:

You've been consistent and resolute; no waiting for accreditation before making PPM currency in all markets beyond Houston. We recognize this aligns with the MRC's Voluntary Code of Conduct.

Industry expectation:

Our expectation is that you will achieve MRC accreditation for the Radio First PPM methodology on or before June 30, 2009. If accreditation is not received by the deadline, the Houston "best practices" methodology will be installed in all markets rolled out going forward. In addition, Arbitron will take the steps necessary to put the current Houston methodology in all existing PPM markets **at no additional cost to all existing PPM subscribers.**

Justification:

The industry is not asking for every market to gain accreditation prior to currency – only that the Radio First PPM system gains accreditation ONE TIME before currency implementation. Also, the diary and Houston PPM methodologies have accreditation; all radio markets should be using an accredited product. This is a reasonable expectation given the critical importance of the data to our underlying business and the substantial increases in rates that accompanied the rollout of PPM. Finally, the MRC code of conduct doesn't require accreditation prior to currency, but does prefer it - *"The MRC prefers that a Participating Measurement Service seeking to replace an accredited currency measurement product with a new currency measurement product (both products provided by the same Participating Measurement Service) uses best efforts to obtain accreditation of the new product prior to its commercialization."*

*cc: Ed Christian
Lew Dickey
John Hogan
Alfred Liggins
Bob Neil
Charles Warfield*

EXHIBIT 3

New York Monthly Audience Change
October 2007 - July 2008

DECLARATION OF JENNIFER BAEZ

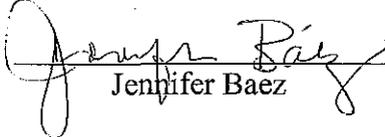
My name is Jennifer Baez, I am currently the Research and Marketing Director for Spanish Broadcastings Systems in New York City. I have held my current position since July 2007, prior to which I was employed for five years at Arbitron, Inc. in its Scarborough Research Sales Division.

The initial chart attached hereto depicts the variance experienced by Spanish-language radio in average quarter hour audience as compared to the Spring '08 Diary figures for the time period covering October 2007 – July 2007.

Following that are two graphs that depict the 18-34 (demographic) Average Quarter Hour (AQH) audience for Spanish Broadcasting System and Univision Radio's stations in the New York City Metro market area for Morning Drive Time hours (6am-10am) from October 2007 – July 2008.

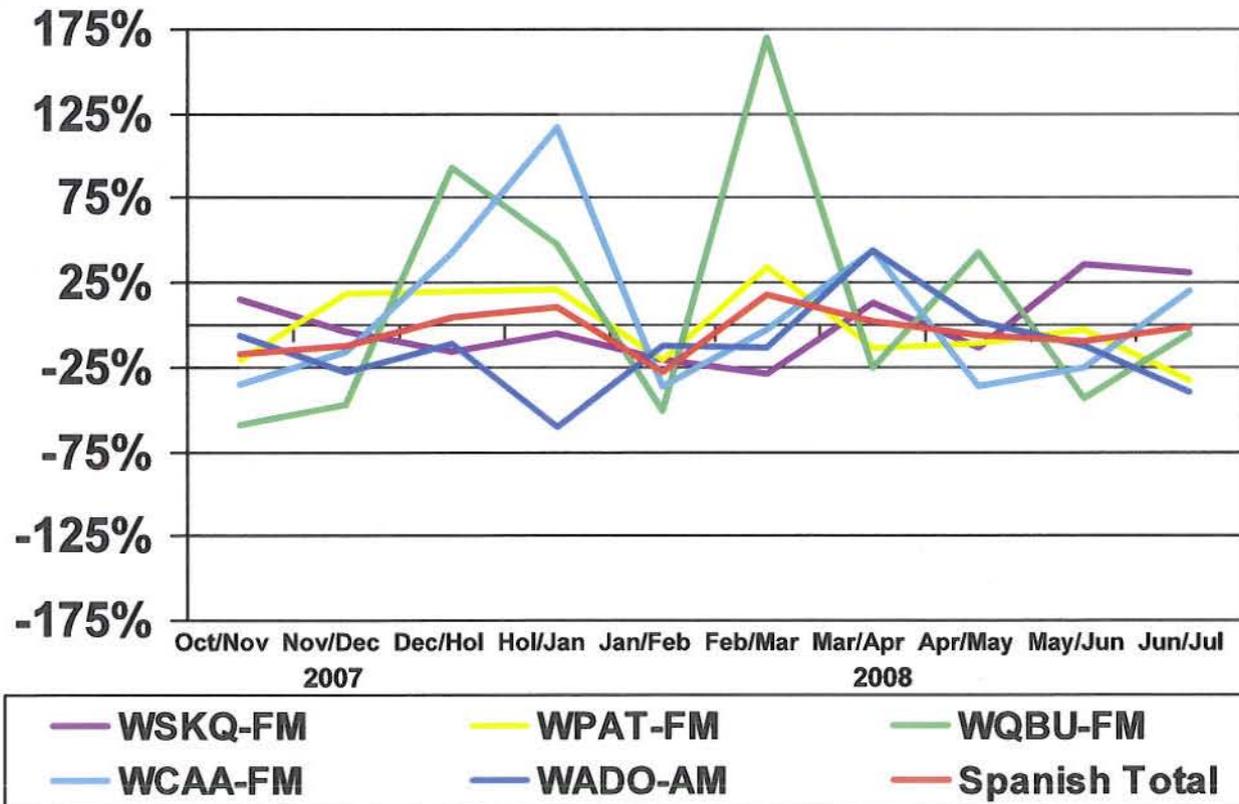
I prepared the following graphs based on audience measurement data provided by Arbitron, Inc. for the time period specified and declare under penalty of perjury that the matters of fact asserted therein are true and correct to the best of my knowledge, information and belief.

