



**CONTACT:** Betsy Brown  
(919) 226-0454  
BetsyBrown@ColemanInsights.com

**For Immediate Release**

## **COLEMAN INSIGHTS RELEASES ON-DEMAND VERSION OF “REAL PPM PANELISTS TELL ALL”**

**Access To Multimedia Presentation Now Available For Free**

**RESEARCH TRIANGLE PARK, N.C., January 14, 2009** - Coleman Insights released today a free, on-demand presentation of its ground-breaking “Real PPM Panelists Tell All” study. Visitors to the company’s website, [www.ColemanInsights.com](http://www.ColemanInsights.com), can now view the multimedia presentation that Coleman Insights delivered to hundreds of industry professionals at the 2008 NAB Radio Show in September.

“This represents another step in our efforts to ensure that as many radio professionals as possible can see this important presentation,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman. “Following its debut at the NAB Radio Show, we have also shown the presentation to dozens of clients and industry groups, and offered it via a free webinar that hundreds viewed in December. Now, virtually anyone with a PC and an Internet connection can see the interviews we completed with PPM panelists—and gain insights into effective means for programming and marketing in a PPM world—any time they choose to do so.”

“Real PPM Panelists Tell All” is the third study in Coleman Insights’ “Mapping the DNA of PPM” series, which is designed to help the radio industry prepare and adapt to Arbitron’s new Portable People Meter (PPM) audience measurement system. The series was announced in January 2008, following the release of three previous PPM-related studies by Coleman Insights. All of the studies in the series have been made available for free to the industry via online and in-person 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 clients include 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, Sandusky Radio, Lagardère International, Radio One, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, 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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