WILTSHIRE & GRANNIS LLP

March 30, 2010

Ex Parte

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Impact of Arbitron Audience Rating Measurements on Radio Broadcasters, MB Docket No. 08-187

Dear Ms. Dortch:

On March 29, 2010, William Kerr, Chief Executive Officer, Alton Adams, Chief Marketing Officer, Timothy Smith, Executive Vice President and General Counsel, Michelle Levister, Deputy General Counsel, and Beth Webb, Vice President of PPM Research, of Arbitron Inc. ("Arbitron"), and I, representing Arbitron, met with Commissioner Mignon Clyburn, and Rick Kaplan, Commissioner Clyburn's Chief of Staff. The substance of this conversation is summarized in the attached materials.

A copy of this letter is being filed in the above-referenced docket.

Sincerely,

John T. Nakahata
Counsel to Arbitron Inc.

cc: Rick Kaplan (w/o attachment)

The Future of Audience Measurement

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- About Arbitron
- Recent Developments
- Commitment to Continuous Improvement
- Performance Metrics
- Commitment to Community Initiatives

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Portable People Meter™ and PPM™ are marks of Arbitron Inc.

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Arbitron Inc.

A Strategic Media and Marketing Research Firm

Arbitron generates data and insights regarding media usage — radio, television, cable, online radio and out-of-home— for its clients including broadcasters, advertisers and advertising agencies

- Established 1949
- 1,295 Employees
- Headquarters in Columbia, Maryland

Core Business

- Data measurement for media audiences using Diary and electronic methodologies in 300 markets across the United States
- Surveying the Retail, Media and Product Patterns of Local-Market Consumers
- Providing Application Software Used for Analyzing Media Audience and Marketing Information Data

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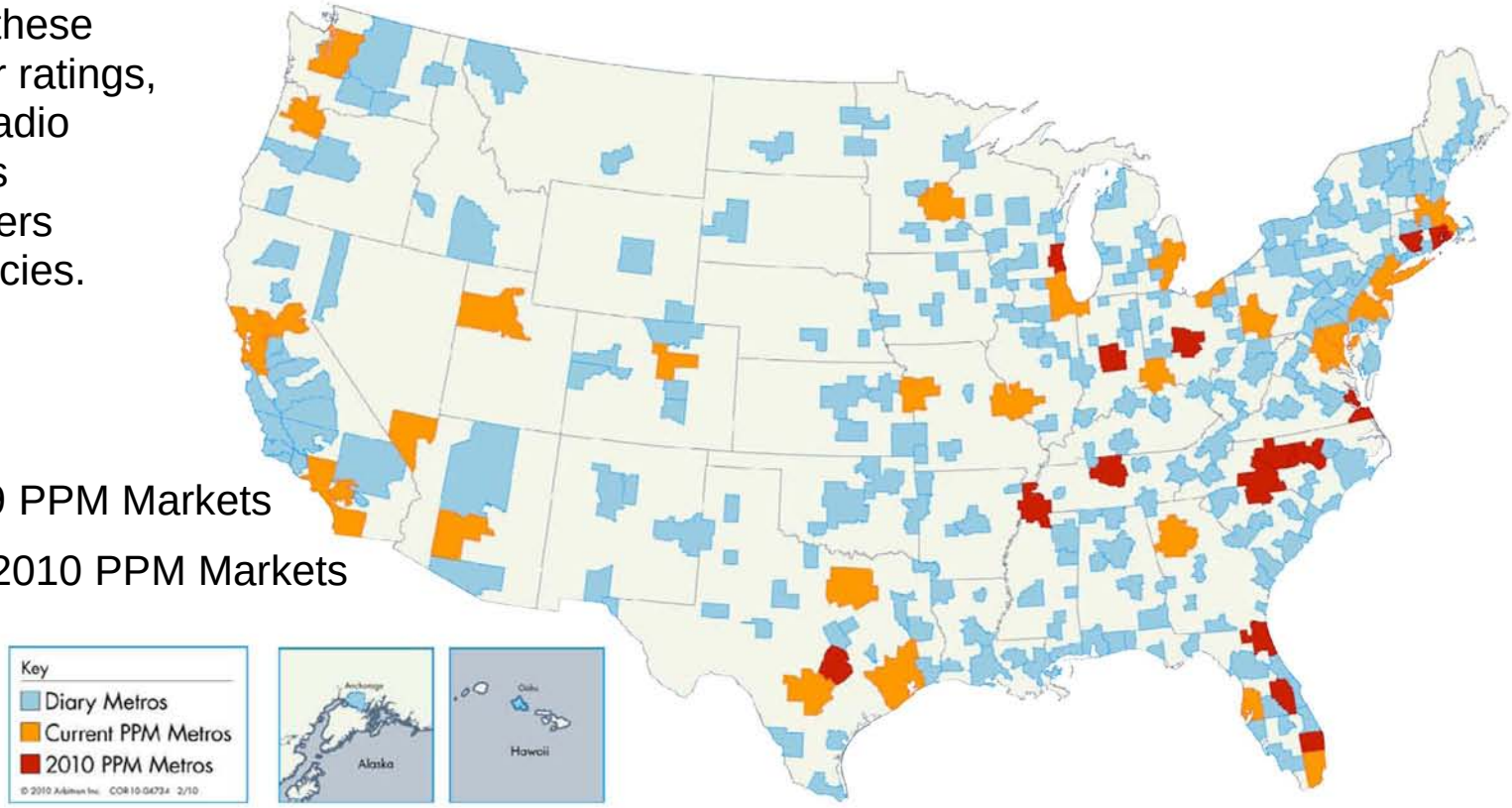
Arbitron estimates the size and characteristics of radio in