Executed this 6th day of October 2008.


Jennifer Baez

New York Monthly Audience Change

Adults 18-34, Monday-Friday 6AM-10AM



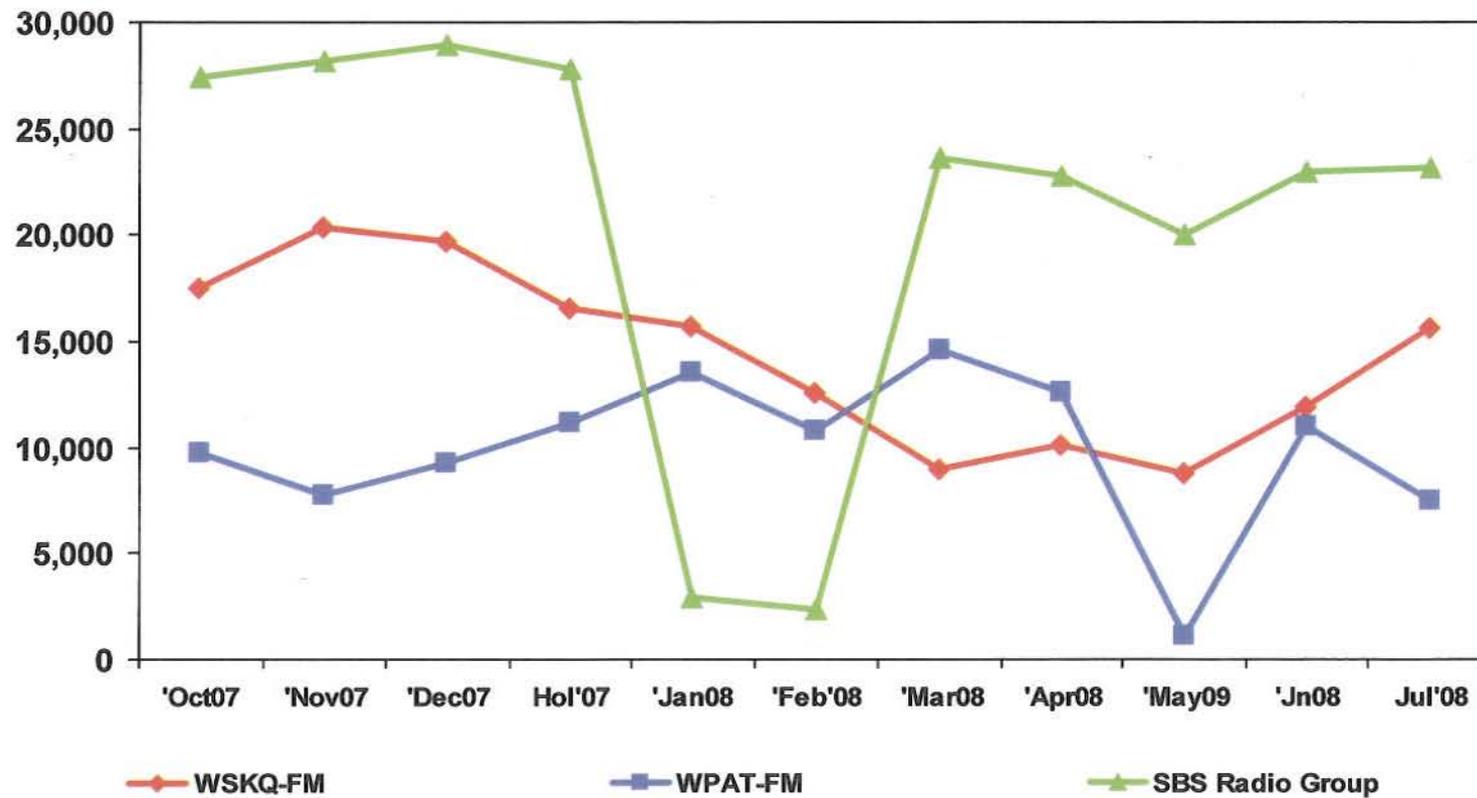
Source: Arbitron PPM

The consistency of PPM?

