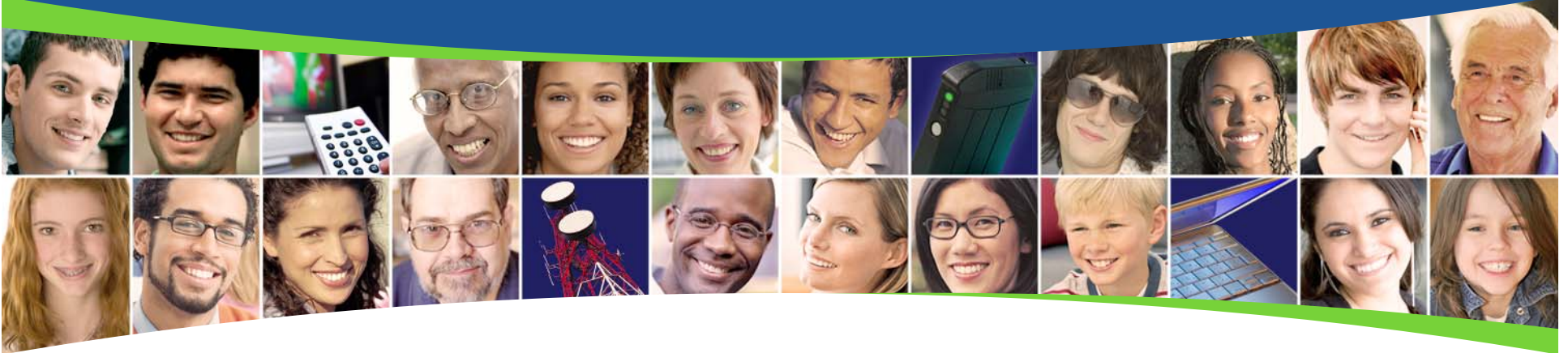


Arbitron Portable People Meter™ (PPM™) Update



December 2010 Report Release

January 4, 2011



Disclosures

Forward Looking Statements: Statements made in this presentation that are not historical in nature, particularly regarding expected performance in 2011 and future years, are forward-looking statements.

These forward-looking statements are based on our current expectations and assumptions, and involve various risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements.

Important factors known by the company that could cause such material differences include those referenced or discussed from time to time in our filings with the SEC, including those referenced under the heading “ITEM 1A – Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2009 and elsewhere, and any subsequent periodic or current reports filed by us with the SEC.

In addition, any forward-looking statements contained in this presentation represent our estimates only as of the date hereof and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



What We Will Cover Today...

- » Quick Sample Performance Update
- » Review of PPM Enhancements
- » Data Insights
- » Questions and Answers

PPM Roll-out Completed December 31, 2010



- PPM now the buy-sell “Currency” in 48 markets
- December is first month of currency in five new markets
 - Greensboro-Winston-Salem-High Point
 - Jacksonville
 - West Palm Beach-Boca Raton
 - Memphis
 - Hartford-New Britain-Middletown

The 48 Planned PPM currency markets represent 69% of estimated ad revenue from Arbitron measured markets*

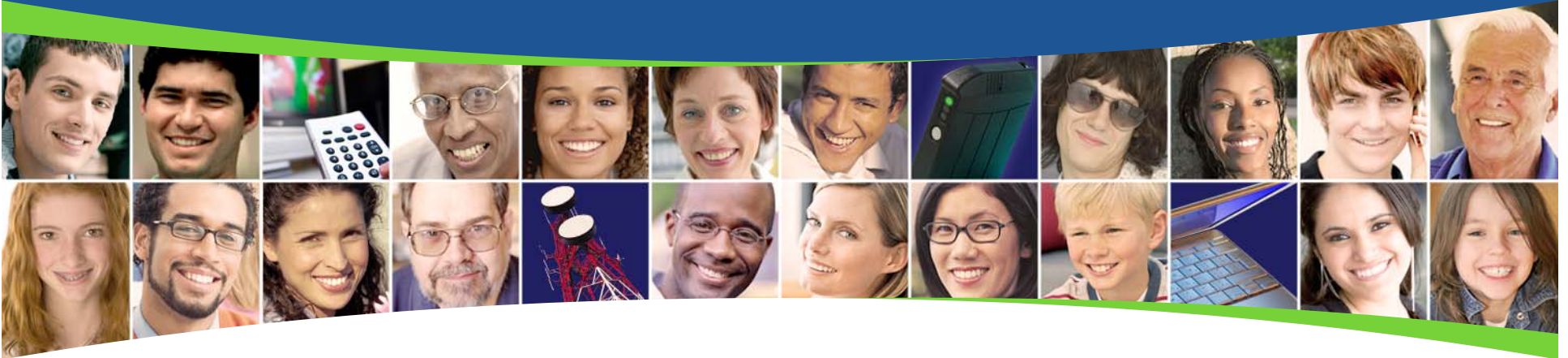


* Source: Arbitron's analysis of BIA/Kelsey's Investing in Radio® 2010 Market Report

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4

PPM Sample Performance Update



December 2010 Sample Quality Headlines

Substantially all sample quality metrics met or exceeded benchmarks

- DDI: sample size metric
 - P6+: Average of 115 DDI
 - P18-54: Average of 111 DDI
 - P18-34: Average of 99 DDI
- In-tab Rate:
 - Persons 6+: average in-tab rate of 84.6% (18% higher than 2007)
 - Persons 18-34: average of 80.3% (29% higher than 2007)
- SPI: response rate metric
 - 48-market average SPI in December 2010: 22.5%

DDI Benchmark - Gauge for Sample Performance

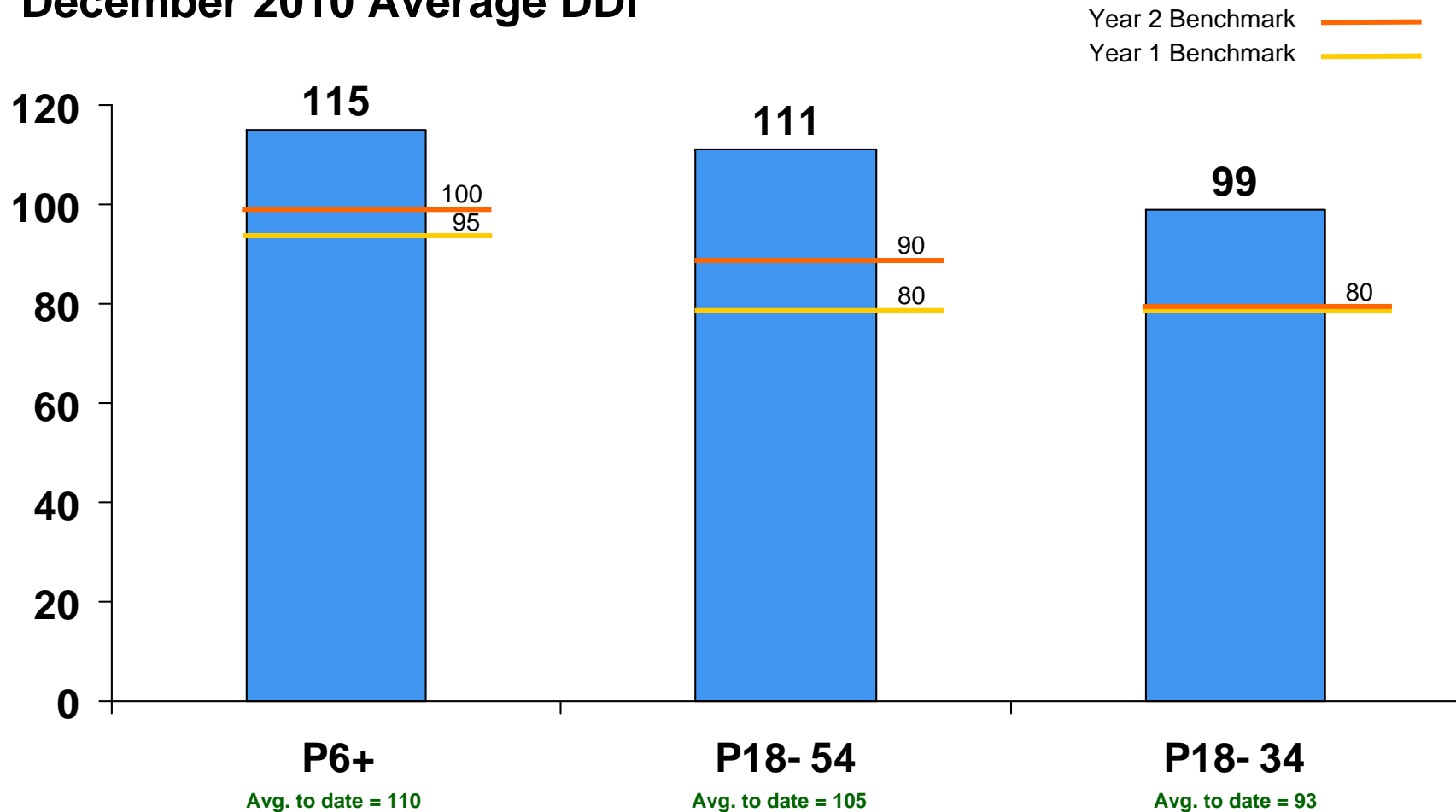
- » If a market falls below the DDI Benchmark, we plan to take corrective measures
- » DDI Benchmark is NOT the target—the target is 100% of the sample objective
- » DDI stands for Designated Delivery Index

$$\text{DDI} = \frac{\text{Actual Average Daily Sample Size for a Given Demo}}{\text{Target Sample Size of Given Demo}} \times 100$$

Benchmarks are based on a 13 month trailing average

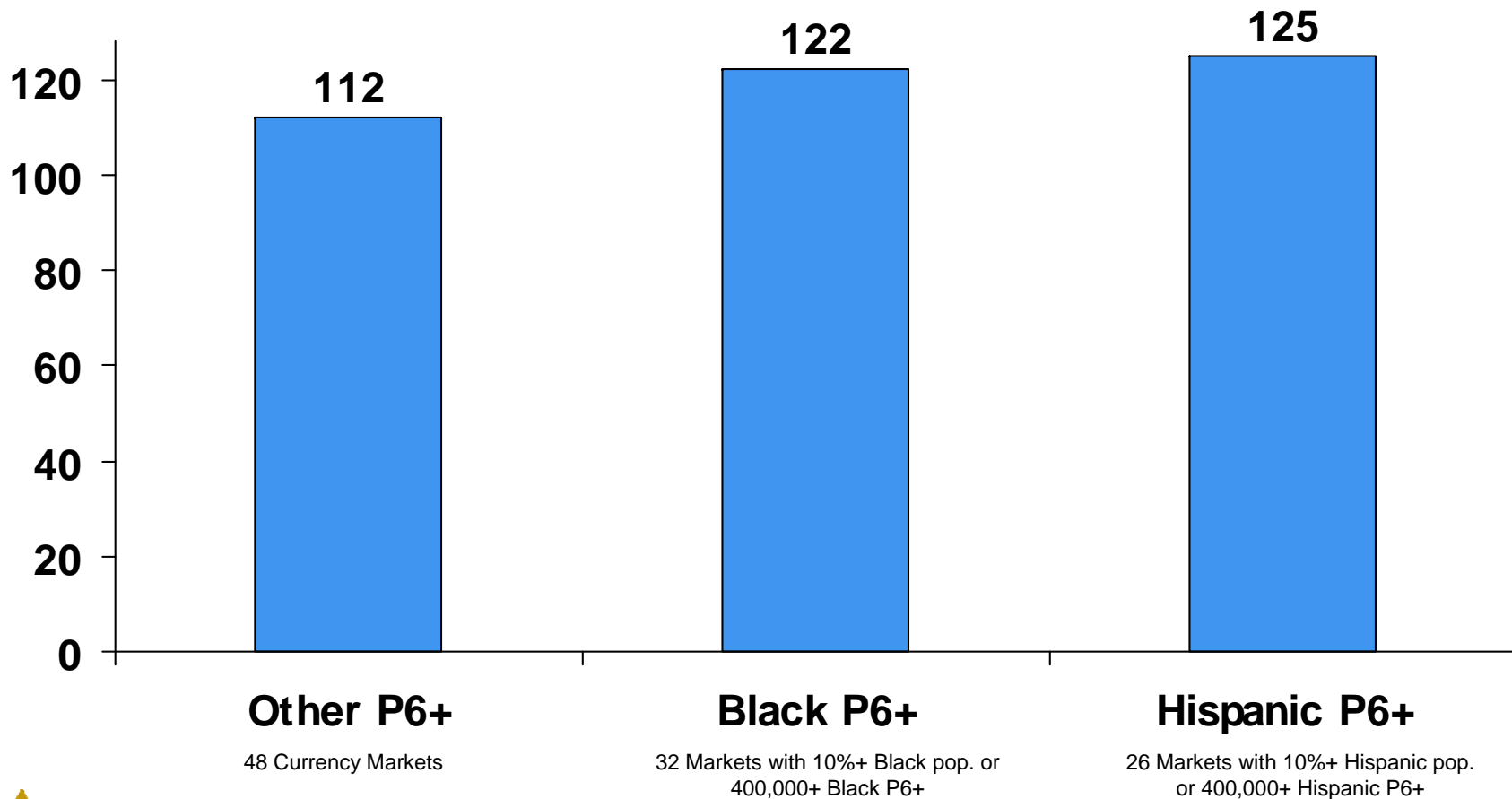
48 Market Average DDI Well Above Benchmarks for Persons 6+, 18-54 and 18-34