300 cities and towns across the U.S.

and reports these estimates, or ratings, to its client radio broadcasters and advertisers and ad agencies.



- 33 YE2009 PPM Markets
- 15 Added 2010 PPM Markets

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Recent Developments —

- MRC Accredited Minneapolis-St. Paul.
  - Accreditation continued in Houston-Galveston and Riverside-San Bernardino based on data from 2008 up to mid-2009 or earlier.
  - Denied accreditation based on 2008 up to mid-2009 data in Atlanta; Baltimore; Boston; Chicago; Dallas-Ft. Worth; Denver-Boulder; Detroit; Los Angeles; New York; Miami-Ft. Lauderdale-Hollywood; Philadelphia; Phoenix; Pittsburgh, PA; St. Louis; San Diego; Seattle-Tacoma; Tampa-St. Petersburg-Clearwater; and Washington, DC.
- Arbitron is re-auditing all markets and re-filing for accreditation based on 2009-mid 2010 data, which will include the new results from Arbitron's continuous improvements.
  - 12 markets with audits in Q1 2010 (March 2009-Feb 2010 data)
- Arbitron remains committed to achieving accreditation in all PPM markets.

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Recent Developments —

2009 Improvements

- Reorganized recruitment and retention structure regionally.
- Launched Local Market Coaches.
- Meter with longer battery life.
- Seasonal bonus program.
- Increased use of e-mail contacts.
- Live chat on panelist Web site.
- Cell-Phone-Only target increase to an average of 15% of Daily Compliant (In-Tab) Sample Target at YE 2009.
- Country-of-Origin reporting for Hispanics.
- Improving brand awareness and participation in multicultural communities.

Results thru January 2010

- More success in recruiting panelists. (SPI increasing.)
- More panelists are carrying their PPMs on a daily basis for the required time to be included in the In-Tab sample. (In-Tab rates increasing.)
- Number of compliant (i.e., In-Tab) panelists in young adult demos is nearing or exceeding targets keyed to % of population. (Designated Delivery Index increasing in key demos.)