New York PPM



Spanish Broadcasting Systems Radio

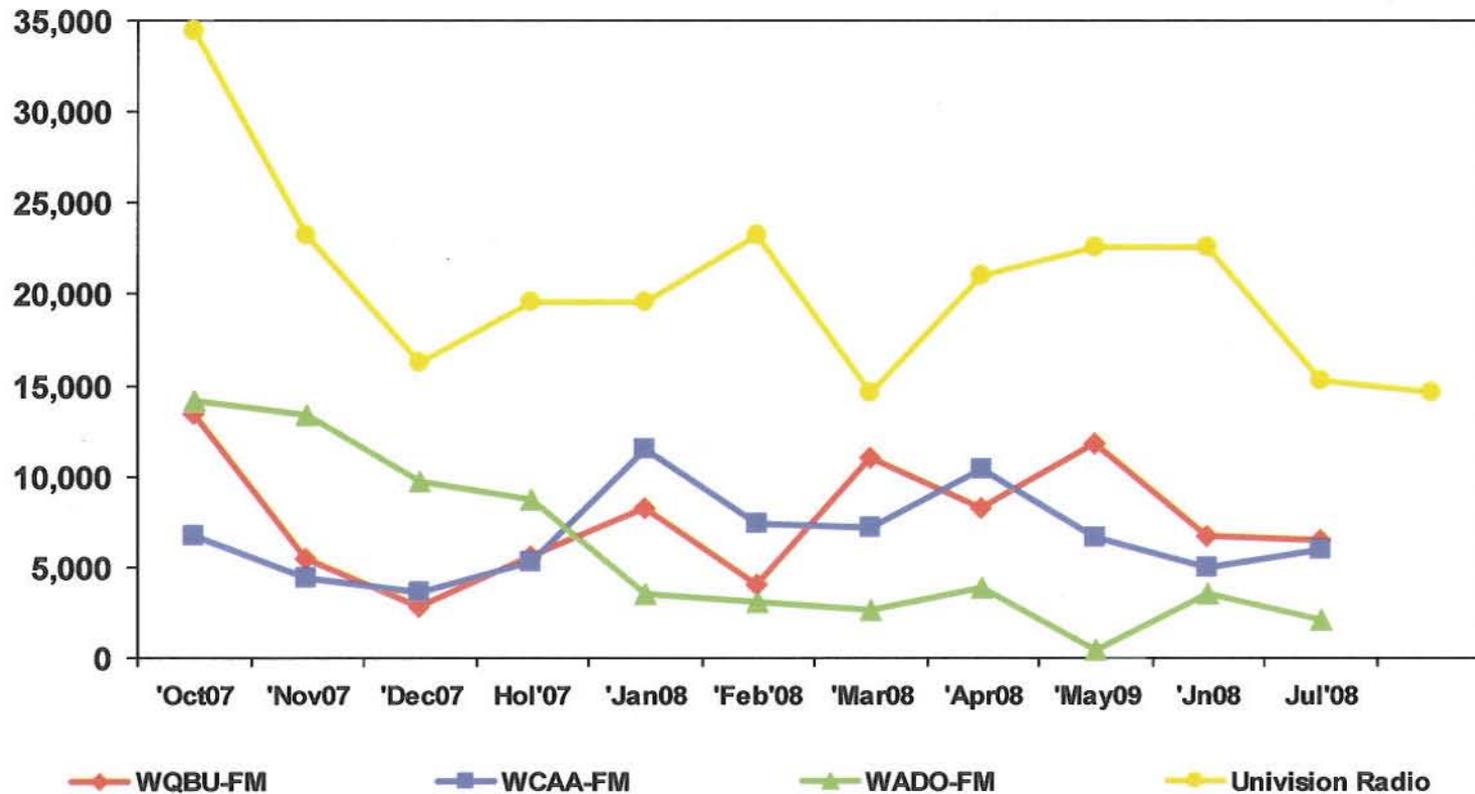


Source: Arbitron PPM , Oct 2007- July 2008, New York Metro (Non-embedded), Mon-Fri 6A-10A, Persons 18-34, AQH.

New York PPM



Univision Radio



Source: Arbitron PPM , Oct 2007- July 2008, New York Metro (Non-embedded), Mon-Fri 6A-10A, Persons 18-34, AQH.

EXHIBIT 4

Comparison of Urban, Spanish-Language
and General Market Stations

STATEMENT OF KATHLEEN BOHAN

The attached analyses are a comparison of Arbitron Spring 2008 data which is a 12 week diary survey covering the months of April, May and June 2008 to an average of Arbitron's April, May and June PPM monthly reports in New York and to the June 2008 monthly demonstration PPM data in the Los Angeles and Chicago markets. I have also included an analyses of the Houston market of the last Arbitron diary report which is Winter 2007 (Jan-Mar) and the June 2007 and 2008 PPM monthly estimates.