December 2010 Average DDI



Average DDI Significantly Over 100 for Other, Black, and Hispanic Persons 6+

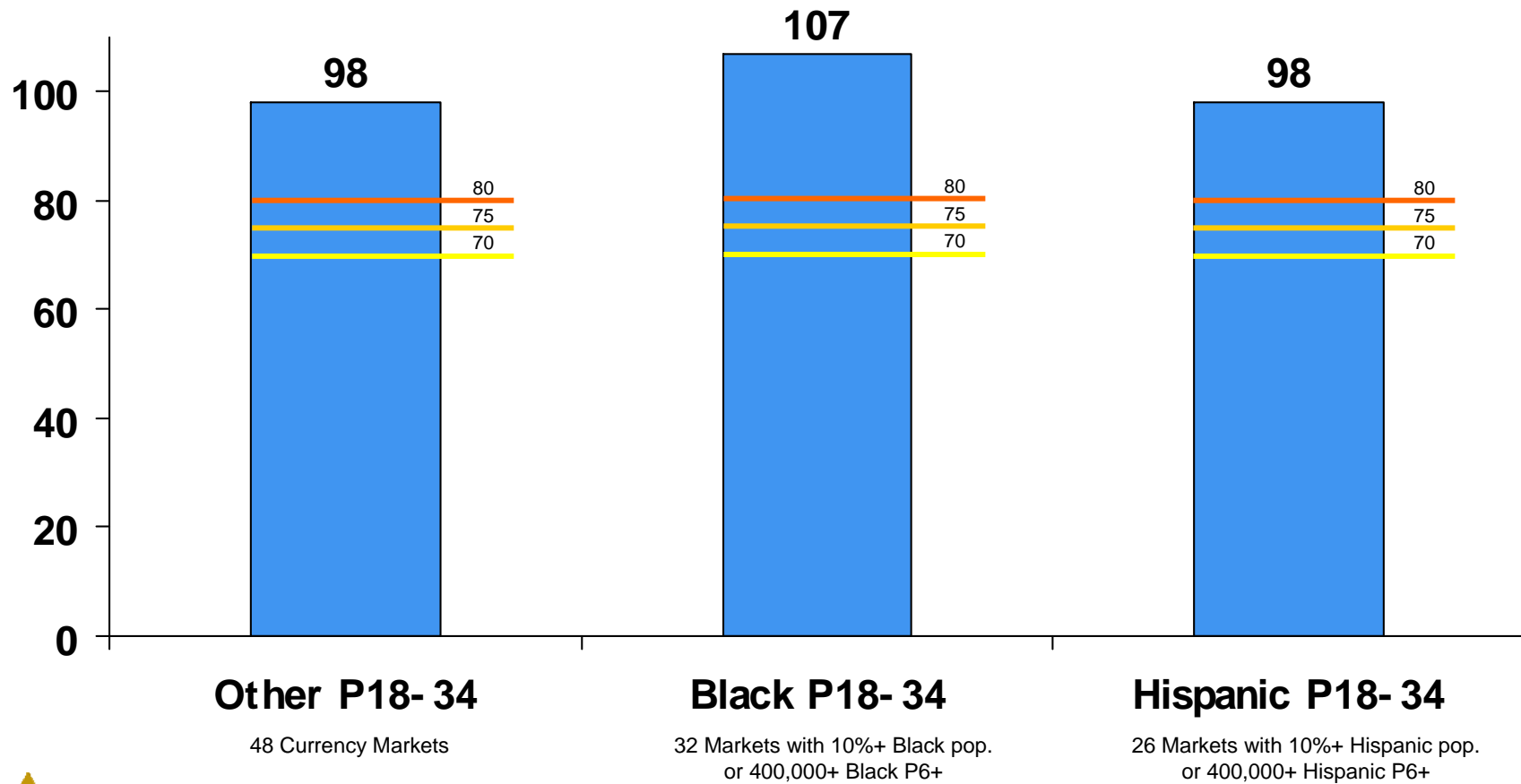
December 2010 Average DDI



18-34 DDI Benchmarks Above Benchmarks for Other, Black, and Hispanic Persons

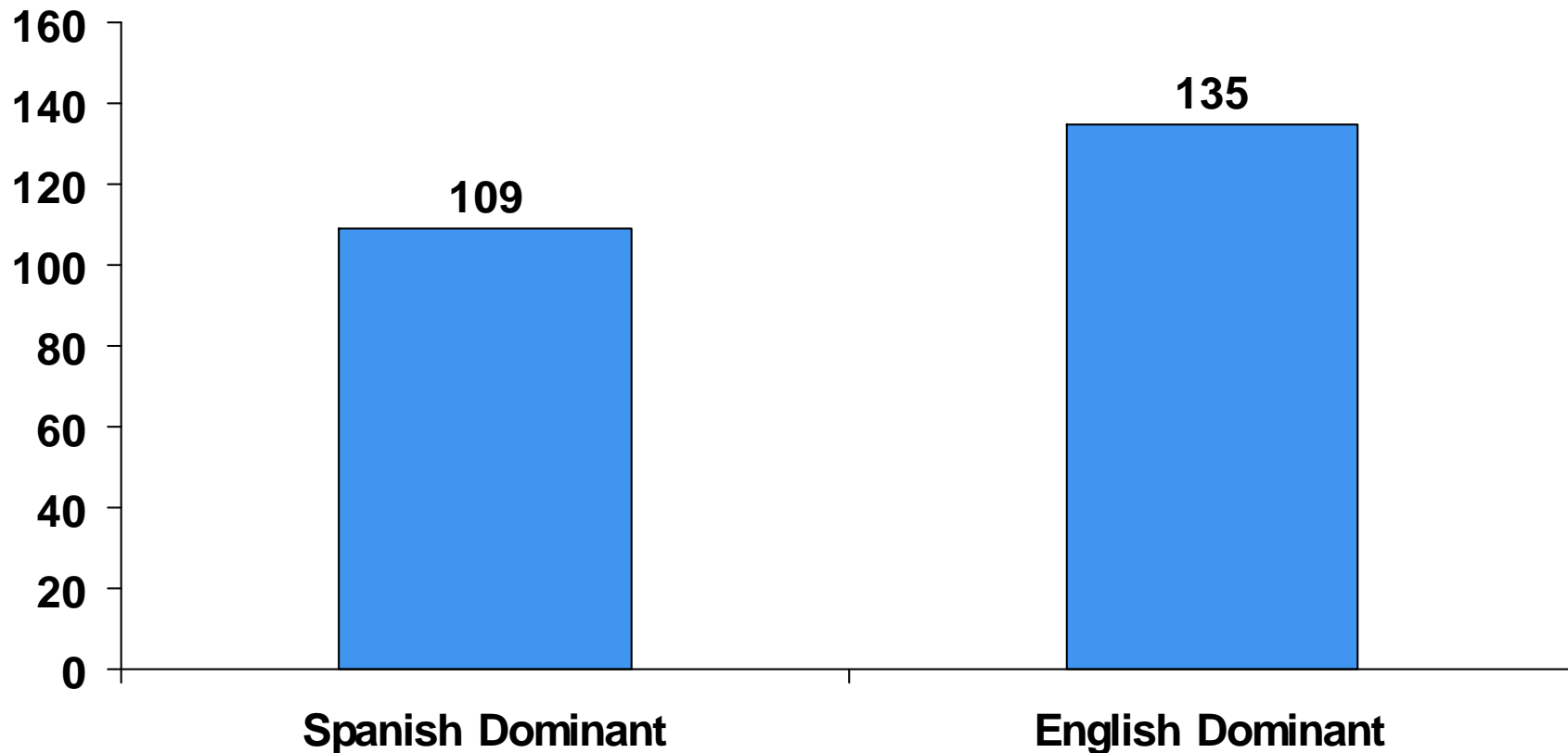
December 2010 Average DDI

Year 2 Benchmark ———
 Mos. 7-12 Benchmark ———
 Mos. 1-6 Benchmark ———



Average DDI Exceeds 100 for Spanish Language Preference

December 2010 Average DDI



In-Tab Rate Benchmark

In-Tab Rate

Percent of installed Persons who have provided fault-free data and have 8 or more hours of motion (5+ hours for Persons 6-17)

P6+ Benchmark

75%+*

P18-34 Benchmark

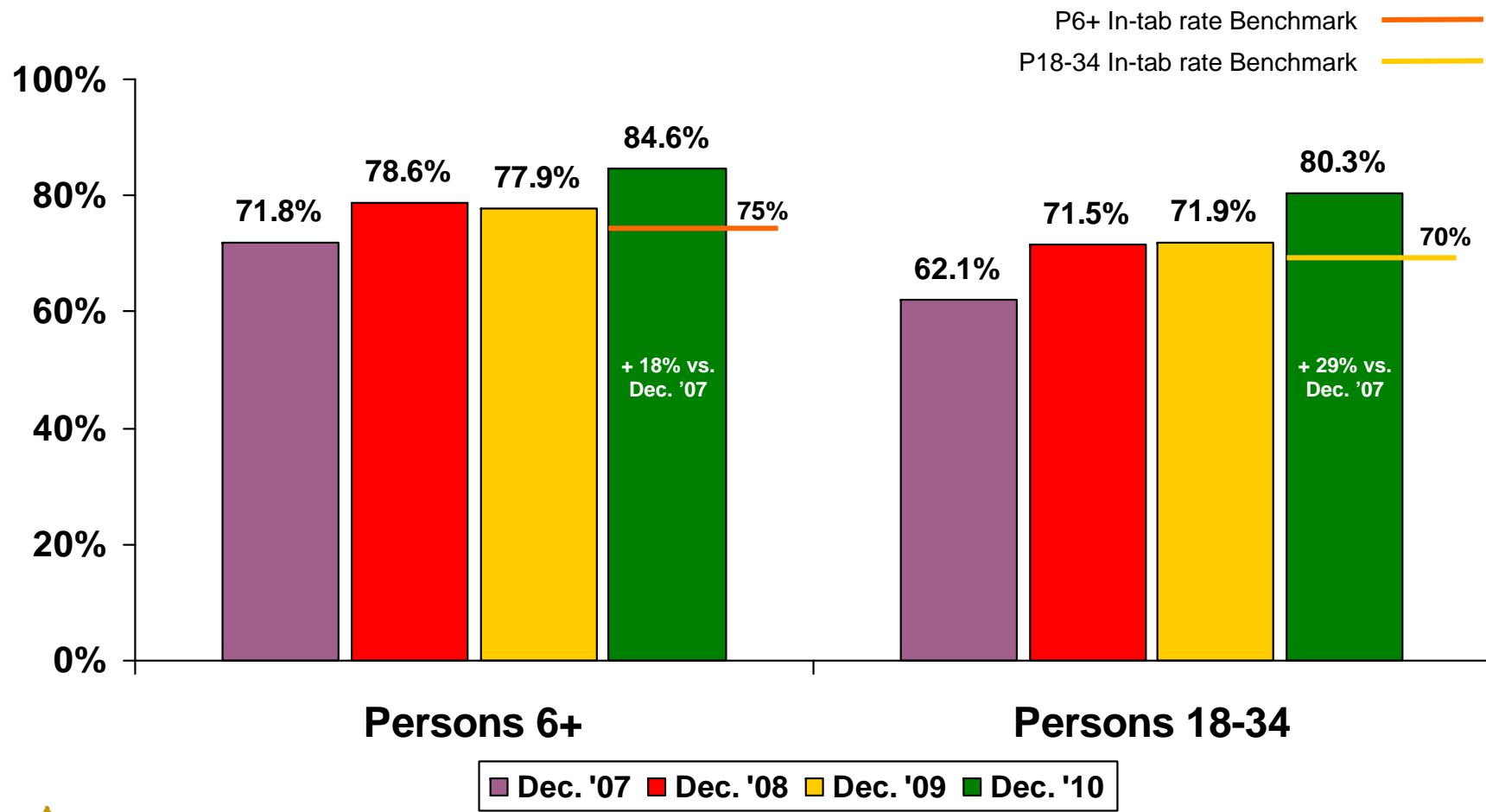
70%+*

* Year 1 based on average of months to date (e.g., month 6 = 6-month average)

* Year 2 based on 13-month rolling average

In-Tab Rates Reach New Highs

Average In-tab rate across currency markets

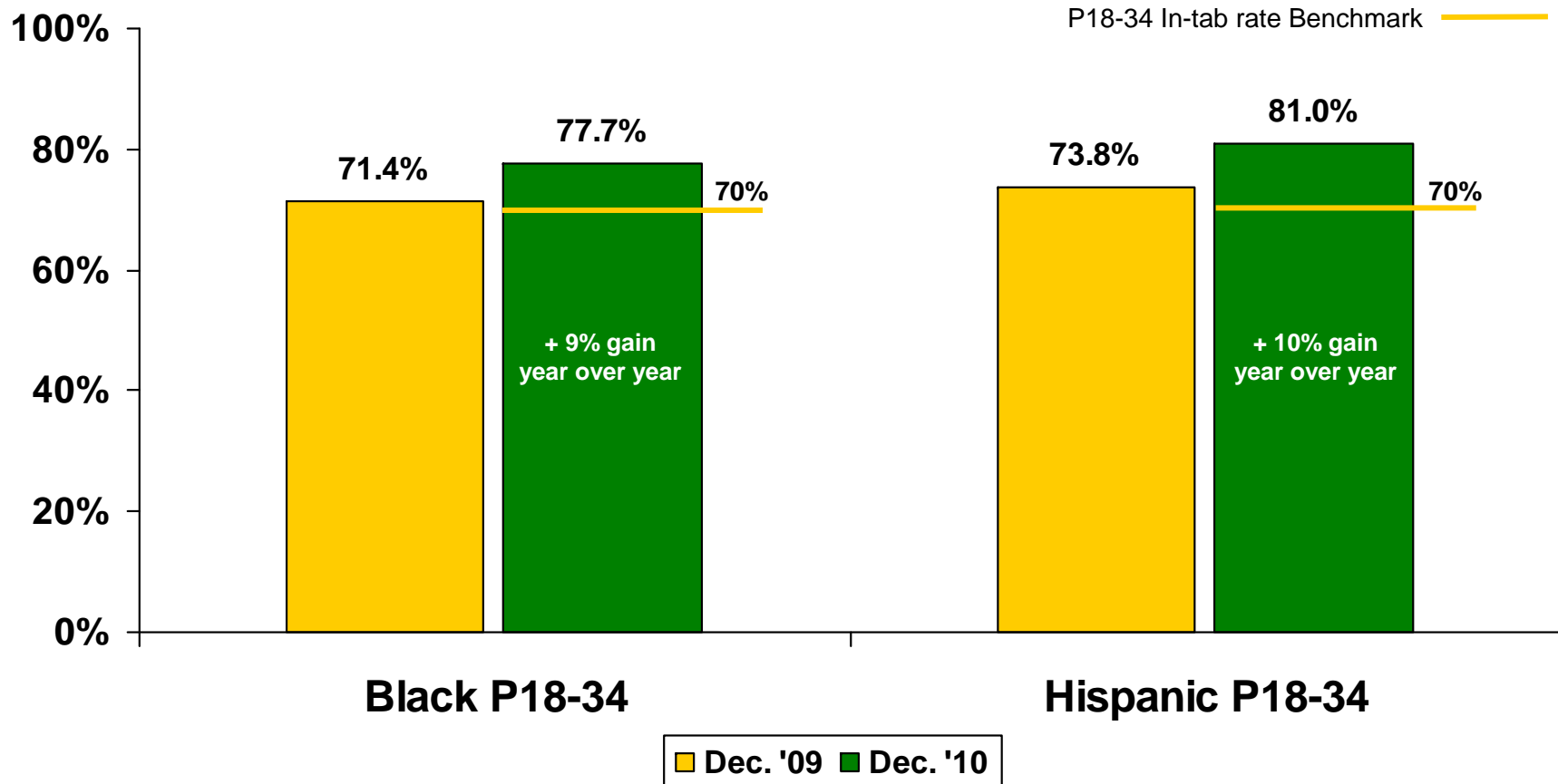


Dec. '07: Philadelphia and Houston; Dec. '08: 14 markets; Dec. '09: 33 markets; Dec. '10: 48 markets

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New Highs for Black and Hispanic 18-34 Daily In-tab Rate

Average In-tab rate across currency markets



Black: December 2009: 30 markets; December 2010: 44 markets
Hispanic: December 2009: 26 markets; December 2010: 35 markets