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Recent Developments —

- » Increasing Target for Compliant (In-Tab) P12+ Sample Size P12+ by ~10%, Including 10% Increase for P18-54, by Mid-2011
- » Cell Phone Only (CPO)
  - Targets will be 20% of Compliant (In-Tab) Panelists by YE 2010
  - By YE 2011, Address-Based Sampling will target CPO proportional to population
- » Enhanced Address-Based Sampling in 2010 and Full Address-Based Sampling in 2011
- » Multimodal (including In-Person) Recruiting
  - High-Density Black and Hispanic Areas in Top 25 PPM Markets in 2010
- » Validating a Previously Disclosed Engagement Metric in the 2Q of 2010
- » Forming a Minority Leadership council in 2Q 2010 Bringing Together the Broadcaster and Agency Communities
- » Expanding Current Initiatives Directed Toward Advertiser Outreach for Minority Radio

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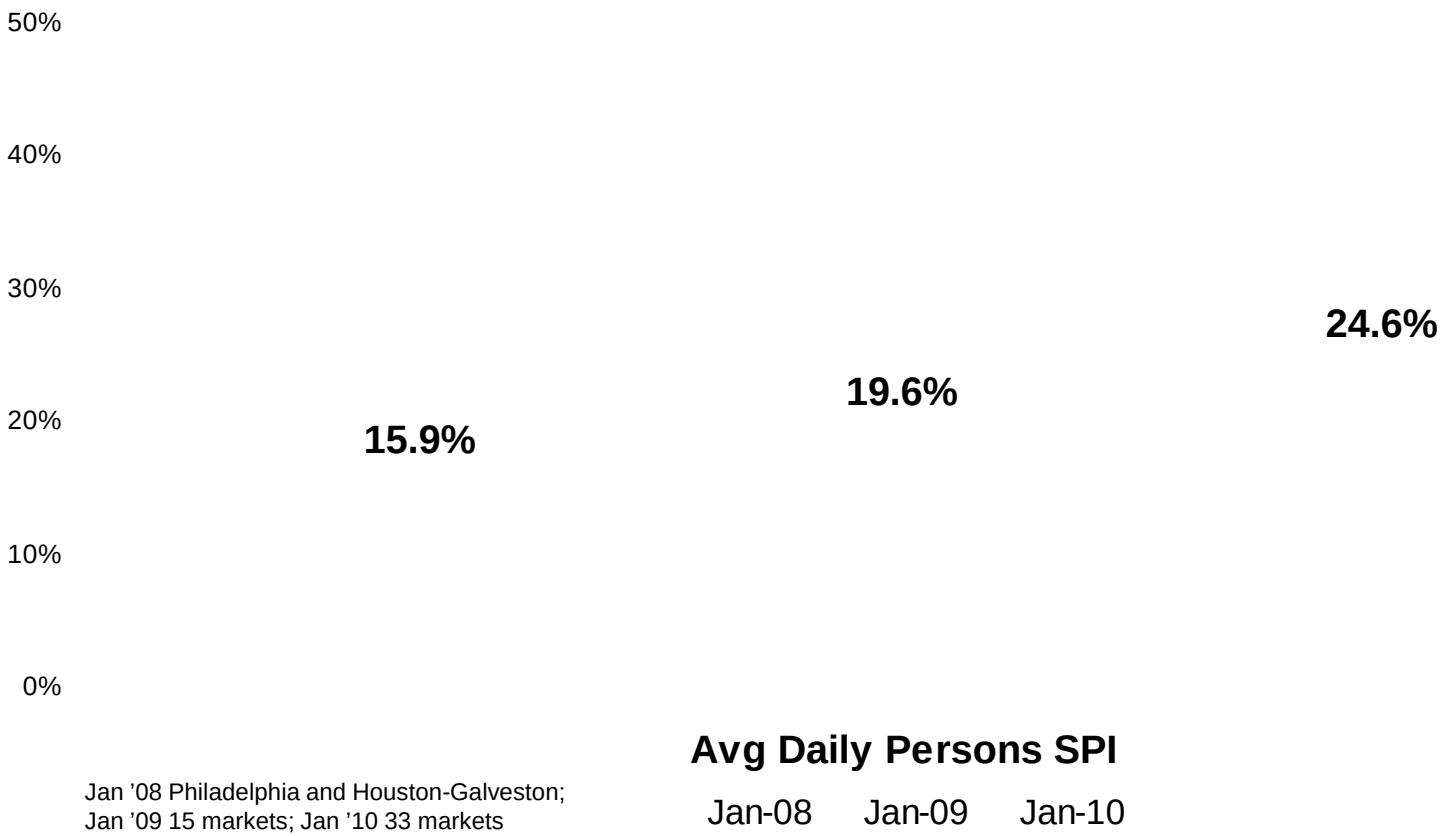
Increased SPI means less possibility for sample skew



