

# Arbitron PPM™ Commercialization Schedule<sup>1</sup>

(November 2008)

2008 Rank†	Market	In-Tab Target‡	PPM Pre-Currency Data	PPM Currency	Last Diary Report
8	Philadelphia	1,530	Jan/Feb 2007	March 2007	Fall 2006
6	Houston-Galveston*	1,361	Apr/May 2007	June 2007	Winter 2007
1	New York <sup>2</sup>	3,878	Oct 2007-Aug 2008	September 2008	Spring 2008
19	Nassau-Suffolk (Long Island)**	1,080	Oct 2007-Aug 2008	September 2008	Spring 2008
38	Middlesex-Somerset-Union**	694	Oct 2007-Aug 2008	September 2008	Spring 2008
2	Los Angeles	2,456	July/Aug 2008	September 2008	Spring 2008
3	Chicago	1,946	July/Aug 2008	September 2008	Spring 2008
4	San Francisco <sup>3</sup>	2,141	July/Aug 2008	September 2008	Spring 2008
26	Riverside-San Bernardino	799	July/Aug 2008	September 2008	Spring 2008
35	San Jose**	866	July/Aug 2008	September 2008	Spring 2008
5	Dallas-Ft. Worth	1,361	Oct/Nov 2008	December 2008	Summer 2008
7	Atlanta	1,335	Oct/Nov 2008	December 2008	Summer 2008
9	Washington, DC	1,331	Oct/Nov 2008	December 2008	Summer 2008
11	Detroit	1,440	Oct/Nov 2008	December 2008	Summer 2008
10	Boston	1,519	Jan/Feb 2009	March 2009	Fall 2008
12	Miami-Ft. Lauderdale-Hollywood	1,553	Apr/May 2009	June 2009	Winter 2009
13	Seattle-Tacoma	1,219	Apr/May 2009	June 2009	Winter 2009
15	Phoenix	1,001	Apr/May 2009	June 2009	Winter 2009
16	Minneapolis-St. Paul	1,136	Apr/May 2009	June 2009	Winter 2009
17	San Diego	1,080	Apr/May 2009	June 2009	Winter 2009
18	Tampa-St. Petersburg-Clearwater	1,016	July/Aug 2009	September 2009	Spring 2009
20	St. Louis	1,103	July/Aug 2009	September 2009	Spring 2009
21	Denver-Boulder	968	July/Aug 2009	September 2009	Spring 2009
22	Baltimore	1,080	July/Aug 2009	September 2009	Spring 2009
24	Pittsburgh, PA	1,088	July/Aug 2009	September 2009	Spring 2009
23	Portland, OR	889	Oct/Nov 2009	December 2009	Summer 2009
27	Sacramento	968	Oct/Nov 2009	December 2009	Summer 2009
28	Cincinnati	945	Oct/Nov 2009	December 2009	Summer 2009
29	Cleveland	1,016	Oct/Nov 2009	December 2009	Summer 2009
30	Salt Lake City-Ogden-Provo	776	Oct/Nov 2009	December 2009	Summer 2009
31	San Antonio	885	Oct/Nov 2009	December 2009	Summer 2009
32	Kansas City	878	Oct/Nov 2009	December 2009	Summer 2009
33	Las Vegas	653	Oct/Nov 2009	December 2009	Summer 2009
25	Charlotte-Gastonia-Rock Hill	919	July/Aug 2010	September 2010	Spring 2010
34	Orlando	709	July/Aug 2010	September 2010	Spring 2010
36	Columbus, OH	806	July/Aug 2010	September 2010	Spring 2010
37	Milwaukee-Racine	881	July/Aug 2010	September 2010	Spring 2010
39	Austin	671	July/Aug 2010	September 2010	Spring 2010
40	Indianapolis	926	July/Aug 2010	September 2010	Spring 2010
41	Providence-Warwick-Pawtucket	581	July/Aug 2010	September 2010	Spring 2010
42	Norfolk-Virginia Beach-Newport News	795	July/Aug 2010	September 2010	Spring 2010
43	Raleigh-Durham	679	July/Aug 2010	September 2010	Spring 2010
44	Nashville	698	July/Aug 2010	September 2010	Spring 2010
45	Greensboro-Winston Salem-High Point	743	Oct/Nov 2010	December 2010	Summer 2010
46	Jacksonville	675	Oct/Nov 2010	December 2010	Summer 2010
47	West Palm Beach-Boca Raton	701	Oct/Nov 2010	December 2010	Summer 2010
49	Memphis	510	Oct/Nov 2010	December 2010	Summer 2010
50	Hartford-New Britain-Middletown	765	Oct/Nov 2010	December 2010	Summer 2010
55	New Orleans	926	Oct/Nov 2010	December 2010	Summer 2010

† Rank as of Fall 2008

‡ 75% of Installed Panel Target

\* PPM Radio Ratings Data for Houston-Galveston accredited by MRC

\*\* Embedded Market

<sup>1</sup> Schedule is subject to change.

<sup>2</sup> Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset-Union).

<sup>3</sup> Includes embedded market (San Jose).