SPI (Sample Performance Indicator) Response Rate Metric

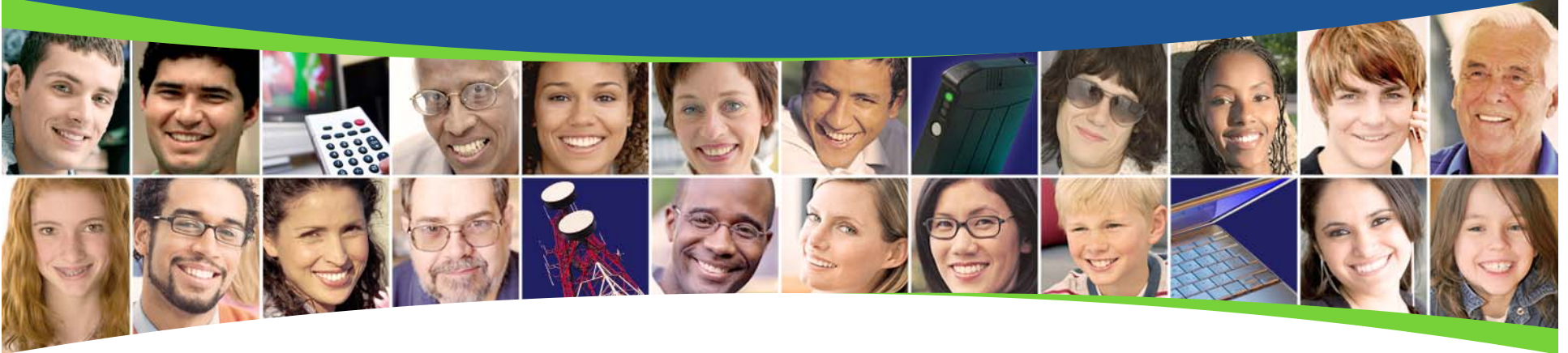
- » SPI is a substitute measurement for response rate in electronic media panels for radio and TV
- » Approved for this purpose by the MRC
- » PPM metric = Average Daily Persons SPI

$$\text{SPI} = \frac{\text{Number of In-Tab Persons in Basic Households}}{\text{Eligible Persons in the Sample}}$$

December 2010 48 Market Avg. SPI is 22.5%

| December 2010 SPI 48 Market Average = 22.5% | | | | | | |
|--|-------|--|----------------|-------|-----------------|-------|
| Market | SPI | | Market | SPI | Market | SPI |
| Philadelphia | 23.1% | | Seattle | 20.8% | Las Vegas | 25.6% |
| Houston METRO | 20.1% | | Phoenix | 23.6% | Charlotte | 25.5% |
| New York | 18.3% | | Minneapolis | 26.2% | Orlando | 20.2% |
| Nassau-Suffolk | 20.7% | | San Diego | 20.8% | Columbus, OH | 25.1% |
| Middlesex | 19.5% | | Tampa | 31.1% | Milwaukee | 26.5% |
| Los Angeles | 27.0% | | St. Louis | 25.0% | Austin | 16.5% |
| Chicago | 24.2% | | Denver | 21.2% | Indianapolis | 18.8% |
| San Francisco | 21.0% | | Baltimore | 21.9% | Providence | 14.2% |
| Riverside | 27.8% | | Pittsburgh, PA | 23.8% | Norfolk | 18.6% |
| San Jose | 17.5% | | Portland, OR | 28.9% | Raleigh | 21.3% |
| Dallas | 20.2% | | Sacramento | 24.8% | Nashville | 18.8% |
| Atlanta | 22.6% | | Cincinnati | 28.5% | Greensboro | 21.5% |
| Washington, DC | 21.0% | | Cleveland | 32.7% | Jacksonville | 18.2% |
| Detroit | 27.4% | | Salt Lake City | 25.7% | West Palm Beach | 17.2% |
| Boston | 15.3% | | San Antonio | 26.6% | Memphis | 18.3% |
| Miami | 24.9% | | Kansas City | 27.3% | Hartford | 15.3% |

Review of PPM Enhancements

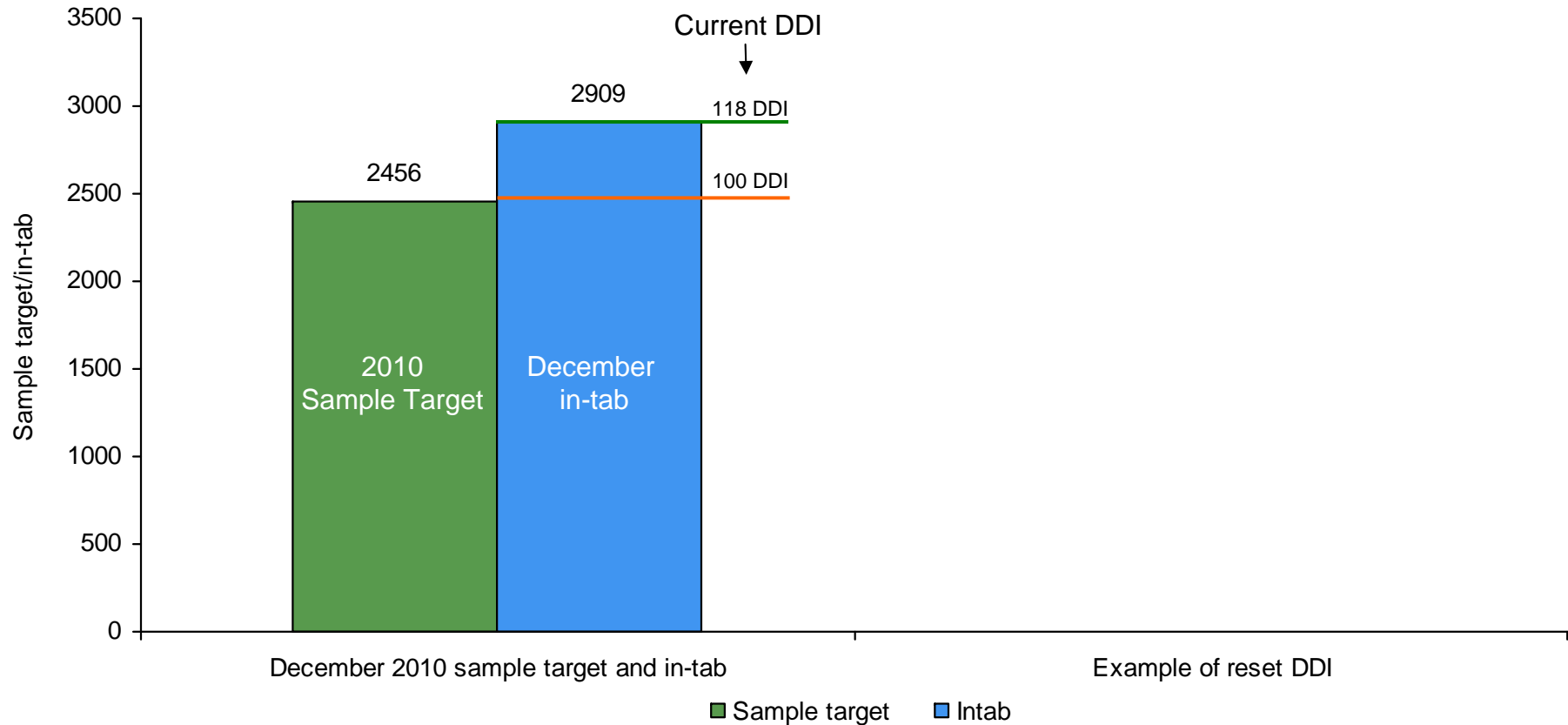


PPM Enhancements: Sample Target Increase

- » Designed to increase the total PPM sample target for Persons 6+ by approximately 10% in the aggregate by mid-year 2011
 - Planned 8% sample target increase scheduled by year-end 2010 has been implemented
 - The balance of the increase (2 points) is scheduled for completion by mid-year 2011
- » The full 10% increase has been factored into the sample target in markets that became currency in September and December
- » Sample targets and DDI calculation are scheduled to be reset effective with the January 2011 survey

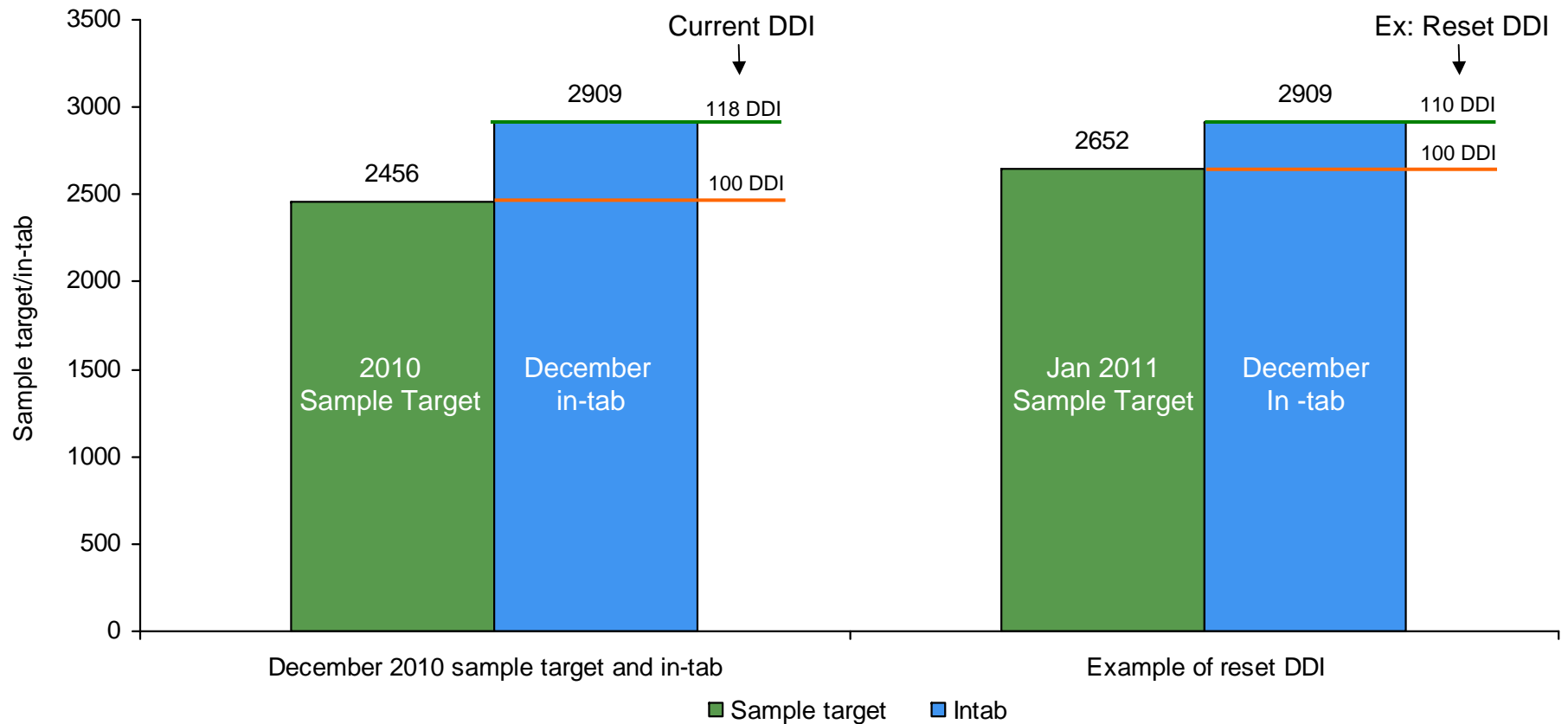
Example of the Coming DDI Reset

Los Angeles



Example of the Coming DDI Reset

Los Angeles



PPM Enhancements: Enhanced Cell Phone Sampling

- » Cell phone sample for 18-34s expected to reach an average of ~40%+ by year-end 2010
- » Up from average of 26% year end 2009
- » Cell phone sample scheduled to reach an average of 25% for P6+ by year end 2010
- » Adding cell phone households that rarely or never answer their landlines

PPM Enhancements: Targeted In-person Recruitment

- » Targeted In-person recruitment designed to help segments that are more likely to be reachable only by cell phone – including youth and minorities
 - » In-Person Recruiting implemented in 2010 in HDAs of metros representing approximately half of the PPM markets
 - » In-Person Recruiting is planned to be in place in all PPM markets and geographies by the end of 2011
- » **Implementation status**
 - July 2010: portions of the New York, Dallas, and Miami High Density Black and Hispanic Areas (HDAs)
 - October 2010: The remaining HDAs in New York, Miami and Dallas and HDAs in Los Angeles, Philadelphia & Chicago
 - December 2010: San Francisco, San Jose, Boston, Washington DC, Atlanta and Detroit

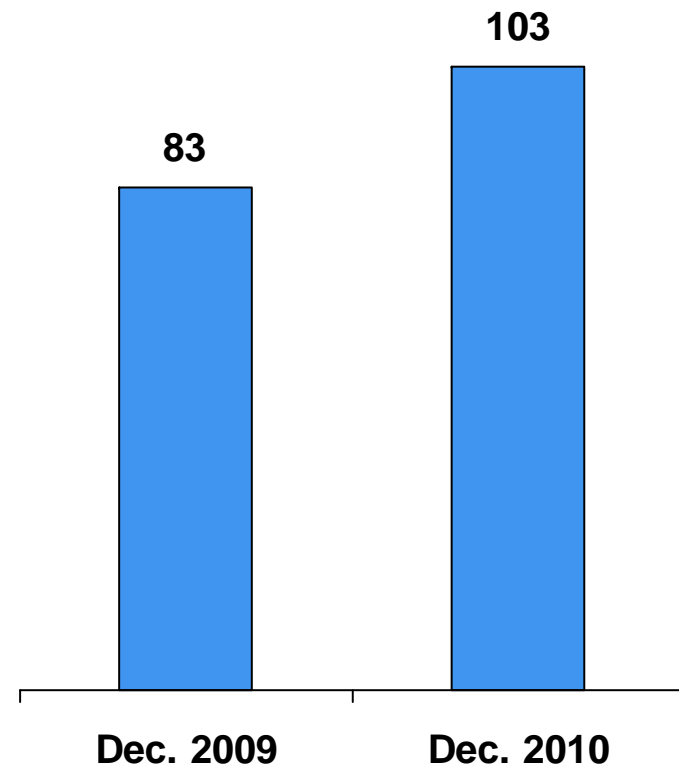


While these and other improvement initiatives have been designed to accomplish the goals described above, there can be no assurance of success.