The comparisons are of AQH or Average Quarter Hour which is the currency by which commercial air-time on radio stations are bought and sold. I have provided a comparison of AQH alone as well as AQH rating which is the AQH expressed as a percent of the population. I have also included two other metrics for comparison which drive AQH listening; cume which is the number of different people listening to a station or group of stations as well as time spent listening which represents the amount of time per week spent listening to a station or group of stations.

In PPM the metric for time spent listening is called AWTE or average weekly time exposed. The comparison is of 12+ persons in the total week daypart (Mon- Sun 6a-12mid) and in morning drive (Mon-Fri 6a-10a). I have grouped the stations into several different categories to highlight the much stronger drop in AQH for ethnically targeted radio stations versus both the total market and against the top FM English language competitors. The station groups are called Spanish , Urban, News/Talk (English), All Sports, and Top 5 non-ethnic English language FM stations. The Urban station grouping includes formats targeted primarily at the African American community as well as Rhythmic CHR a format that primarily targets Hispanic and African Americans. The individual stations that make up these groups are listed on each individual market sheet.

Kathleen Bohan
SVP Research and Marketing
Univision Radio

NEW YORK – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / TOTAL WEEK

Format	Time Period	Estimate	SPRING '08 DIARY	APR-JUN '08 PPM	% Var
ENGL TOP5 Top 5 FM	Mo-Su 6A-12A	AQH Persons	407,500	384,800	-6%
		AQH Rtg%	2.7	2.5	-7%
		AVG WK Cume	6,071,200	10,964,300	+81%
		AWTE	8:30	4:15	-50%
NEWS/TALK News Talk Eng	Mo-Su 6A-12A	AQH Persons	333,100	260,100	-22%
		AQH Rtg%	2.2	1.7	-23%
		AVG WK Cume	4,672,600	5,256,100	+12%
		AWTE	9:00	6:00	-33%
URBAN Urban Formats	Mo-Su 6A-12A	AQH Persons	365,700	224,200	-39%
		AQH Rtg%	2.4	1.5	-38%
		AVG WK Cume	3,558,100	5,443,400	+53%
		AWTE	13:00	4:45	-63%
SPANISH Span Formats	Mo-Su 6A-12A	AQH Persons	310,700	156,800	-50%
		AQH Rtg%	2.0	1.0	-50%
		AVG WK Cume	2,142,100	3,306,100	+54%
		AWTE	18:15	5:45	-68%
ALL SPORTS Sports Only	Mo-Su 6A-12A	AQH Persons	66,200	58,200	-12%
		AQH Rtg%	0.4	0.4	0%
		AVG WK Cume	1,202,600	2,013,600	+67%
		AWTE	7:00	3:30	-50%
Market Total		AQH Persons	2,254,800	1,534,400	-32%
		AQH Rtg%	14.7	10.0	-32%
		AVG WK Cume	14,115,800	14,479,000	+3%
		AWTE	20:00	12:45	-36%

Sources:

PPM – New York Apr-Jun (Sp08 Avg)
New York Arbitron Spring 2008 Diary
Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

ENGL TOP5 FM – Non Ethnic (WAXQ-FM, WCBS-FM, WHTZ-FM, WLTW-FM, WKTU-FM) / Jun '08 P12+
SPANISH (WADO-AM, WBON-FM, WCAA-FM, WPAT-FM, WQBU-FM, WSKQ-FM)
URBAN (WQHT-FM, WRKS-FM, WBLS-FM, WWPR-FM)
NEWS/TALK (WBBR-AM, WCBS-AM, WINS-AM, WABC-AM, WNYC-AM, WOR-AM, WWRL-AM)
ALL SPORTS (WEPN-AM, WFAN-AM)

