

CONTACT: Warren Kurtzman
(919) 571-0000
WarrenKurtzman@ColemanInsights.com

For Immediate Release

COLEMAN INSIGHTS TO DEBUT PPM STUDY OF AMERICA'S HIGH PERFORMANCE RADIO STATIONS

RESEARCH TRIANGLE PARK, N.C., September 18, 2009 – Coleman Insights announced today that the latest study in its “Mapping the DNA of PPM” series will debut in a presentation at the NAB Radio Show in Philadelphia on Thursday, September 24th. The study, “The PPM DNA of America’s High Performance Stations,” will reveal which of the many audience estimates provided by Arbitron’s Portable People Meter™ (PPM™) system are most highly correlated with ratings success.

“Our radio clients have been repeatedly asking about where they should focus their efforts under PPM,” commented Coleman Insights Vice President John Boyne, who will deliver the presentation along with Arbitron’s Vice President of Programming Services and Development, Gary Marince. “To help answer those questions, we analyzed over 850 stations in the 20 markets that had PPM currency measurement as of April and looked at the performances of those stations from every angle, including not only Cume and Time Spent Listening, but also things like the number of listening occasions they generate and the lengths of those occasions. Our analysis generated a number of important insights into what differentiates High Performance stations, which we look forward to revealing in Philadelphia.”

NAB Radio Show attendees will have an opportunity to view the presentation during a session scheduled from 9:00 AM to 10:15 AM Eastern time at the Philadelphia Convention Center. In addition, those unable to attend the presentation will be able to follow the release of each finding from the study via Coleman Insights’ Twitter feed at twitter.com/colemaninsights. Twitter users will also have the opportunity to ask questions of Boyne and Marince, who will

answer as many of them as possible near the end of the presentation. Finally, a report summarizing the study's findings will be available on the Coleman Insights website, www.ColemanInsights.com, upon conclusion of the presentation.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Los Angeles and Hamburg, Germany, is a firm that has provided deeper insights into media trends and branding opportunities since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, EMI, Radio One, Warner Music Group, Bonneville International Corporation, Vivendi SA, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, 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.

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

###