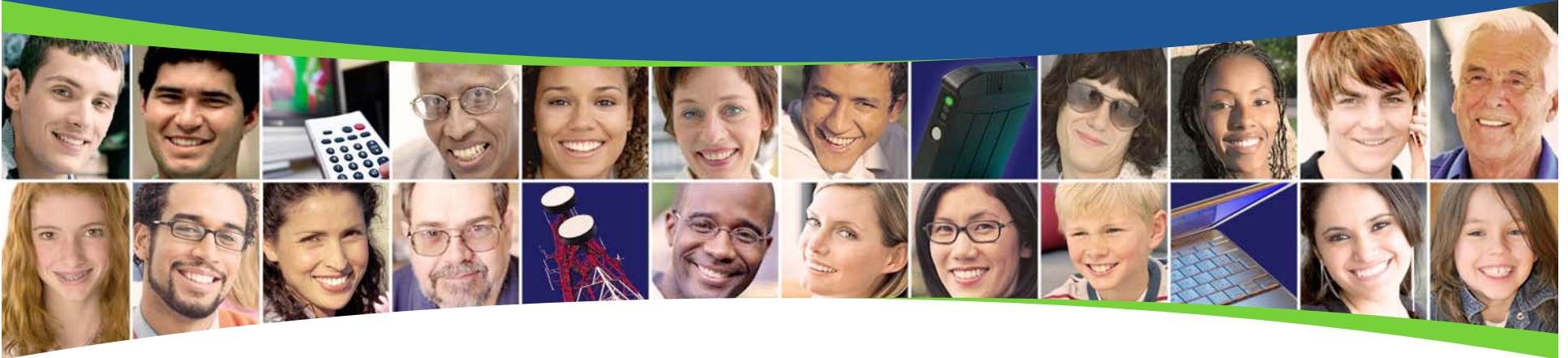
PPM Enhancements: Sample Stratification for Persons 35-44

- » Stratification identifies the demographic characteristics of the household during sample prep
- » Household characteristics identified with stratification include:
 - Presence of 18-24, 25-34 and 35-44, Geography, Race/ethnicity of householder and Language of Hispanic householders*
- » 35-44 sample stratification began with the March 2010 survey
- » We are seeing improvements

Other Persons 35-44 Average DDI
Across 33 PPM Markets operational for one year

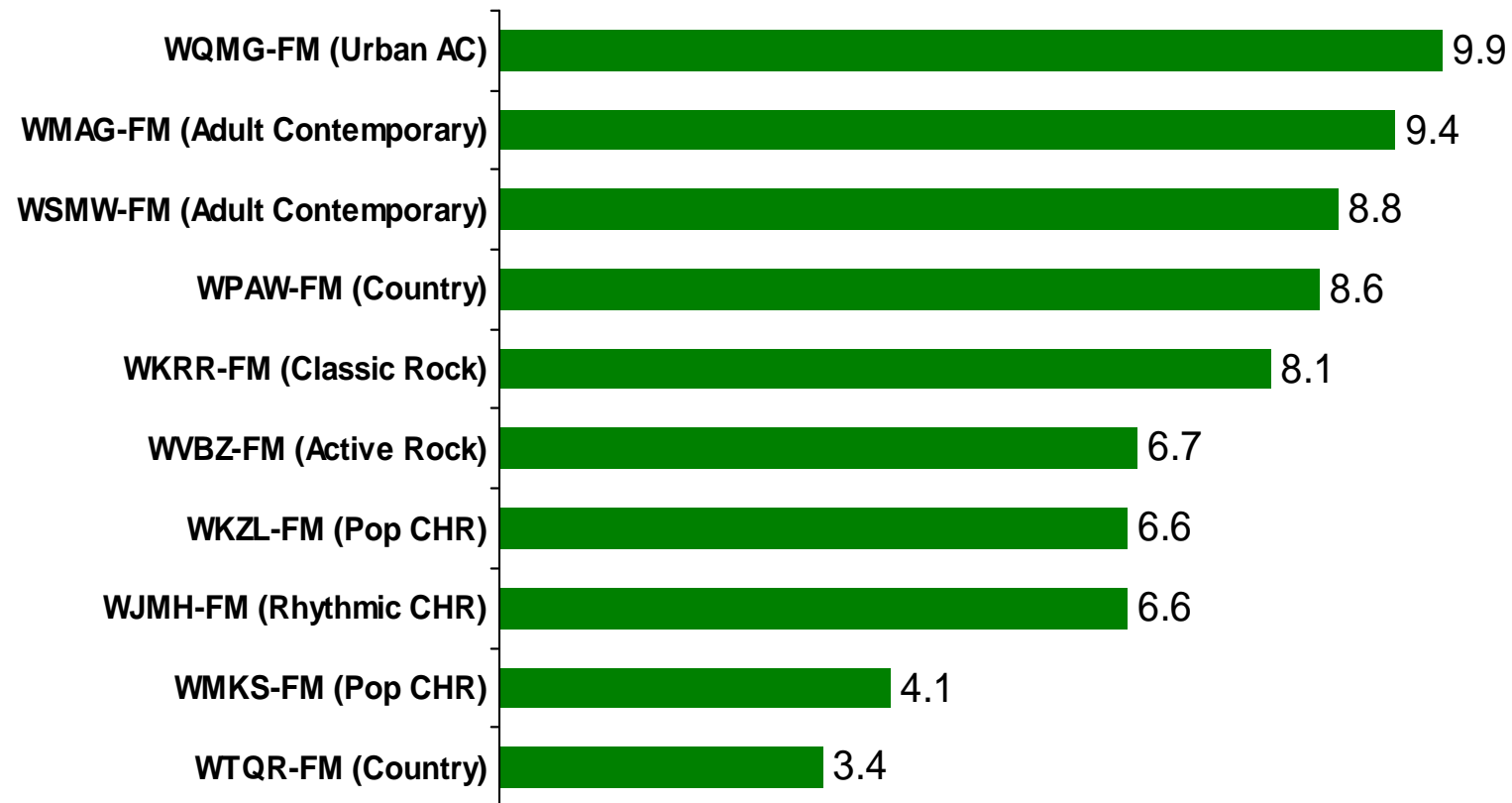


Insights from PPM Data



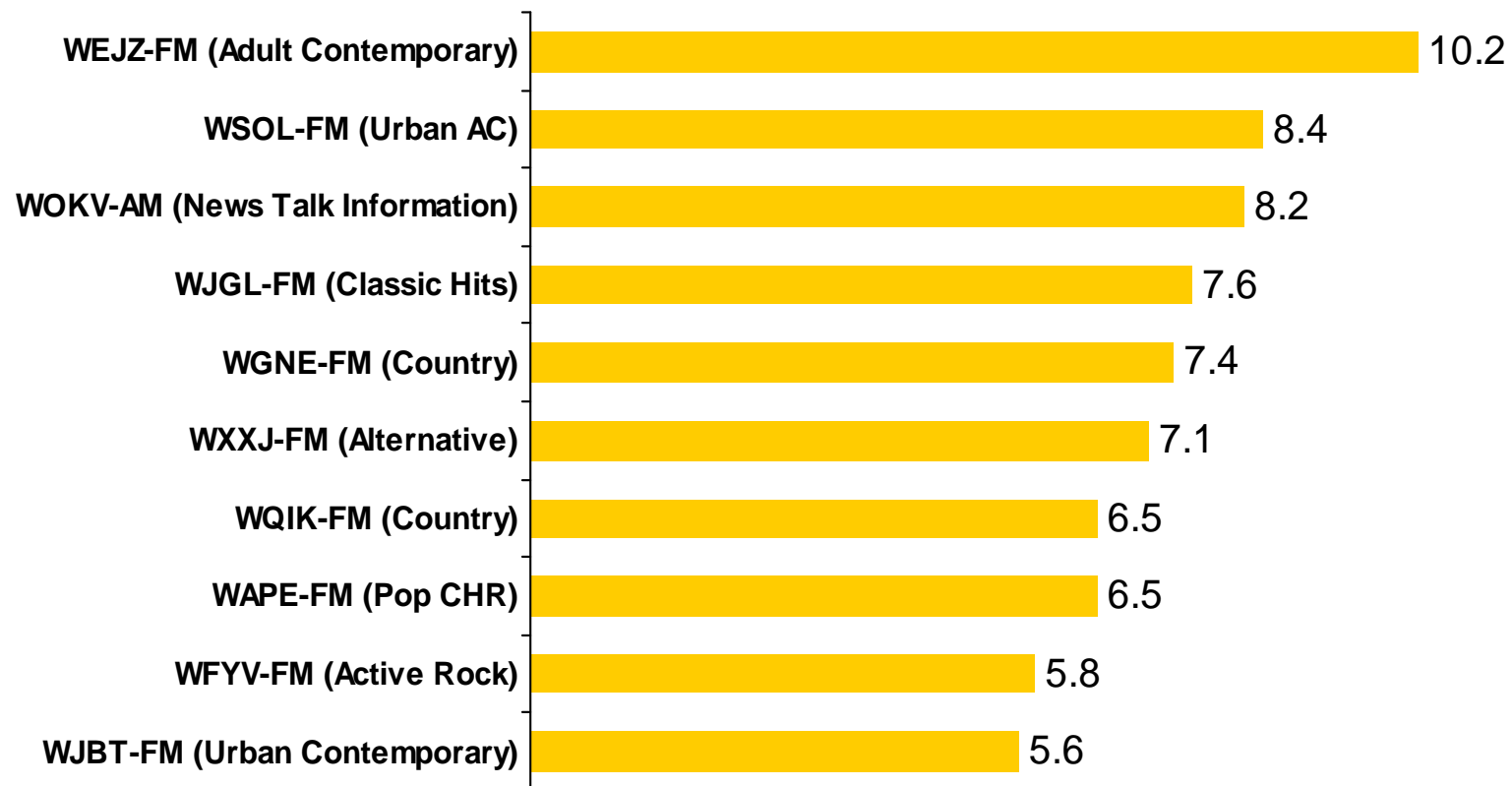
Greensboro P25-54: Urban AC and AC Stations Top Ranked in PPM

December 2010 AQH Share



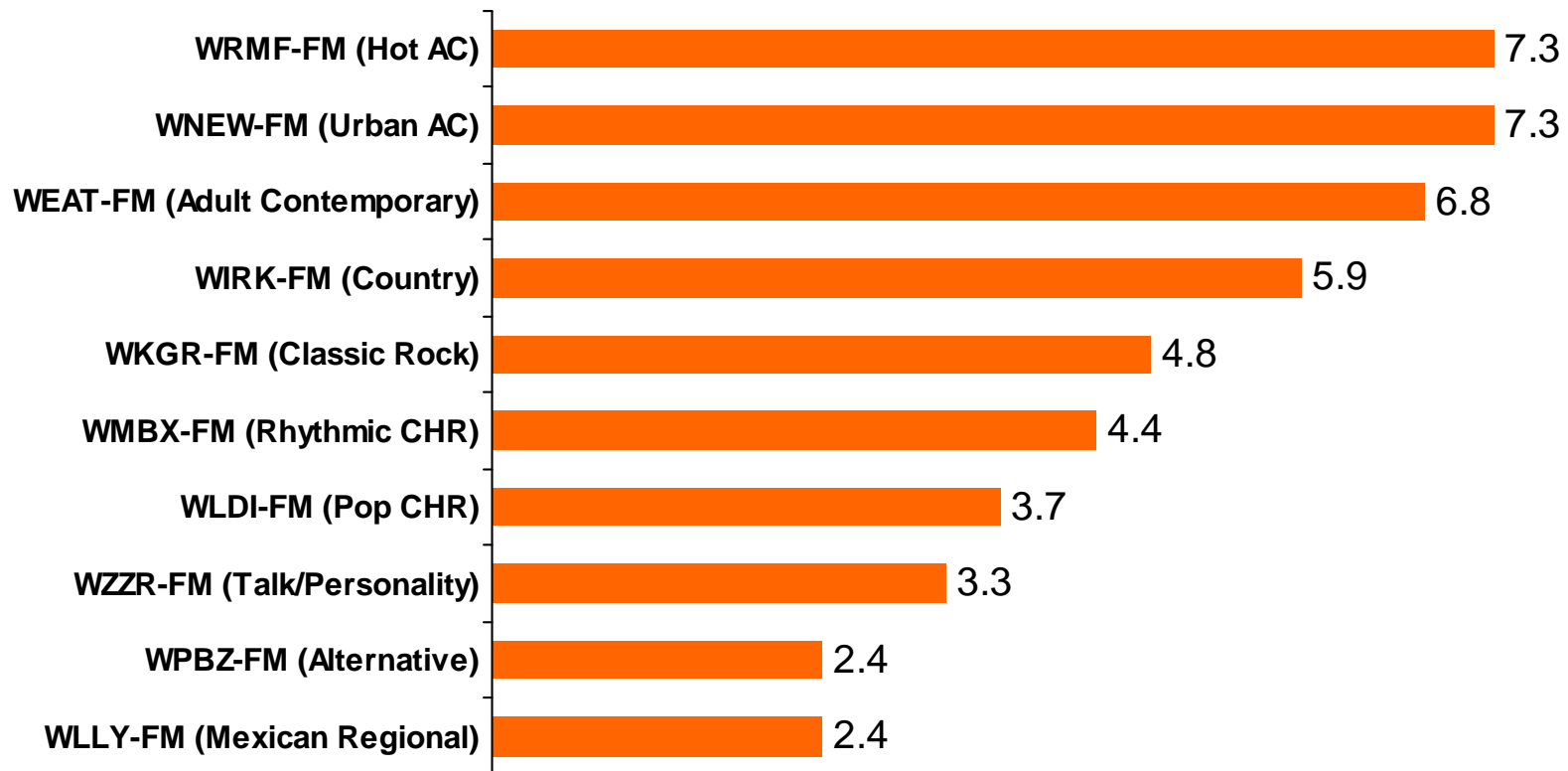
Jacksonville 25-54: AC, Urban and News Talk Stations Strong in PPM

December 2010 AQH Share



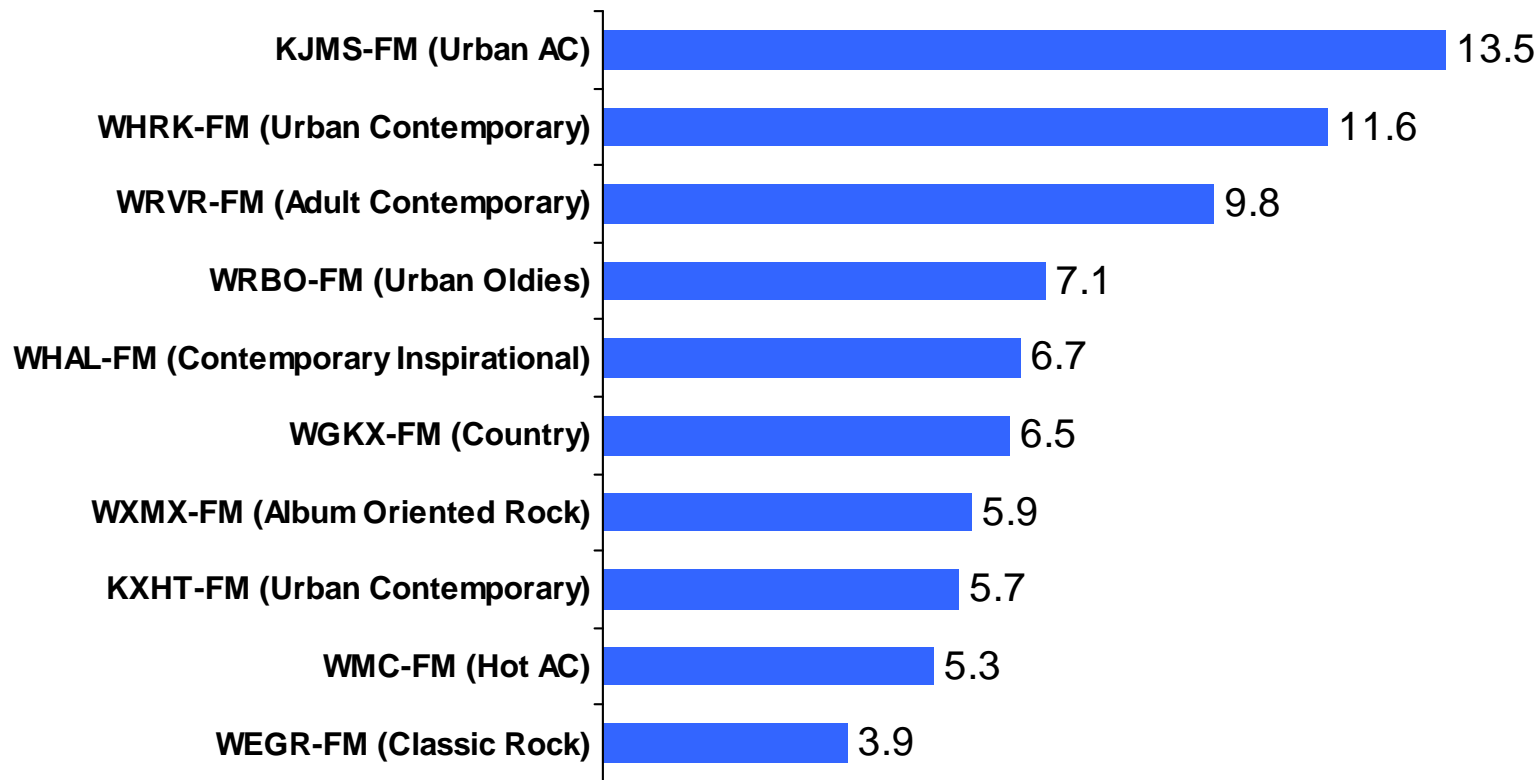
West Palm Beach 25-54: Hot AC and Urban AC Stations Top Ranked in December