Jan '08 Philadelphia and Houston-Galveston;
Jan '09 15 markets; Jan '10 33 markets

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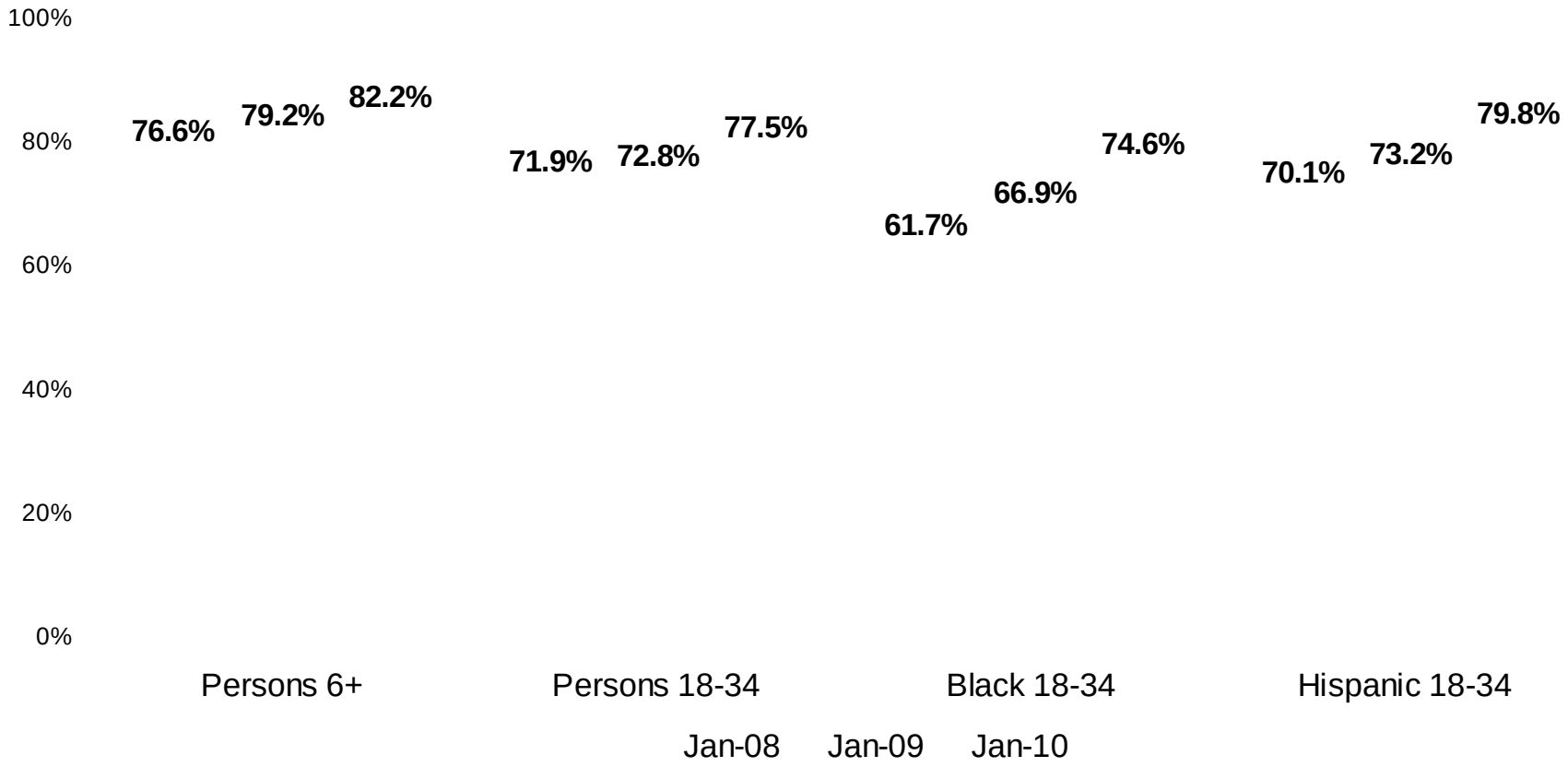
Average In-Tab rate across currency markets