NEW YORK – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / M-F 6A-10A

Format	Time Period	Estimate	SPRING '08 DIARY	APR-JUN '08 PPM	% Var
NEWS/TALK News Talk Eng	Mo-Fr 6A-10A	AQH Persons	631,100	449,300	-29%
		AQH Rtg%	4.1	2.9	-29%
		AVG WK Cume	3,252,600	3,084,000	-5%
		AWTE	4:00	02:45	-31%
ENGL TOP5 Top 5 FM	Mo-Fr 6A-10A	AQH Persons	528,700	402,800	-24%
		AQH Rtg%	3.4	2.6	-24%
		AVG WK Cume	3,393,700	4,442,100	+31%
		AWTE	3:00	01:45	-42%
URBAN Urban Formats	Mo-Fr 6A-10A	AQH Persons	487,400	265,000	-46%
		AQH Rtg%	3.2	1.7	-47%
		AVG WK Cume	2,068,500	2,045,600	-1%
		AWTE	4:45	02:30	-47%
SPANISH Span Formats	Mo-Fr 6A-10A	AQH Persons	466,500	187,200	-60%
		AQH Rtg%	3.0	1.2	-60%
		AVG WK Cume	1,538,100	1,276,100	-17%
		AWTE	6:00	03:00	-50%
ALL SPORTS Sports Only	Mo-Fr 6A-10A	AQH Persons	92,800	61,200	-34%
		AQH Rtg%	0.6	0.4	-33%
		AVG WK Cume	562,800	697,800	+24%
		AWTE	3:15	01:45	-46%
Market Total		AQH Persons	3,260,000	1,949,900	-40%
		AQH Rtg%	21.3	12.7	-40%
		AVG WK Cume	11,814,800	10,486,700	-11%
		AWTE	5:30	03:45	-32%

Sources:

PPM – New York Apr-Jun (Sp08 Avg)

New York Arbitron Spring 2008 Diary

Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

ENGL TOP5 FM – Non Ethnic (WAXQ-FM, WCBS-FM, WHTZ-FM, WLTW-FM, WKTU-FM) / Jun '08 P12+

SPANISH (WADO-AM, WBON-FM, WCAA-FM, WPAT-FM, WQBU-FM, WSKQ-FM)

URBAN (WQHT-FM, WRKS-FM, WBLS-FM, WWPR-FM)

NEWS/TALK (WBBR-AM, WCBS-AM, WINS-AM, WABC-AM, WNYC-AM, WOR-AM, WWRL-AM)

ALL SPORTS (WEPN-AM, WFAN-AM)

LOS ANGELES – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / TOTAL WEEK

Format	Time Period	Estimate	SPRING '08 DIARY	JUNE '08 PPM	% Var
Top 5 English FM	Mo-Su 6a-12a	AQH Persons	285,700	249,300	-13%
		AQH Rtg%	2.6	2.3	-12%
		AVG WK Cume	4,797,000	7,534,900	+57%
		AWTE	7:30	4:00	-47%
SPANISH Span Formats	Mo-Su 6A-1A	AQH Persons	421,400	264,000	-37%
		AQH Rtg%	3.9	2.4	-38%
		AVG WK Cume	2,730,600	3,991,000	+46%
		AWTE	19:30	8:15	-58%
NEWS-TALK News Talk Eng	Mo-Su 6A-12A	AQH Persons	176,900	137,400	-22%
		AQH Rtg%	1.6	1.3	-19%
		AVG WK Cume	2,497,700	2,719,300	+9%
		AWTE	9:00	6:00	-33%
URBAN Urban Formats	Mo-Su 6A-12A	AQH Persons	145,700	81,900	-44%
		AQH Rtg%	1.3	0.8	-38%
		AVG WK Cume	2,209,400	3,652,100	+65%
		AWTE	8:15	2:15	-73%
ALL SPORTS Sports English	Mo-Su 6A-12A	AQH Persons	35,200	26,300	-25%
		AQH Rtg%	0.3	0.2	-33%
		AVG WK Cume	712,900	1,220,500	+71%
		AWTE	6:15	2:30	-60%
Market Total		AQH Persons	1,639,700	1,091,800	-33%
		AQH Rtg%	15.0	10.0	-33%
		AVG WK Cume	10,310,500	10,439,600	+1%
		AWTE	20:00	12:45	-36%

Sources:

PPM – Los Angeles June 2008
Los Angeles Arbitron Spring 2008 Diary
Total P12+ / M-Su 6a-12mid

Formats:

Top 5 English FM – Non Ethnic: (KCBS-FM, KIIS-FM, KOST-FM, KROQ-FM, KRTH-FM) / Jun '08 P12+
URBAN (KDAY-FM, KJLH-FM, KGGI-FM, KHHT-FM, KPWR-FM)
SPANISH (KBUE-FM, KCEL-FM, KHJ-AM, KLAX-FM, KLVE-FM, KLYY-FM, KRCD-FM, KSCA-FM, KSSE-FM, KTNQ-AM, KWIZ-FM, KWKW-AM)
NEWS-TALK (KABC-AM, KFI-AM, KFVB-AM, KLAA-AM, KNX-AM, KRLA-AM, KTLK-AM)
ALL SPORTS (KLAC-AM, KSPN-AM, KWKW-AM)