December 2010 AQH Share



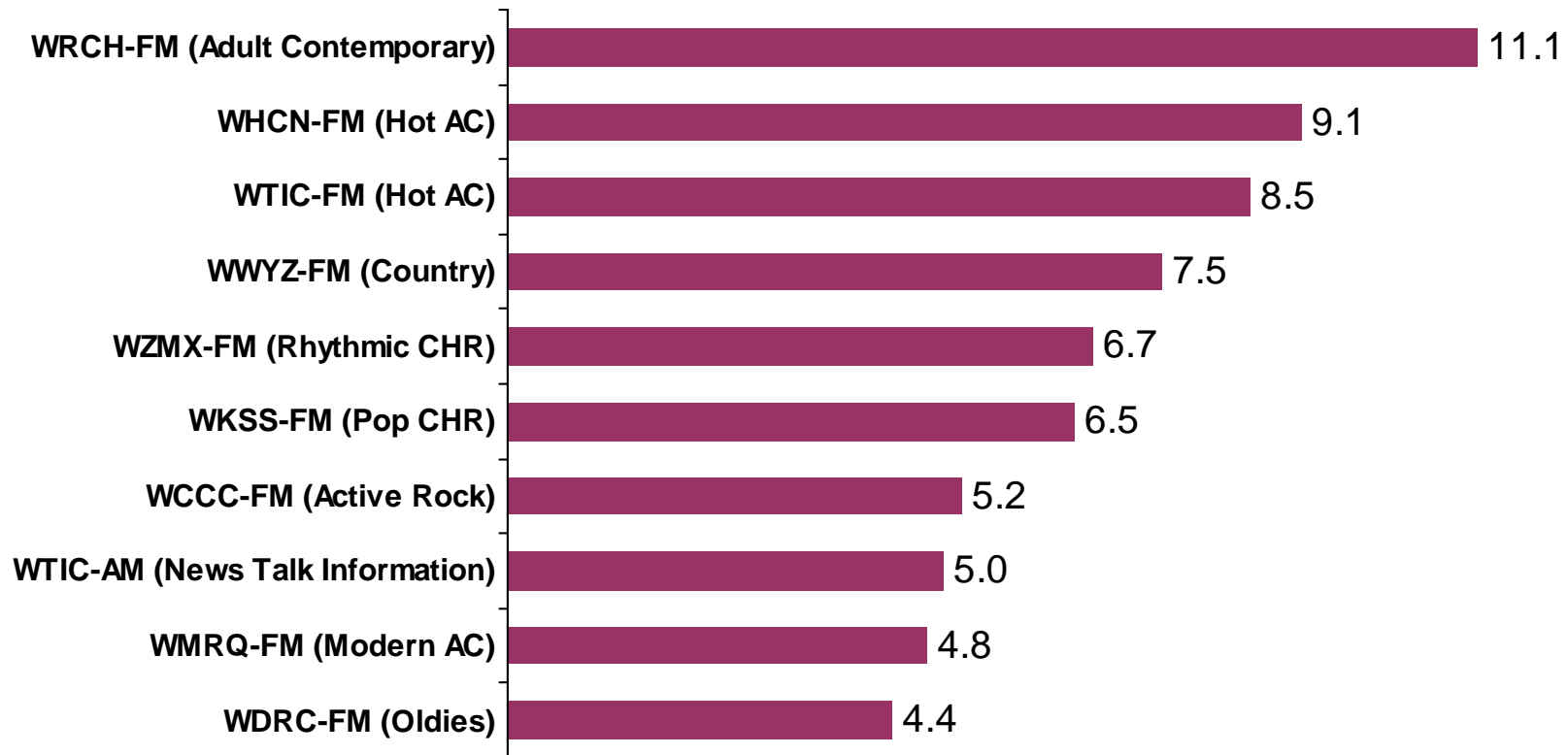
Memphis 25-54: Urban Stations Take Three of Top Five Slots in December

December 2010 AQH Share



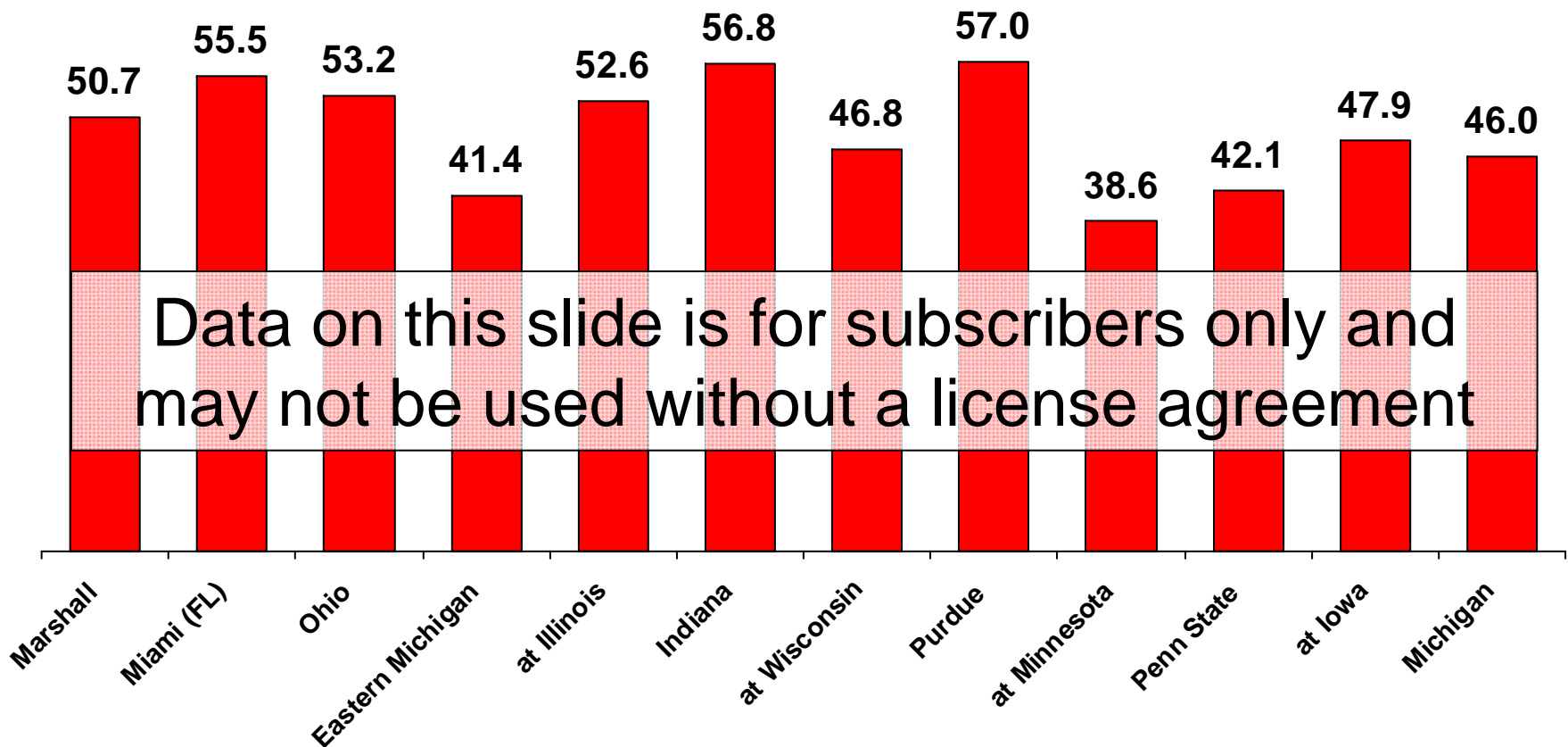
Hartford 25-54: AC and Hot AC Stations Take Top 3 Slots in December

December 2010 AQH Share

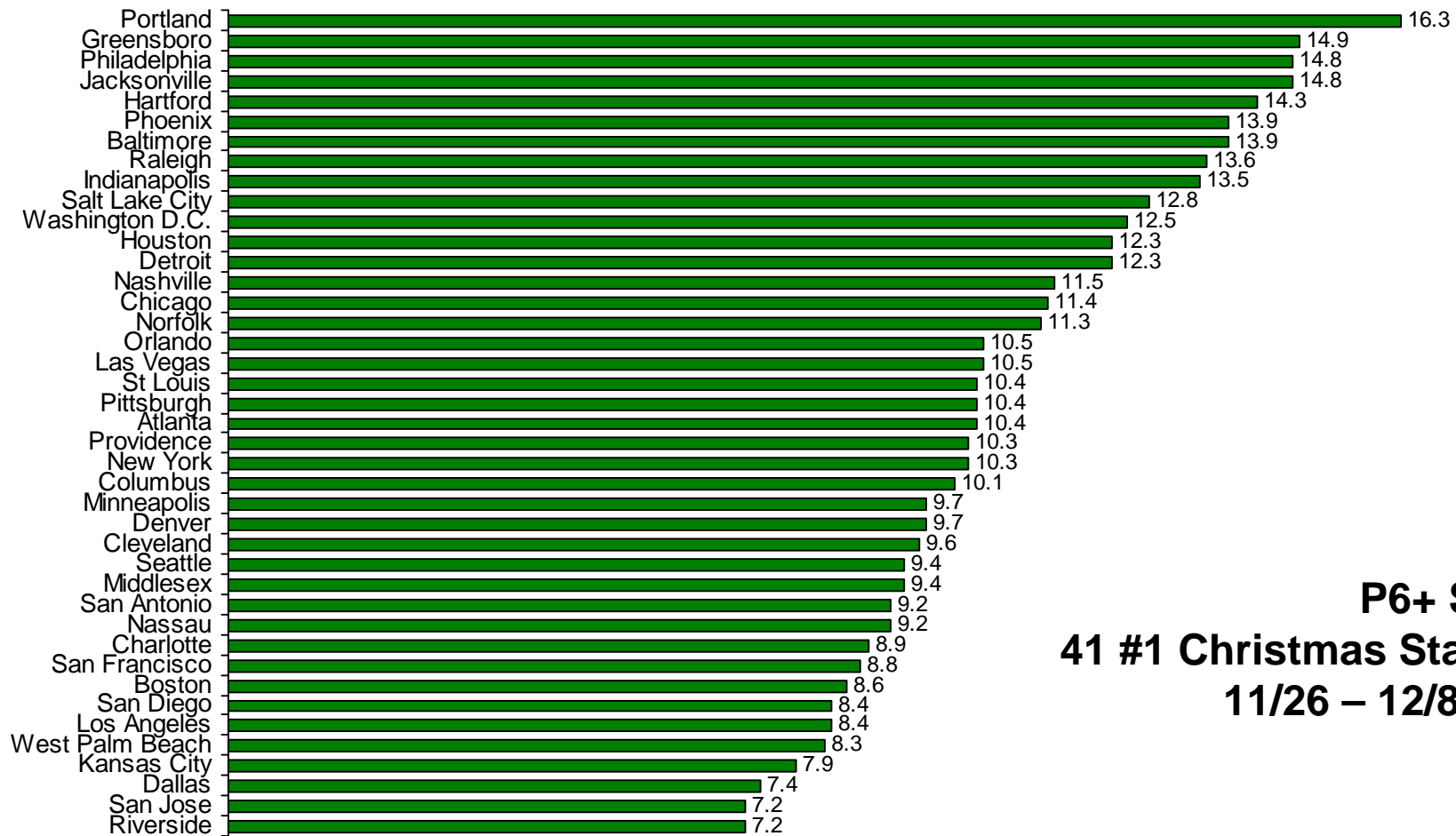


Ohio State Football Broadcasts Averaged a 49 Share Among M25-54 During the 2010 Season

Men 25-54 In Game Share



Christmas Music Stations Number 1 in 41 of 48 PPM Markets from 11/26 to 12/8/2010



P6+ Share
41 #1 Christmas Stations
11/26 – 12/8/2010



If You Missed The Arbitron Client Conference... It's Still Available Online!

Register at www.arbitronclientconference.com

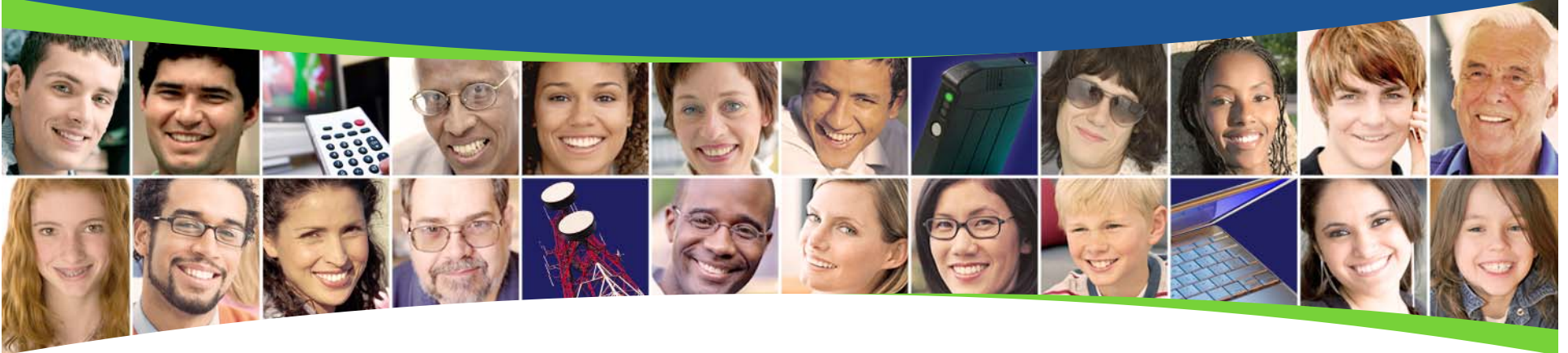
- Keynote: WFAN, New York Morning Team Boomer Esiason and Craig Carton
- What Fox Broadcasting's Media Supervisor Thinks of Radio
- Goin' Mobile Special PPM Edition: Jacobs Media
- Debunking the Myths of PPM: Coleman Insights
- Observations From Arbitron's CEO, Bill Kerr
- The American Youth Study 2010: Edison Media Research
- Radio IS Digital: Emmis Interactive
- How I Would Use Social Media If I Ran Radio: Curiosity360.com CEO Matt Fischer
- What Radio Can Learn From TV. Jay O'Connor, Group VP, Cox Media Group
- 2010 PPM Format Norms presented by Inside Radio and Research Director, Inc.
- PPM Top Performers, Arbitron
- Urban PD Clinic

93% agreed *"Attending the Conference was worth the time and expense"*



PPM Top Performers

Key Indicators of Highly Rated PPM Stations



An analysis of top ranked stations in 33 PPM markets

Jenny Tsao
PPM Market Manager
Arbitron Inc.



