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**For Immediate Release**

## **COLEMAN INSIGHTS LAUNCHES SERIES OF STUDIES ON THE IMPACT OF PPM MEASUREMENT**

**RESEARCH TRIANGLE PARK, N.C., January 10, 2008** - Coleman Insights announced today a series of studies that will provide deeper insights into the impact of different programming tactics, as measured by Arbitron's Portable People Meter (PPM). The comprehensive results of the studies will be released in a series of reports called "The Coleman Insights PPM Series: Mapping the DNA of PPM." This series will be the most comprehensive look to date at how PPM reports the responses of radio audiences to different programming elements.

"Some in the industry have already made proclamations of what works and doesn't work in a PPM world without rigorous analysis of the data," said Coleman Insights president Jon Coleman. "The series will be based on extensive reviews of the huge quantity of data generated by PPM. Since there is a high level of uncertainty when PPM comes to a market, we will help ease some of that anxiety with real information on how listeners respond to different programming elements."

At least four major studies will be released throughout 2008, with the first report to be issued later this month. The studies will be released for free to the industry via online presentations, report downloads and coverage in the industry press.

### **About Coleman Insights**

Coleman Insights, headquartered in Research Triangle Park, North Carolina with offices in Los Angeles and Hamburg, Germany, is a media research firm that has provided its clients with deeper insights into music trends and branding opportunities since 1978. Its client base includes MTV Networks, as well as hundreds of radio stations in North America, South America, Europe and Asia, including those owned by CBS Radio, Emmis Communications, Lincoln Financial Media, Spanish Broadcasting System, Citadel Communications, Entercom Communications Corporation, Grupo Radio Centro, Bonneville International Corporation, Standard Radio, Sandusky Radio, Lagardère International, Radio One, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media, Entertainment Network (India) Limited and Hubbard Broadcasting. Additional information about Coleman Insights is available at [www.ColemanInsights.com](http://www.ColemanInsights.com).

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