LOS ANGELES – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / M-F 6A-10A

Format	Time Period	Estimate	SPRING '08 DIARY	JUNE '08 PPM	% Var
Top 5 English FM	Mo-Fr 6a-10a	AQH Persons	409,600	268,100	-35%
		AQH Rtg%	3.8	2.5	-34%
		AVG WK Cume	2,747,600	2,943,600	+7%
		AWTE	3:00	1:45	-42%
SPANISH Span Formats	Mo-Fr 6A-10A	AQH Persons	678,400	319,100	-53%
		AQH Rtg%	6.2	2.9	-53%
		AVG WK Cume	2,082,400	2,228,300	+7%
		AWTE	6:30	2:45	-58%
NEWS-TALK News Talk Eng AM	Mo-Fr 6A-10A	AQH Persons	311,900	222,700	-29%
		AQH Rtg%	2.9	2.0	-31%
		AVG WK Cume	1,660,800	1,555,700	-6%
		AWTE	3:45	2:45	-27%
URBAN Urban Formats	Mo-Fr 6A-10A	AQH Persons	196,900	86,500	-56%
		AQH Rtg%	1.8	0.8	-56%
		AVG WK Cume	1,206,900	1,176,700	-3%
		AWTE	3:15	1:30	-54%
ALL SPORTS Sports English	Mo-Fr 6A-10A	AQH Persons	55,800	38,100	-32%
		AQH Rtg%	0.5	0.3	-40%
		AVG WK Cume	331,900	373,300	+12%
		AWTE	3:15	1:45	-46%
Market Total		AQH Persons	2,427,600	1,347,300	-45%
		AQH Rtg%	22.3	12.4	-44%
		AVG WK Cume	8,767,600	7,849,600	-10%
		AWTE	5:30	3:15	-41%

Sources:

PPM – Los Angeles June 2008
Los Angeles Arbitron Spring 2008 Diary
Total P12+ / M-F 6a-10a

Formats:

Top 5 English FM – Non Ethnic: (KCBS-FM, KIIS-FM, KOST-FM, KROQ-FM, KRTH-FM) / Jun '08 P12+
URBAN (KDAY-FM, KJLH-FM, KGGI-FM, KHHT-FM, KPWR-FM)
SPANISH (KBUE-FM, KCEL-FM, KHJ-AM, KLAX-FM, KLVE-FM, KLYY-FM, KRCD-FM, KSCA-FM, KSSE-FM, KTNQ-AM, KWIZ-FM, KWKW-AM)
NEWS-TALK (KABC-AM, KFI-AM, KFWB-AM, KLAA-AM, KNX-AM, KRLA-AM, KTLK-AM)
ALL SPORTS (KLAC-AM, KSPN-AM, KWKW-AM)

CHICAGO – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / TOTAL WEEK

Format	Time Period	Estimate	SPRING '08 DIARY	JUNE '08 PPM	% Var
ENGL TOP5 Eng FM	Mo-Su 6A-12A	AQH Persons	161,200	182,500	+13%
		AQH Rtg%	2.1	2.3	+10%
		AVG WK Cume	2,661,700	4,440,500	+67%
		AWTE	7:45	05:00	-35%
URBAN Urban Formats	Mo-Su 6A-12A	AQH Persons	201,600	97,500	-52%
		AQH Rtg%	2.6	1.3	-50%
		AVG WK Cume	2,134,800	2,874,100	+35%
		AWTE	12:00	04:00	-67%
NEWS-TALK News Talk Eng	Mo-Su 6A-12A	AQH Persons	195,600	158,600	-19%
		AQH Rtg%	2.5	2.0	-20%
		AVG WK Cume	2,530,200	3,039,000	+20%
		AWTE	9:30	06:15	-34%
SPANISH Span Formats	Mo-Su 6A-12A	AQH Persons	137,200	82,400	-40%
		AQH Rtg%	1.8	1.1	-39%
		AVG WK Cume	1,026,400	1,334,200	+30%
		AWTE	16:45	07:15	-57%
ALL SPORTS Sports English	Mo-Su 6A-12A	AQH Persons	35,800	37,100	+4%
		AQH Rtg%	0.5	0.5	0%
		AVG WK Cume	655,900	1,079,300	+65%
		AWTE	7:00	04:30	-36%
Market Total		AQH Persons	1,138,100	838,300	-26%
		AQH Rtg%	14.6	10.8	-26%
		AVG WK Cume	7,414,800	7,453,900	1%
		AWTE	19:15	13:45	-29%

Sources:

PPM – Chicago June 2008

Chicago Arbitron Spring 2008 Diary

Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

URBAN (WBBM-FM,WGCI-FM,WPWX-FM,WSRB-FM,WVAZ-FM,WVON-AM)

SPANISH (WLEY-FM,WOJO-FM,WPPN-FM,WRTO-AM,WVIV-FM)

NEWS-TALK (WBBM-AM,WBEZ-FM,WCPT-AM,WGN-AM,WIND-AM,WLS-AM)

ALL SPORTS (WSCR-AM,WMVP-AM)

ENGLISH TOP 5 FM – Non Ethnic (WDRV-F, WTMX, WUSN, WZZN now WLS-F, WLIT-F) / Jun 08 P12+