PPM Top Performers

Key Indicators of Highly Rated PPM Stations

- » No one wants to be “Average”... we all want to be at the top!
- » Key Indicators gauge performance and provide helpful achievement milestones
- » Goal: Identify ratings characteristics that set Top Performers apart from the pack

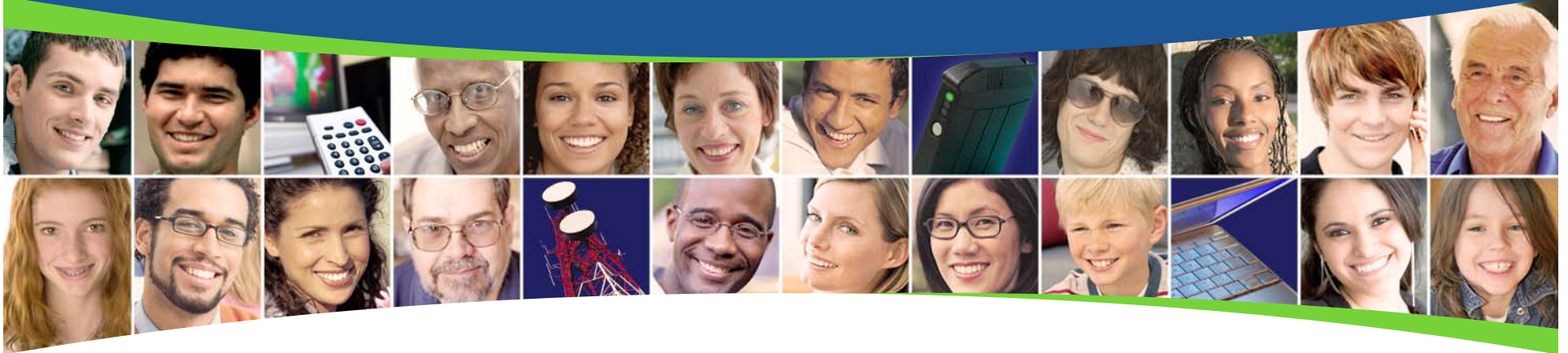
What Is a Top Performer?

- » Analyzed key ratings metrics in 33 PPM markets that were currency in first quarter 2010
- » Two levels of “Top Performers”
 - *Number one station AQH Share*
 - *One of the Top 3 stations AQH Share*
- » Grouped Top Performers by format category
- » Demos used: Persons 18-34 and Persons 25-54

A look at the Formats in the Analysis

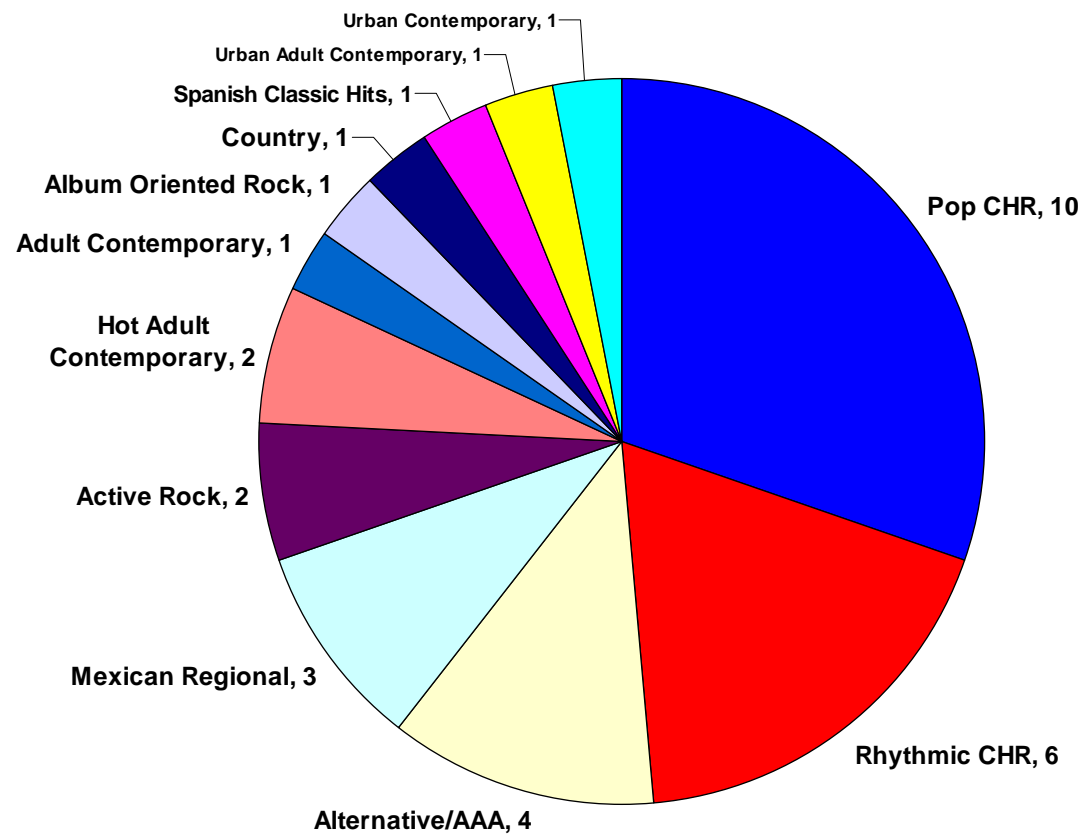
- » 1,361 different stations were used for the analysis
- » Some format categories:
 - Adult Contemporary – 127 stations
 - News/Talk/Info – 127
 - Country – 120
 - Sports – 106
 - Classic Hits – 88
 - Pop Contemporary Hit Radio – 69
 - Mexican Regional – 68
- » Formats with less than 5 stations in the 33 PPM markets were not included

A Look at 18-34 Top Performers



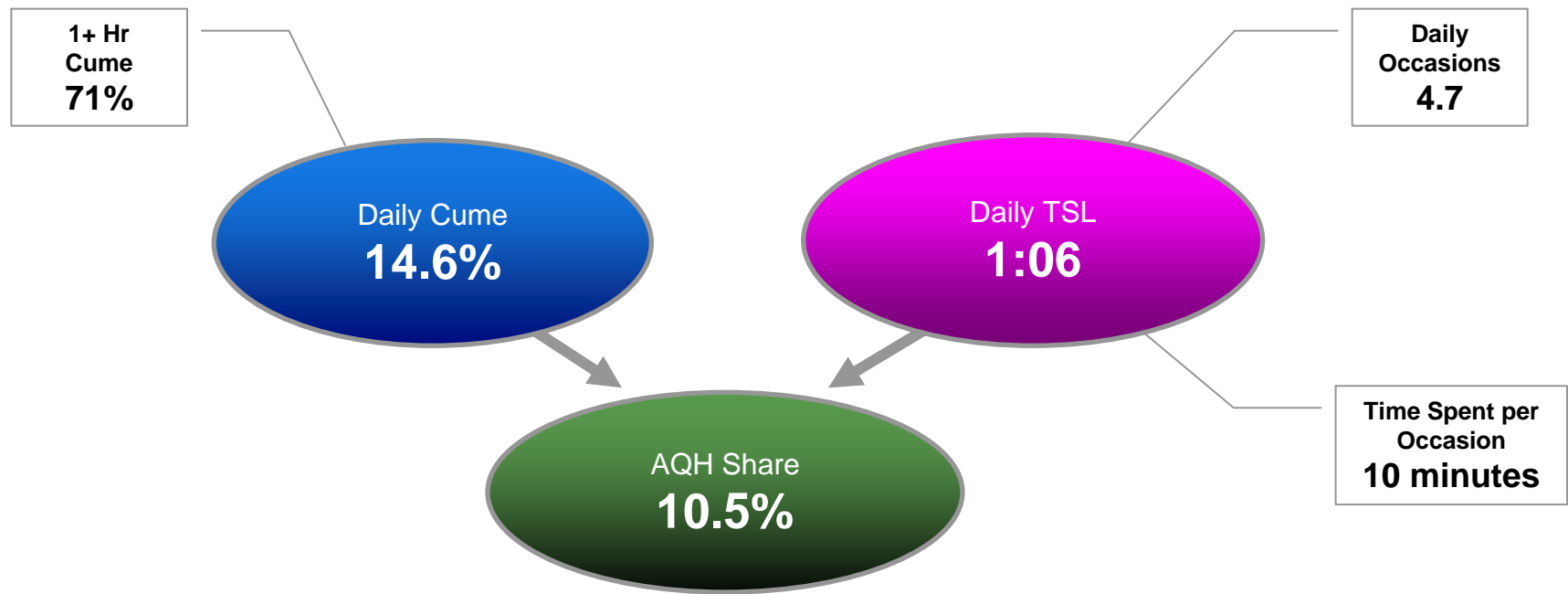
Who Are the #1's for Persons 18-34?

CHR Stations #1 10 of 33 PPM markets



1 in 7 Persons 18-34 Tune Into the Top-Ranked Station During an Average Day

Anatomy of Top-Ranked P18-34 Stations



Key Metrics for the Average Station Persons 18-34

| | Average Station |
|---|-----------------|
| AQH Share | 2.2% |
| Daily Cume Rating | 3.6% |
| Percent 1+ Daily Cume | 48% |
| Daily TSL | 0:50 |
| Daily Occasions | 3.3 |
| Daily Time Spent per Occasion (minutes) | 9 |



Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010,
Stations Based on AQH Share, P18-34

Top 3 Stations vs. the Average Station Persons 18-34

**Higher Shares for Top Three Stations driven by bigger Daily Cume.
Daily Occasions are the key to higher Time Spent Listening.**

| | Average Station | Top 3 Stations |
|---|-----------------|----------------|
| AQH Share | 2.2% | 9.0% |
| Daily Cume Rating | 3.6% | 12.5% |
| Percent 1+ Daily Cume | 48% | 70.2% |
| Daily TSL | 0:50 | 1:01 |
| Daily Occasions | 3.3 | 4.5 |
| Daily Time Spent per Occasion (minutes) | 9 | 9 |

Key Metrics for Number 1 Stations Persons 18-34

Daily Cume is the difference maker between the number one spot and a top three position.

| | Average Station | Top 3 Stations | Number 1 Stations |
|---|-----------------|----------------|-------------------|
| AQH Share | 2.2% | 9.0% | 10.5% |
| Daily Cume Rating | 3.6% | 12.5% | 14.6% |
| Percent 1+ Daily Cume | 48% | 70.2% | 71% |
| Daily TSL | 0:50 | 1:01 | 1:06 |
| Daily Occasions | 3.3 | 4.5 | 4.7 |
| Daily Time Spent per Occasion (minutes) | 9 | 9 | 10 |

Key Metrics: The Number One #1 Persons 18-34

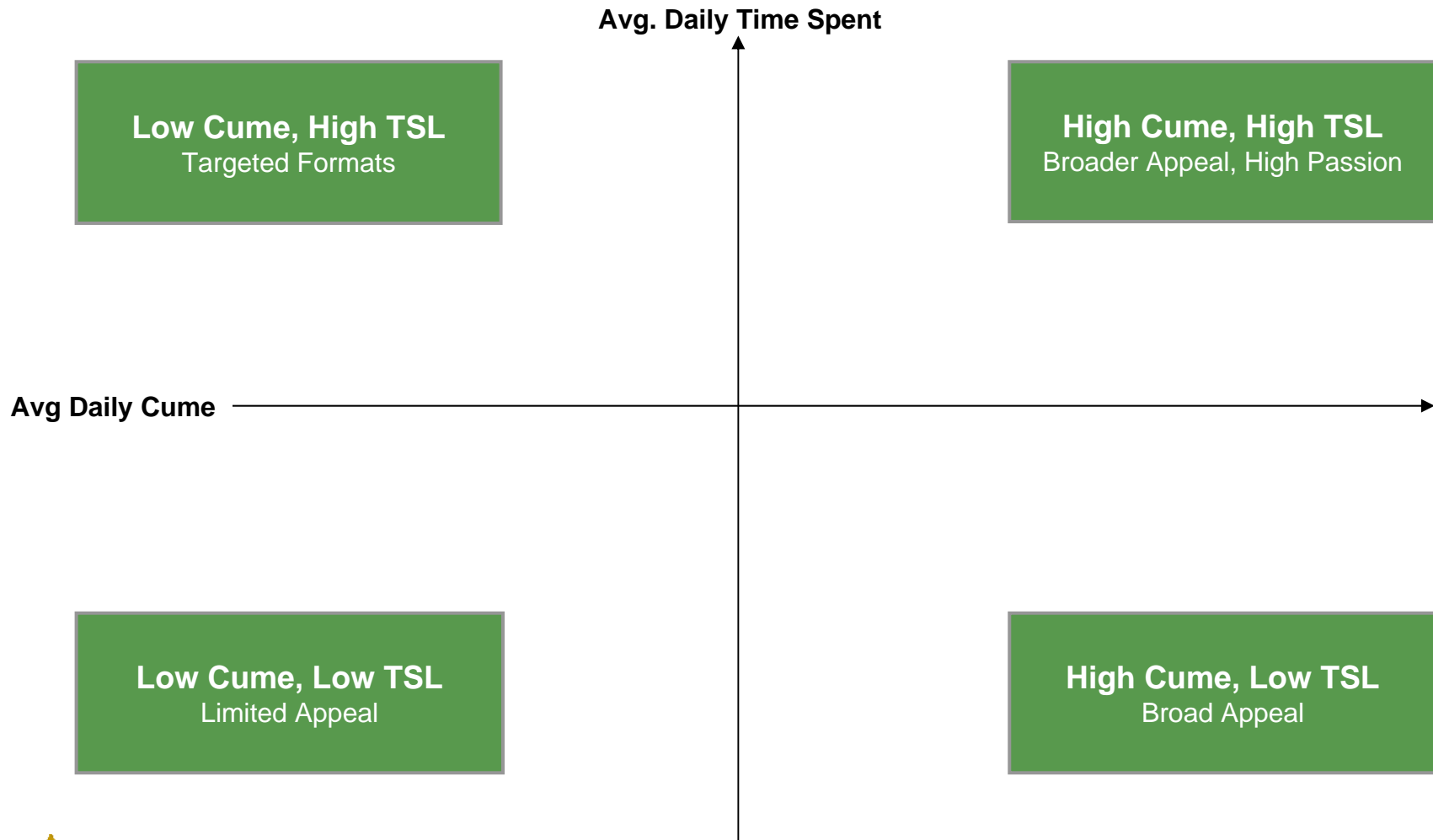
KRXQ (Active Rock) was the station with the highest 18-34 share among the 33 markets. Its Top Rank was driven by high Daily Cume and extraordinary Occasions.

| | Average Station | Top 3 Stations | Number 1 Stations | KRXQ-FM Sacramento |
|---|-----------------|----------------|-------------------|--------------------|
| AQH Share | 2.2% | 9.0% | 10.5% | 18.5% |
| Daily Cume Rating | 3.6% | 12.5% | 14.6% | 15.1% |
| Percent 1+ Daily Cume | 48% | 70.2% | 71% | 78% |
| Daily TSL | 0:50 | 1:01 | 1:06 | 1:49 |
| Daily Occasions | 3.3 | 4.5 | 4.7 | 7.4 |
| Daily Time Spent per Occasion (minutes) | 9 | 9 | 10 | 11 |