Total Persons: Jan '08 Philadelphia and Houston-Galveston; Jan '09 15 markets; Jan '10 33 markets
Black Persons: Jan '08 Philadelphia and Houston-Galveston; Jan '09 14 markets; Jan '10 29 markets
Hispanic Persons: Jan '08 Philadelphia and Houston-Galveston; Jan '09 14 markets; Jan '10 26 markets

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Persons 6+	**109**
Persons 18-54	**104**
Persons 18-34	**94**
Black 18-34	**98**
Hispanic 18-34	**91**
Other 18-34	**94**
Black and Hispanic Sample	
Black	**115**
Hispanic	**113**
Spanish-Dominant	***111***
English-Dominant	***119***

* Average among 33 PPM Currency Markets, 19 markets for Black, 22 markets for Hispanic and 14 markets for language preference

DDI = Designated Delivery Index, which is the actual average daily In-Tab divided by the target daily In-Tab calculated based on population percentage

P6+ and P18-54 100+ DDI

18-34 Demos 90+ DDI
Black 18-34 All-Time high of 98

- **In-Tab Rate for P6+ = Average of 82.2%**
- **Sample Performance Indicator (SPI) = Average of 24.6%**

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Arbitron's "Children's Reading Corner"

- Family reading program
- Targeting community and multicultural events

Working With Historically Black Universities

- Clark Atlanta University
- Florida A&M University
- Howard University
- Medgar Evers College
- Morgan State University
- University of North Texas

Celebrating Cultural Diversity

- Calle Ocho Festival-Miami
- Goombay Festival–Miami
- 2009 Harlem Week Sponsor
- MLK Day-South Central LA
- NAACP 100th Anniversary
- National Council of La Raza Capital Awards
- National Hispanic Media Coalition
- Rainbow PUSH Coalition
- Taste of Soul-LA
- West Indian American Day Carnival & Parade–New York

Community Involvement

- American Women in Radio & Television
- Emma Bowen Foundation
- Howard County Chamber of Commerce
- Joel Hollander SIDS Foundation
- Library of American Broadcasting
- Paley Center for Media
- Project Sunshine

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Forward Looking Statements: Statements made in this presentation that are not historical in nature, particularly regarding expected performance in 2010 and future years, are forward-looking statements.

These forward-looking statements are based on our current expectations and assumptions, and involve various risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements.

Important factors known by the company that could cause such material differences include those referenced or discussed from time to time in our filings with the SEC, including those referenced under the heading “ITEM 1A – Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2009, and elsewhere, and any subsequent periodic or current reports filed by us with the SEC.

In addition, any forward-looking statements contained in this presentation represent our estimates only as of the date hereof and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

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