CHICAGO – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / M-F 6A-10A

Format	Time Period	Estimate	SPRING '08 DIARY	JUNE '08 PPM	% Var
ENGL TOP5 Eng FM	Mo-Fr 6A-10A	AQH Persons	234,900	214,000	-9%
		AQH Rtg%	3.0	2.7	-10%
		AVG WK Cume	1,479,100	1,938,800	31%
		AWTE	03:15	02:15	-31%
NEWS-TALK News Talk Eng	Mo-Fr 6A-10A	AQH Persons	348,200	250,700	-28%
		AQH Rtg%	4.5	3.2	-29%
		AVG WK Cume	1,662,400	1,612,700	-3%
		AWTE	4:15	03:00	-29%
SPANISH Span Formats	Mo-Fr 6A-10A	AQH Persons	186,800	88,200	-53%
		AQH Rtg%	2.4	1.1	-54%
		AVG WK Cume	683,400	556,600	-19%
		AWTE	05:30	03:00	-45%
URBAN Urban Formats	Mo-Fr 6A-10A	AQH Persons	242,000	88,000	-64%
		AQH Rtg%	3.1	1.1	-65%
		AVG WK Cume	1,228,300	957,400	-22%
		AWTE	04:00	01:45	-56%
ALL SPORTS Sports English	Mo-Fr 6A-10A	AQH Persons	59,500	45,000	-24%
		AQH Rtg%	0.8	0.6	-25%
		AVG WK Cume	338,800	443,300	31%
		AWTE	03:30	02:00	-43%
Market Total		AQH Persons	1,629,200	999,000	-39%
		AQH Rtg%	20.9	12.8	-39%
		AVG WK Cume	6,081,800	5,339,700	-12%
		AWTE	5:15	03:45	-29%

Sources:

PPM – Chicago June 2008

Chicago Arbitron Spring 2008 Diary

Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

URBAN (WBBM-FM, WGCI-FM, WPWX-FM, WSRB-FM, WVAZ-FM, WVON-AM)

SPANISH (WLEY-FM, WOJO-FM, WPPN-FM, WRTO-AM, WVIV-FM)

NEWS-TALK (WBBM-AM, WBEZ-FM, WCPT-AM, WGN-AM, WIND-AM, WLS-AM)

ALL SPORTS (WSCR-AM, WMVP-AM)

ENGLISH TOP 5 FM – Non Ethnic (WDRV-F, WTMX, WUSN, WZZN now WLS-F, WLIT-F) / Jun 08 P12+

HOUSTON – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / TOTAL WEEK

Format	Time Period	Estimate	WINTER '07 DIARY	JUNE '07 PPM	JUNE '08 PPM	PPM vs. Diary	YR-YR Change
ENGL TOP5 Eng FM	Mo-Su 6A-12A	AQH Persons	127,400	111,800	109,000	-14%	-3%
		AQH Rtg%	2.9	2.5	2.4	-17%	-4%
		AVG WK Cume	1,869,300	2,971,000	3,173,200	+70%	+7%
		AWTE	8:30	04:30	04:15	-50%	-6%
SPANISH Span Formats	Mo-Su 6A-12A	AQH Persons	136,300	93,700	86,500	-37%	-8%
		AQH Rtg%	3.1	2.1	1.9	-39%	-10%
		AVG WK Cume	1,052,100	1,415,700	1,389,700	+32%	-2%
		AWTE	16:15	08:00	07:45	-52%	-3%
URBAN Urban Formats	Mo-Su 6A-12A	AQH Persons	118,600	66,700	76,500	-35%	+15%
		AQH Rtg%	2.7	1.5	1.7	-37%	+13%
		AVG WK Cume	1,123,900	1,670,000	1,742,700	+55%	+4%
		AWTE	13:15	04:30	05:30	-58%	+22%
NEWS-TALK News Talk Eng	Mo-Su 6A-12A	AQH Persons	65,800	36,700	47,700	-28%	+30%
		AQH Rtg%	1.5	0.8	1.0	-33%	+25%
		AVG WK Cume	931,500	978,600	1,066,000	+14%	+9%
		AWTE	9:00	4:45	5:30	-39%	+16%
ALL SPORTS Sports English	Mo-Su 6A-12A	AQH Persons	17,500	5,100	11,400	-35%	+124%
		AQH Rtg%	0.4	0.1	0.2	-50%	+100%
	Mo-Su 6A-12A	AVG WK Cume	294,600	248,500	423,100	+44%	+70%
		AWTE	7:30	2:30	3:15	-57%	+30%
Market Total		AQH Persons	676,500	455,900	450,400	-33%	-1%
		AQH Rtg%	15.1	10.1	9.7	-36%	-4%
		AVG WK Cume	4,251,400	4,242,800	4,365,300	+3%	+3%
		AWTE	20:00	12:45	12:45	-36%	0%

Sources:

