

ARBITRON ACTION PLAN

Overview

Arbitron's current PPM™ methodology uses a Random Digit Dial (RDD) telephone sample frame along with an address frame supplement to reach cell-phone-only (CPO) households. Recruitment from these frames is done using repeated mail and telephone contacts with incentives and a refusal conversion processes.

Arbitron proposes to implement expanded use of an address-frame and introduce Multimodal In-Person Refusal Conversion (MMIPRC) into our methodology processes in as timely a manner as can be responsibly achieved. The MMIPRC will be implemented as a targeted refusal conversion in order to increase the agree rate in High Density Black Areas (HDBAs) and High Density Hispanic Areas (HDHAs) (collectively, HDBAs and HDHAs are "HDAs" or High Density Areas) for households that do not have a landline phone. This is focused at minorities but benefits all households within HDAs. In the HDAs in the top 25 markets, there are 13 million Hispanic Americans, 11 million Black Americans and 9 million Other Americans who could be impacted by this change.

To accelerate the introduction and benefits of MMIPRC (multimodal in-person refusal conversion) and address the concerns of the Media Rating Council (MRC) and the Coalition concerning implementation risk, Arbitron has developed a proposal consisting of a three-phased approach based on suggestions by the MRC. This phased approach reduces risks and enables Arbitron to accelerate the implementation start date from November 2010 to July 2010.

- Phase I – uses MMIPRC for the estimated 20% of households that are cell-phone only (CPO) and the 33% of the households who have a landline but are not listed in databases (UU or unlisted unmatched). This process will be implemented in the HDAs of the top 25 markets. This sample group (CPO and UU) is estimated to represent 79% of 18-34 households residing in HDAs.
- Phase II – continues the MMIPRC approach in the HDAs of the top 25 markets and transitions *all* markets and *all* areas within each market to an address-based sample (ABS) frame (with an RDD sample supplement for UU households in selected areas to improve response rate and demo representation), adding a finer level of geographic control.
- Phase III - expands MMIPRC to other markets and geographies.

Appendix A provides a summary level process flow for each of the three phases.

Schedule

The following section outlines the timing of each phase of the project. Milestone dates are Arbitron's current best estimated dates and are subject to change.

Phase I: Implementation of Targeted Multi-Modal Recruitment with In-Person Refusal Conversion (MMIPRC) with an Increase in Address-Based Sample (Q1 2010 – Q4 2010)

Prior to full rollout, the MMIPRC implementation will be employed for PPM currency in Dade County in Miami, the City of Dallas (embedded in the Dallas metro) and Brooklyn and Bronx Boroughs of the New York Metro. MMIPRC will be initiated in these diverse Black and Hispanic areas in July and be operated for 3 months prior to roll out to the remainder of the NY, Miami and Dallas metros which will begin on October 1. The remainder of the 25 markets will be initiated in Q4 2010. The implementation is being staggered in order to better plan the rollout and to help determine any unforeseen issues prior to full rollout.

The timeline for implementation of Phase I is provided below:

Phase I	Key Milestones	Q1 2010	Q2 2010	Q3 2010	Q4 2010	Q1 2011
	Hire In-Person Recruiting Staff					
	Train In-Person Recruiting Staff					
	Define System Changes w MRC					
	Build IPR Capabilities					
	Systems Test and Validation					
	Logistics Simulation					
	Test Implementation of IPR in selected markets			2-3 Markets		
	Implement in Remaining Markets				Top 25	

Phase II: Full-Implementation of Address-based Sampling Across All Markets and All Areas Within Markets (Q3 2010 – [REDACTED])

In Phase II, the targeted in-person refusal conversion approach will be continued. In addition,

1. all markets and all areas within each market will transition to an address-based sample frame (an RDD supplemental sample for UU households will be used in selected areas to increase response rate and improve demographic representation) and
2. a finer level of geographic control added to support proportional geographic representation within the larger address frame.

Phase III: Implementation of Multi-Modal Recruitment with In-Person Refusal Conversion (MMIPRC) in all Geographies and Markets [REDACTED]

Phase III builds on the address-frame implementation in Phase II and rolls out the proposed MMIPRC methodology in all geographic areas of all markets.

Note the timeline for Phases II and III are provided below:



Project Oversight & Metric Monitoring

Arbitron will closely monitor the planning and execution of the methodology changes. A detailed project plan will be maintained by Arbitron to capture critical activities and dependencies needed to successfully implement the methodology changes. A baseline plan will be established in March 2010 and the schedule will be reviewed by the Arbitron Steering team weekly to confirm the project remains on track. The Steering team will also manage scope, resolve issues, address resource conflicts and plan and mitigate risks. Beginning in March 2010, Arbitron will review the status of the project plan with the MRC and review progress with the PPMC on a quarterly basis.

With the implementation of the methodology changes in July 2010, Arbitron will continue internal monitoring of performance metrics and will update market level performance monitoring to monitor performance of the phone and in person recruited sample. Where applicable, drill down will occur by demo, recruiter, markets and geographic area. Arbitron will provide a summary report to the MRC and PPMC on the following metrics on a monthly basis:

- Demographic and Geographic Proportionality (Note that reports regarding the finer geo granularity will begin in Phase 2 when that portion of the plan is implemented.)
- In-tab rates
- Overall response rate metric
- No Contact Rates
- In Person Recruiting Consent Rate
- In Person Recruiting Installation Rate
- Recruitment counts and cycle time
- Household size
- Language Dominance
- Listening impact (Listening impact reports will be quarterly starting 3 months after initial reporting. These reports are for communication/discussion purposes as there are no specific expectations for performance.)

Specific thresholds are specified for each of these metrics and are listed in **Appendix B**. These thresholds serve as flags to determine whether methodology adjustments are needed or other refinements are needed to internal procedures.