

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

For Immediate Release

COLEMAN INSIGHTS TO PREVIEW NEW PPM STUDY AT CANADIAN MUSIC WEEK

RESEARCH TRIANGLE PARK, NC, March 11, 2010 – Coleman Insights will preview the next release in its “Mapping the DNA of PPM” series of studies in a presentation at Canadian Music Week’s Radio Active conference in Toronto tomorrow. The study, “The PPM DNA of Canada’s High Performance Radio Stations,” is based on Coleman Insights’ exclusive analysis of Portable People Meter™ (PPM™) radio audience estimates provided by BBM Canada through BBM Analytics’ InfoSys™ software. Attendees at the Canadian Music Week Radio Active conference will be able to see the preview as part of the “Key Learnings & Challenges in Audience Measurement” session that will take place at 9:00 AM in Salon B at Toronto’s Fairmont Royal York hotel.

“PPM provides us with new and exciting insights into how consumers use radio,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman, who will deliver the preview presentation and participate in the panel discussion that will follow it. “Thanks to our colleagues at BBM Canada and BBM Analytics, we will be able to share those insights with Canadian radio broadcasters who can then use them to enhance their stations’ performances under PPM measurement.”

“The PPM DNA of Canada’s High Performance Stations” is the latest in Coleman Insights’ “Mapping the DNA of PPM” series of studies, which has provided the radio industry with new insights gleaned from detailed analysis of PPM data. It covers BBM Canada’s measurement of the Calgary, Edmonton, Montreal, Toronto and Vancouver markets for the last four months of 2009 and is designed to provide similar insights to “The PPM DNA of America’s High Performance Radio Stations” study that Coleman Insights released in September 2009.

Coleman Insights will release the full study in April 2010, although Friday's preview in Toronto will include the announcement of many of the study's major findings.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content 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.

About BBM Analytics

BBM Analytics is a wholly-owned subsidiary of BBM Canada and offers a portfolio of powerful software solutions providing critical insights into the impacts of broadcast content and consumer behaviors. Its market research division specializes in media research, advertising effectiveness, research for financial institutions, public opinion polling, and consumer research. Additional information about BBM Analytics is available at www.bbmanalytics.ca.

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