PPM – Houston Jun 2007, Jun 2008

Houston Arbitron Winter 2007 Diary

Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

URBAN (KROI-FM,KBXX-FM,KCOH-AM, KMJQ-FM,KPTY-FM)

NEWS-TALK (KIKK-AM,KNTH-AM,KSEV-AM,KTRH-AM,KUHF-FM,KPRC-AM)

ALL SPORTS (KBME-AM,KFNC-FM,KILT-AM)

SPANISH (KEYH-A, KLAT-A, KLOL-F, KLTN-F, KOVE-F, KQBU-F now KAMA-F, KQK-FM, KQUE-AM, KRTX-A, KTJM-F) / KNTE not incl in W107

ENGLISH TOP 5 FM – Non Ethnic (KODA, KTBZ, KHTC, KILT-F, KRBE) / Jun '08 P12+

HOUSTON – DIARY VS. PPM FORMAT COMPARISONS

PERSONS 12+ / M-F 6A-10A

Format	Time Period	Estimate	WINTER '07 DIARY	JUNE '07 PPM	JUNE '08 PPM	PPM vs. Diary	YR-YR Change
ENGL TOP5 Eng FM	Mo-Fr 6A-10A	AQH Persons	178,400	126,400	127,500	-29%	1%
		AQH Rtg%	4.0	2.8	2.8	-30%	0%
		AVG WK Cume	1,056,600	1,212,600	1,270,800	+20%	+5%
		AWTE	3:30	02:00	02:00	-43%	0%
SPANISH Span Formats	Mo-Fr 6A-10A	AQH Persons	194,700	115,000	99,200	-49%	-14%
		AQH Rtg%	4.4	2.6	2.1	-52%	-19%
		AVG WK Cume	759,500	771,200	721,900	-5%	-6%
		AWTE	5:15	03:00	02:45	-48%	-8%
NEWS-TALK News Talk Eng	Mo-Fr 6A-10A	AQH Persons	122,500	52,100	74,700	-39%	+43%
		AQH Rtg%	2.7	1.2	1.6	-41%	+33%
		AVG WK Cume	617,600	466,300	573,300	-7%	+23%
		AWTE	4:00	2:15	2:30	-38%	+11%
URBAN Urban Formats	Mo-Fr 6A-10A	AQH Persons	147,900	67,500	73,100	-51%	+8%
		AQH Rtg%	3.3	1.5	1.6	-52%	+7%
		AVG WK Cume	713,700	658,200	671,700	-6%	+2%
		AWTE	4:15	02:00	02:15	-47%	+13%
ALL SPORTS Sports English	Mo-Fr 6A-10A	AQH Persons	27,400	8,800	15,300	-44%	+74%
		AQH Rtg%	0.6	0.2	0.3	-50%	+50%
		AVG WK Cume	165,500	111,700	193,300	+17%	+73%
		AWTE	3:15	1:30	1:30	-54%	+0%
Market Total		AQH Persons	951,700	524,900	517,200	-46%	-2%
		AQH Rtg%	21.3	11.7	11.2	-47%	-4%
		AVG WK Cume	3,586,500	3,009,400	3,137,000	-13%	+4%
		AWTE	5:15	03:30	03:15	-38%	-7%

Sources:

PPM – Houston Jun 2007, Jun 2008

Houston Arbitron Winter 2007 Diary

Total P12+ / M-Su 6a-12mid, M-F 6a-10a

Formats:

URBAN (KROI-FM,KBXX-FM,KCOH-AM, KMJQ-FM,KPTY-FM)

NEWS-TALK (KIKK-AM,KNTH-AM,KSEV-AM,KTRH-AM,KUHF-FM,KPRC-AM)

ALL SPORTS (KBME-AM,KFNC-FM,KILT-AM)

SPANISH (KEYH-A, KLAT-A, KLOL-F, KLTN-F, KOVE-F, KQBU-F now KAMA-F, KQK-FM, KQUE-AM, KRTX-A, KTJM-F) / KNTE not incl in W107

ENGLISH TOP 5 FM – Non Ethnic (KODA, KTbz, KHTC, KILT-F, KRBE) / Jun '08 P12+

DECLARATION

My name is Kathleen Bohan. I am the Senior Vice President of Research & Marketing at Univision Radio (Univision). I have held that position since 2002

Prior to joining Univision, I served as Vice President Research and Marketing for Katz Hispanic Media. I began my career at Katz working with English language radio stations at national rep firm Eastman in 1989. I began working with Spanish language radio stations in 1993 when Katz Media opened up Katz Hispanic Media, a separate national representation firm fully dedicated to Spanish media.

I have reviewed the foregoing audience measurement data compiled based on data provided to Univision by Arbitron, Inc. for the time period specified and declare under penalty of perjury that the matters of fact asserted therein are true and correct to the best of my information, knowledge and belief.

Executed this 6th day of October 2008.

Kathleen Bohan
Kathleen Bohan