



**COMPETITIVE MEDIA: MEASUREMENT DESCRIPTIONS**

Media	Measurement Provider	Accreditation/Approval	Metrics/Activity Measured	Challenges	Associations
<b>Radio</b>	Arbitron	MRC approval for surveys	Average quarter hour rating(AQH) Time spent listening (TSL) Listening location- home,car, work Reach	Diary method Only MSA measured P12+	RAB.com
	Arbitron PPM		Same metrics as diaries	In 33 markets & rolling out to 15 more markets in summer & fall 2010	
<b>Satellite Radio</b>	Arbitron/Edison study		Subscribers & awareness study		
<b>Internet Radio</b>	Arbitron/Edison study		Online radio usage & demos Weekly listeners		Radio Directory - shoutcast.com
	comScore & Nielsen//NetRatings		Unique Visitors, reach, time spent with radio websites		
<b>Internet</b>	<u>Panel-based Measurement</u> comScore and Nielsen//NetRatings	Both working on MRC accreditation	Unique Visitors Reach Time Spent Pages Viewed	At Work usage difficult to measure	Interactive Advertising Bureau - IAB.net
	<u>Server-based Measurement</u> Omniture and Web Trends		Visits Time Spent Page Views	Includes duplication Cookie deletion issues	
<b>Newspaper</b>	SRDS	Audit Bureau of Circulations	Circulation - daily and weekly or weekday and Sunday (all DMAs)	Circulation usually less than 50% of market	NAA.org
	MRI Scarborough	MRC accredited	Readership (national data only)	Section readership not ads	
	Starch		Newspaper ad readership studies Noting scores		
<b>Yellow Pages</b>	MRI - phone book or on Internet		Usage- age/sex demos Page User - last 7 days Frequency - past 7 days Annual references by category Metered ads - tracks calls	A18+ measurement only Used as a directory	Yellow Pages Integrated Media Association YPIMA.net  Yellow Pages Association YPAassociation.org



**COMPETITIVE MEDIA: MEASUREMENT DESCRIPTIONS**

Media	Measurement Provider	Accreditation/Approval	Metrics/Activity Measured	Challenges	Associations
<b>Outdoor &amp; Out-of-Home</b>	Outdoor Advertising Association of America (OAAA)				OAAA oaa.org
	Arbitron Nielsen		NSI and ARB working toward outdoor GPS-based rating system		
	Gallup Math Model		Measures reach & frequency of campaigns		
	Traffic Audit Bureau (TAB) Eyesonratings		New model measuring demographics, R&F on multimedia campaigns		
	Daily Effective Circulation (DEC)		Average number of persons 18+ potentially exposed to an advertising display for either 12 hours (6a-6p) or 18 hours (6a-12mid)	Lack of demographic detail and actual audience size	
<b>Magazines</b>	Audit Bureau of Circulation (ABC) Magazine Pub.of Amer. (MPA)		Consolidated Media Reports "MTAC" Postal Verification Mailing List Verification Paid & Controlled Circulation Audit Supplemental Data Reports	Weak in short term (daily/weekly) reach Timing opportunities limited Few local targeting opportunities Issue-specific audience data not available	MPA magazine.org
<b>Mobile</b>	CRE/Ball State Video Consumer Mapping Study		Media usage by average time spent by media & simultaneous usage	No unified form of measurement in mobile yet.	Open Mobile Video Coalition - openmobilevideo.com
	Nielsen 3-Screen Report		Media usage by monthly time spent with mobile video & monthly reach		Mobile Marketing Assoc. mmaglobal.com  Interactive Advertising Burear - IAB.net