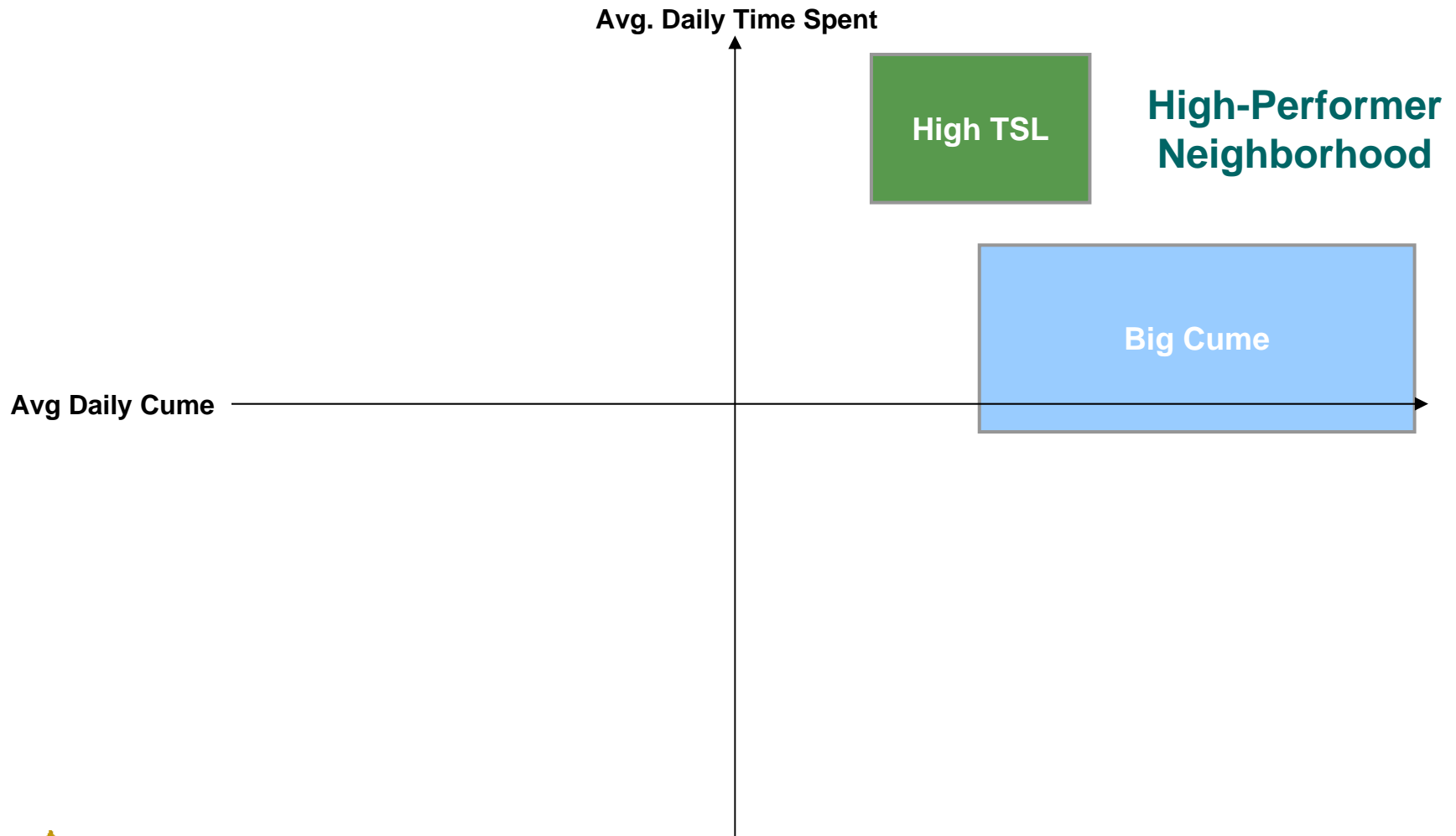


Source: PPM 33 Metro Markets, Jan-Feb-Mar 2010, Stations Based on AQH Share, P18-34

Where Daily Cume and Daily TSL Meet



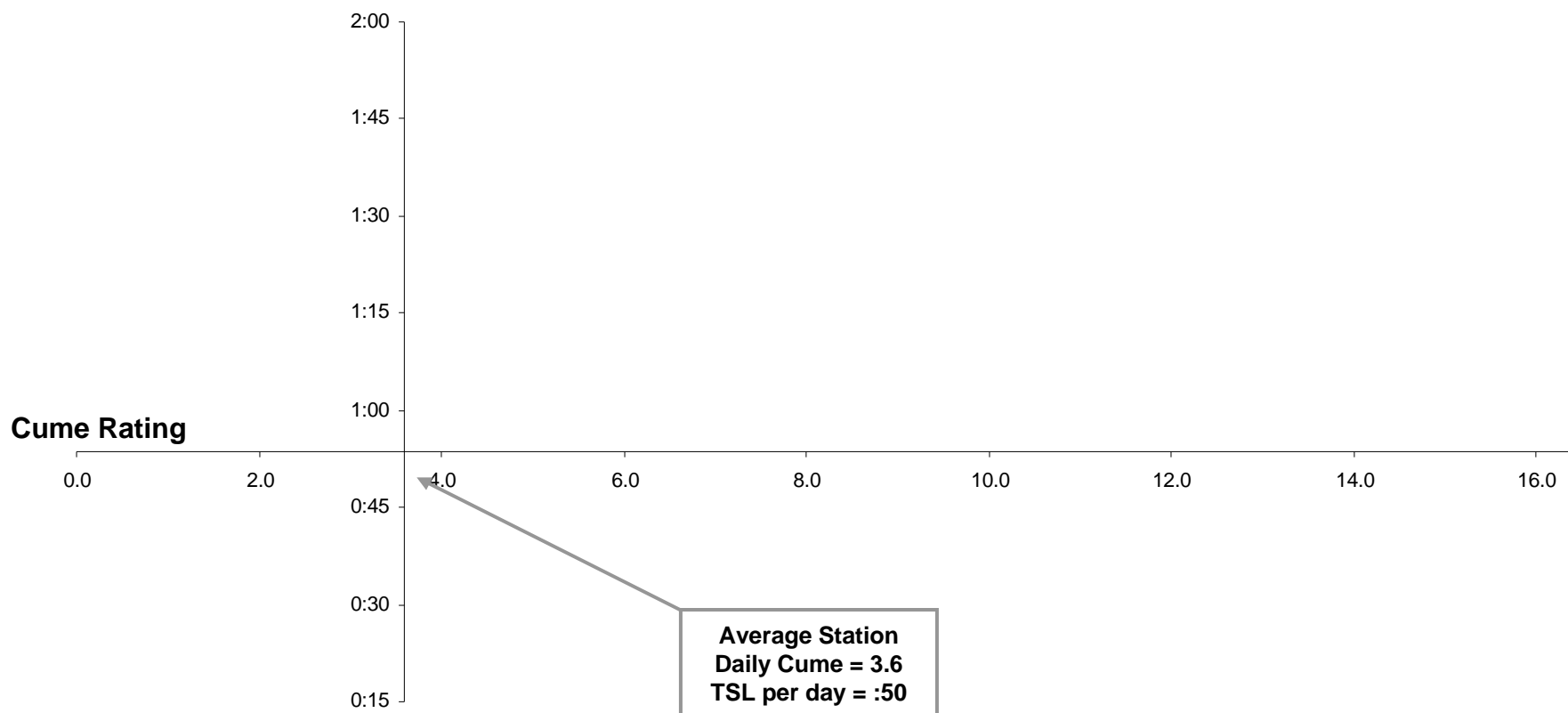
Where Daily Cume and Daily TSL Meet



Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34

Time Spent Listening

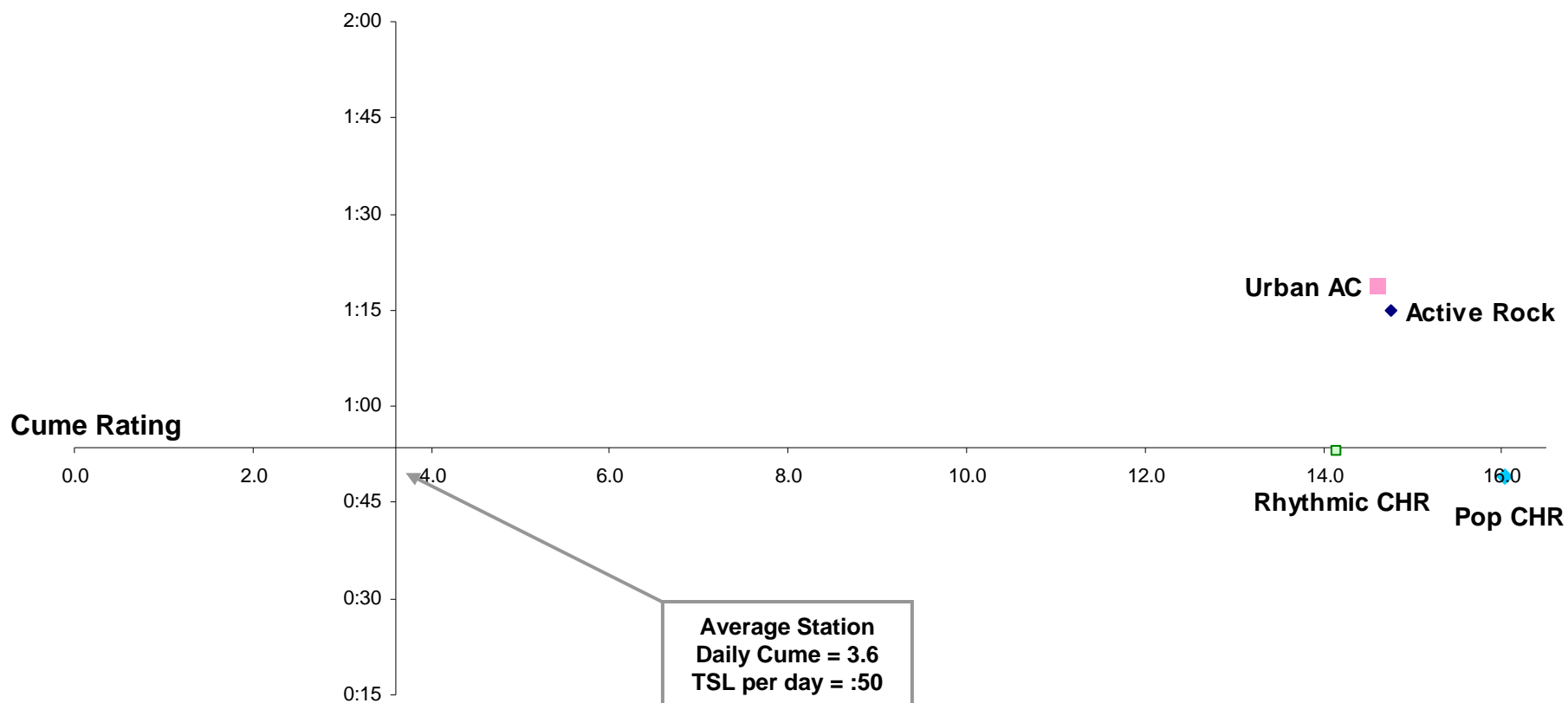


Source: 33 PPM Metro Markets, Jan-Feb-Mar 2010, Mon-Sun 6AM-Mid, P18-34, Average of Top 3 Stations by Format Across 33 Markets Sorted by AQH Share

Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34

Time Spent Listening

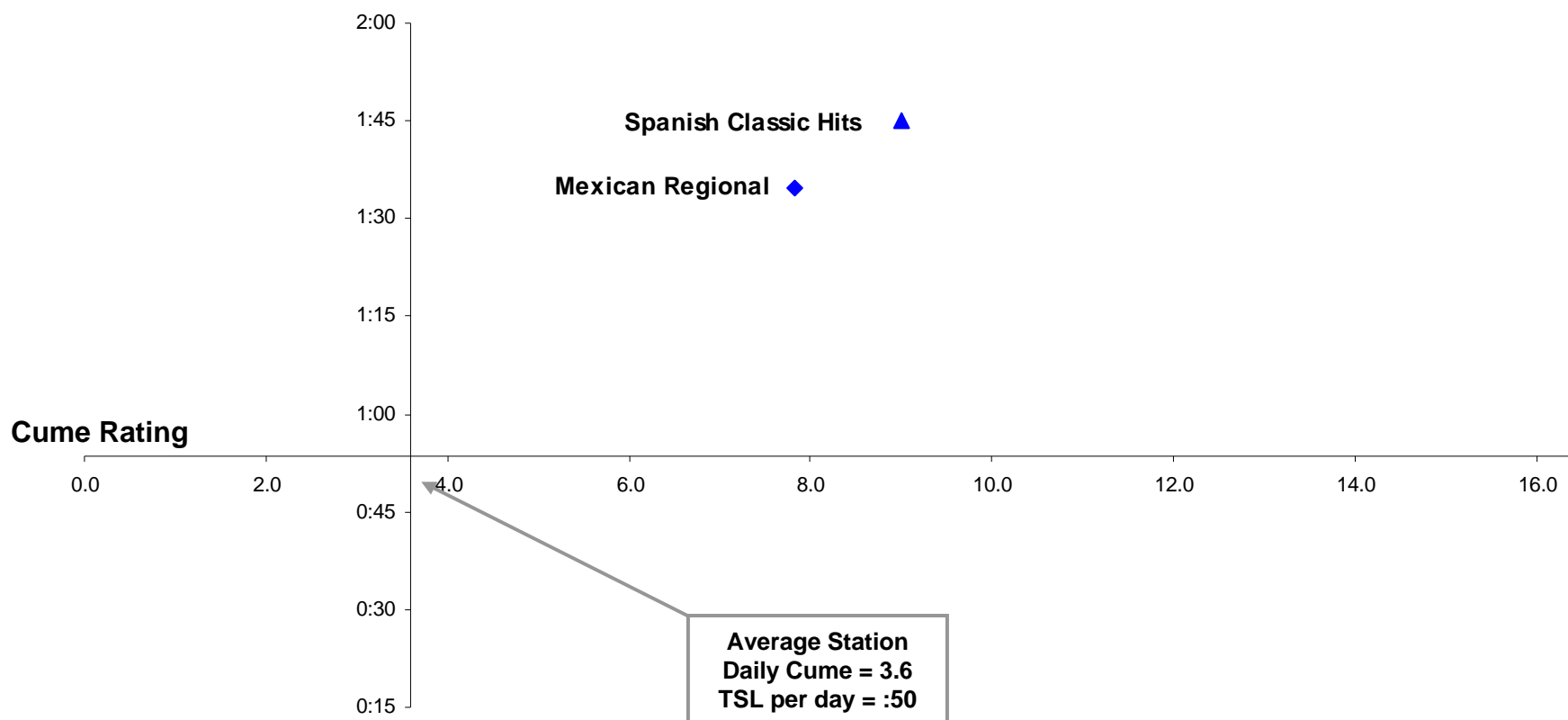


Source: 33 PPM Metro Markets, Jan-Feb-Mar 2010, Mon-Sun 6AM-Mid, P18-34, Average of Top 3 Stations by Format Across 33 Markets Sorted by AQH Share

Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34

Time Spent Listening

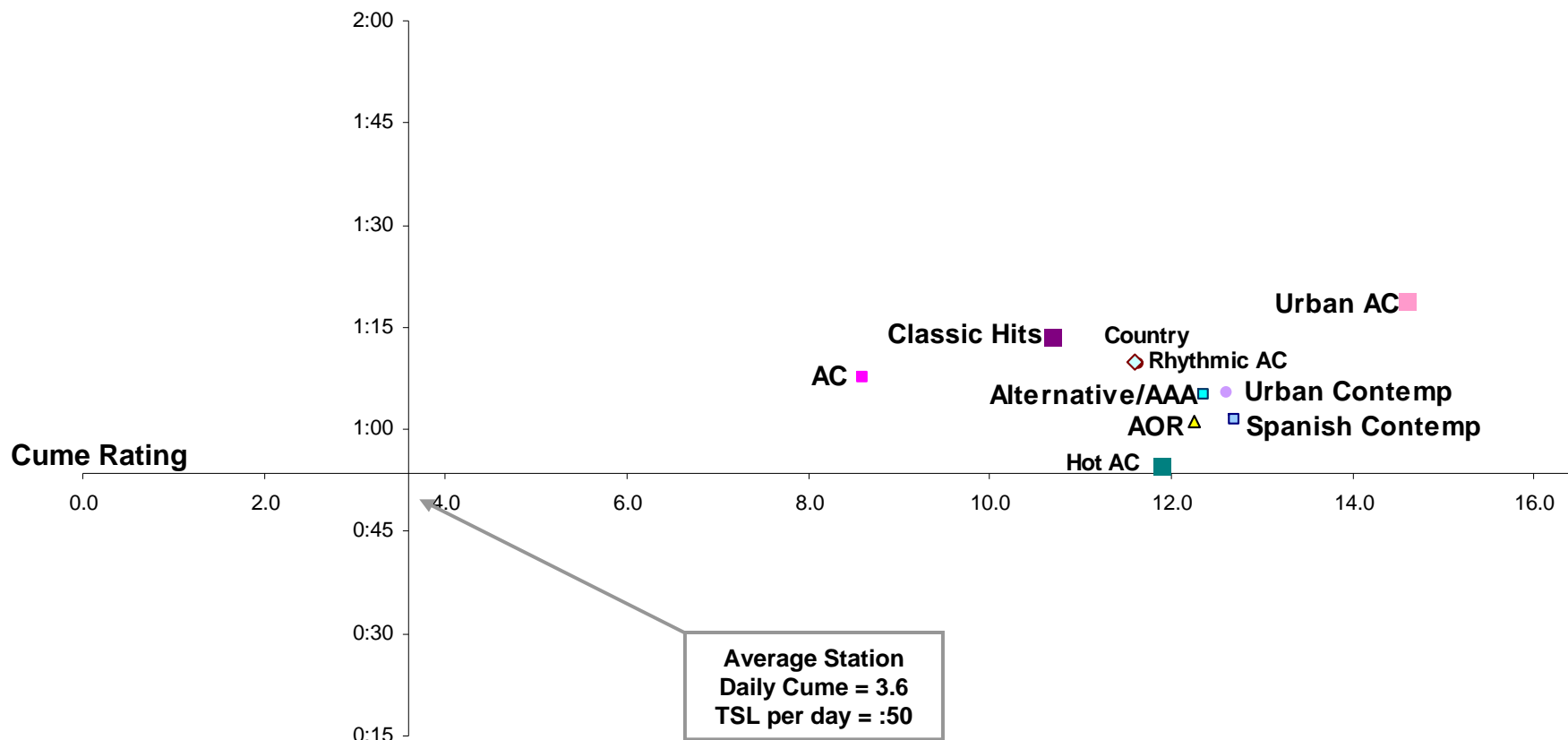


Source: 33 PPM Metro Markets, Jan-Feb-Mar 2010, Mon-Sun 6AM-Mid, P18-34, Average of Top 3 Stations by Format Across 33 Markets Sorted by AQH Share

Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34

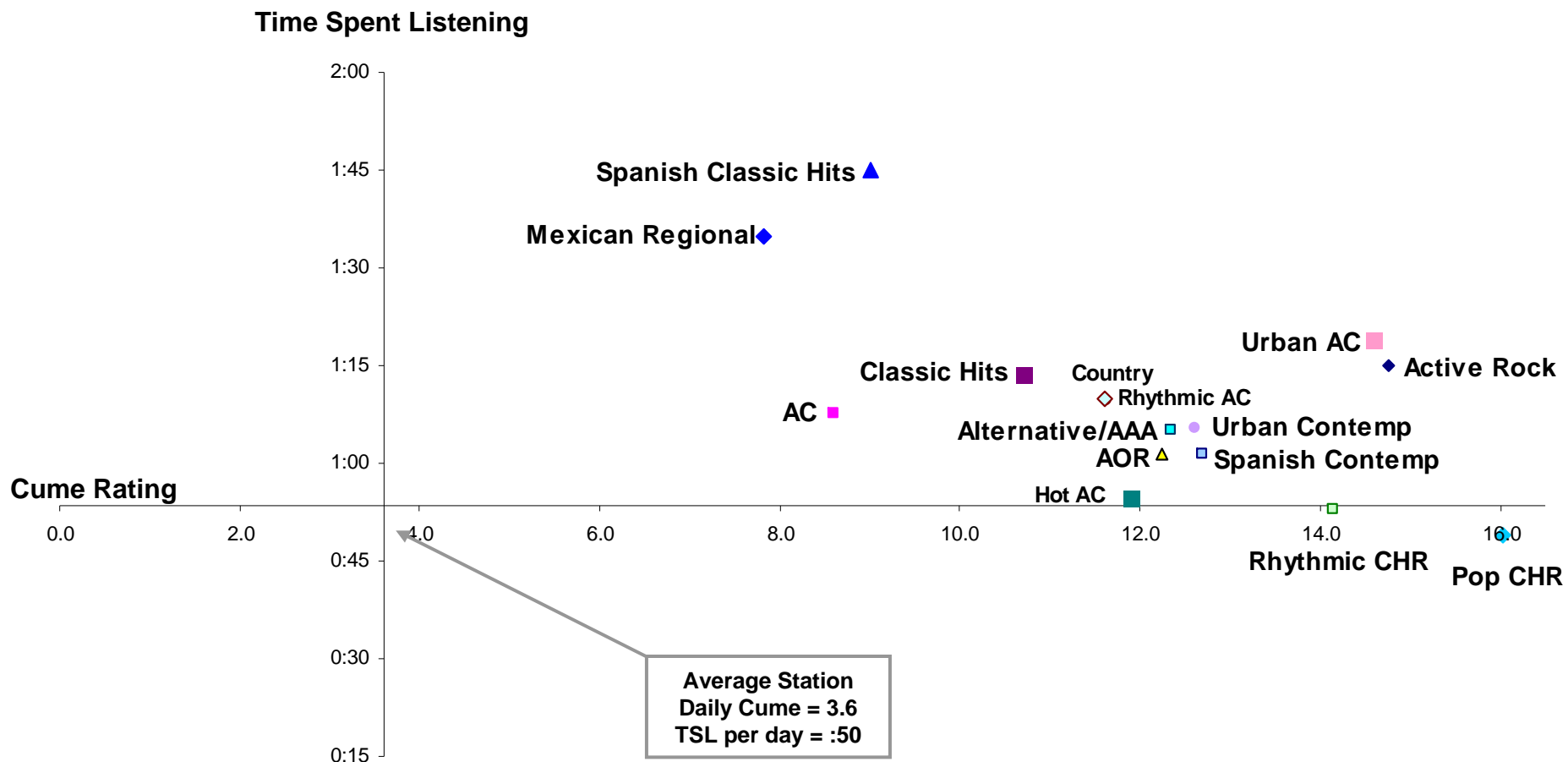
Time Spent Listening



Source: 33 PPM Metro Markets, Jan-Feb-Mar 2010, Mon-Sun 6AM-Mid, P18-34, Average of Top 3 Stations by Format Across 33 Markets Sorted by AQH Share

Where Daily Cume and Daily TSL Meet

Average of Top 3 Ranked Stations for P18-34



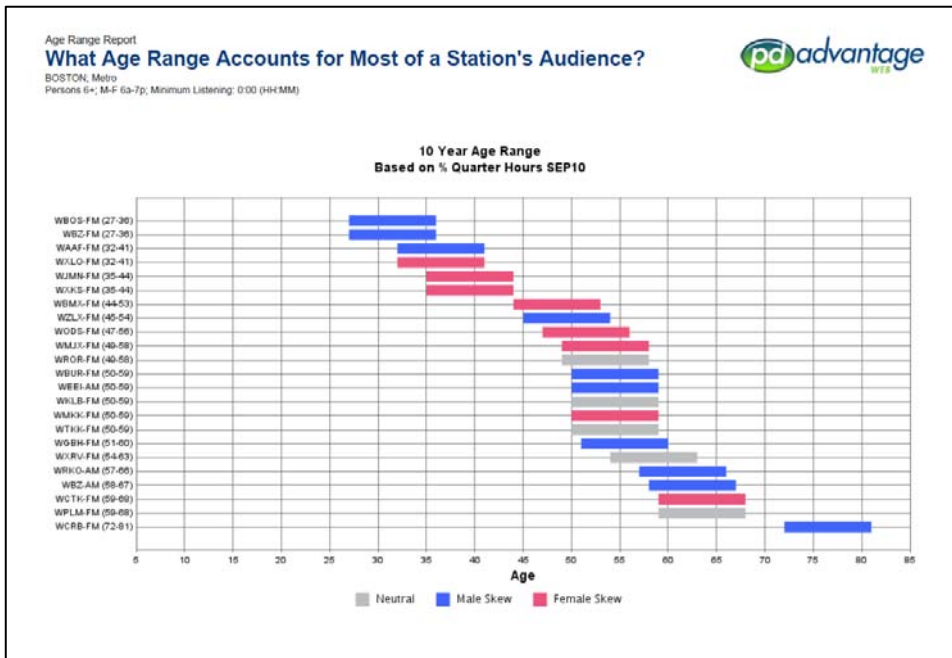
Source: 33 PPM Metro Markets, Jan-Feb-Mar 2010, Mon-Sun 6AM-Mid, P18-34, Average of Top 3 Stations by Format Across 33 Markets Sorted by AQH Share

Top Performers Key Findings

- » Daily Cume is the primary difference maker for Top Performers
- » 1+ Hour Daily Cume contributes the bulk of most stations' AQH and even more so for Top Performers
- » Top Performer TSL is driven by How Often listeners tune in (occasions) more than Time Spent per Occasion
- » While Daily Cume plays a vital role for every station, 25-54 Top Performers have higher levels of Time Spent Listening

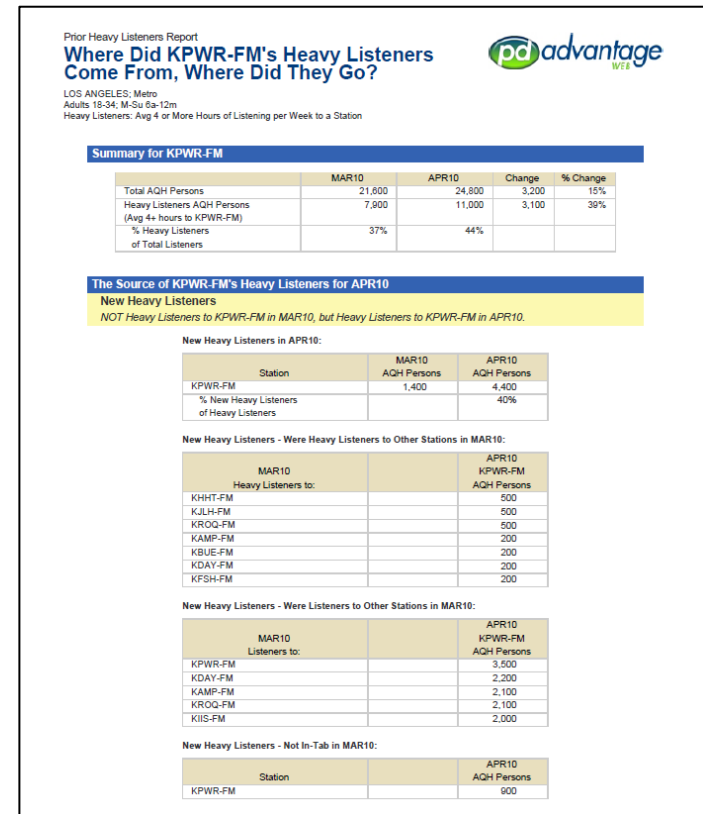
PD Advantage Web New Reports Released in December

Age Range Shows a Station's Demographic Center



PLUS: Zip code report now includes ALL zips in which a station has listening

Where Heavy Listeners Come From and Go



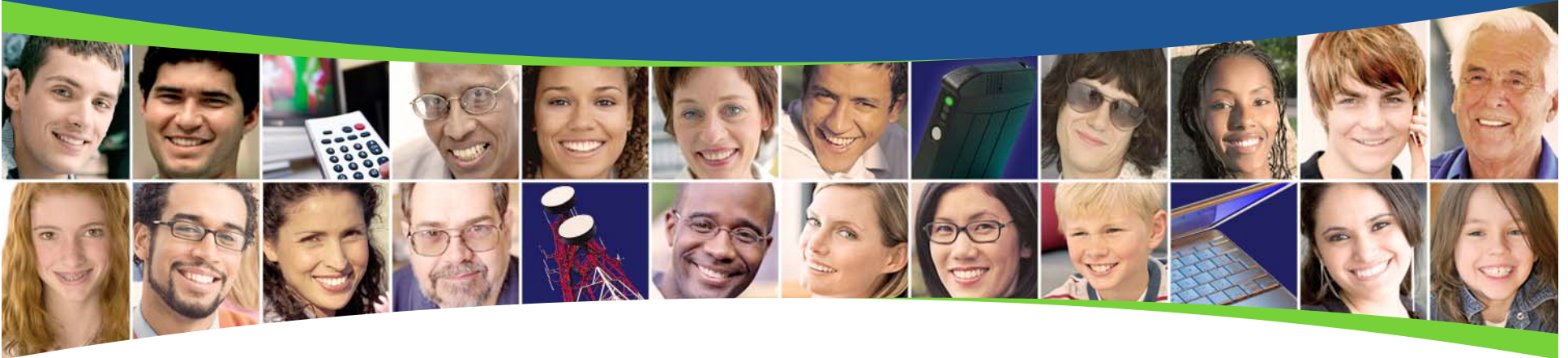
Upcoming PPM Client Calls

- » Holiday 2010 Survey data release
 - January 28th at 4PM (Eastern)
- » January 2011 Survey data release
 - February 24th at 4PM (Eastern)

Feedback and Questions

- » If your question wasn't answered today go to:
 - www.arbitron.com/ppmquestions
- » Download this presentation at
 - my.arbitron.com

Appendix



Sample Performance December 2010 Data*

| | Average DDI |
|----------------------------------|-------------|
| Persons 6+ | 115 |
| Persons 18-54 | 111 |
| Persons 18-34 | 99 |
| Black 18-34 | 107 |
| Hispanic 18-34 | 98 |
| Other 18-34 | 98 |
| Black and Hispanic Sample | |
| Black | 122 |
| Hispanic | 125 |
| <i>Spanish-Dominant</i> | 109 |
| <i>English-Dominant</i> | 135 |

P6+ 115 and P18-54 111 DDI

P18-34 DDI 99
Components all at or above 98

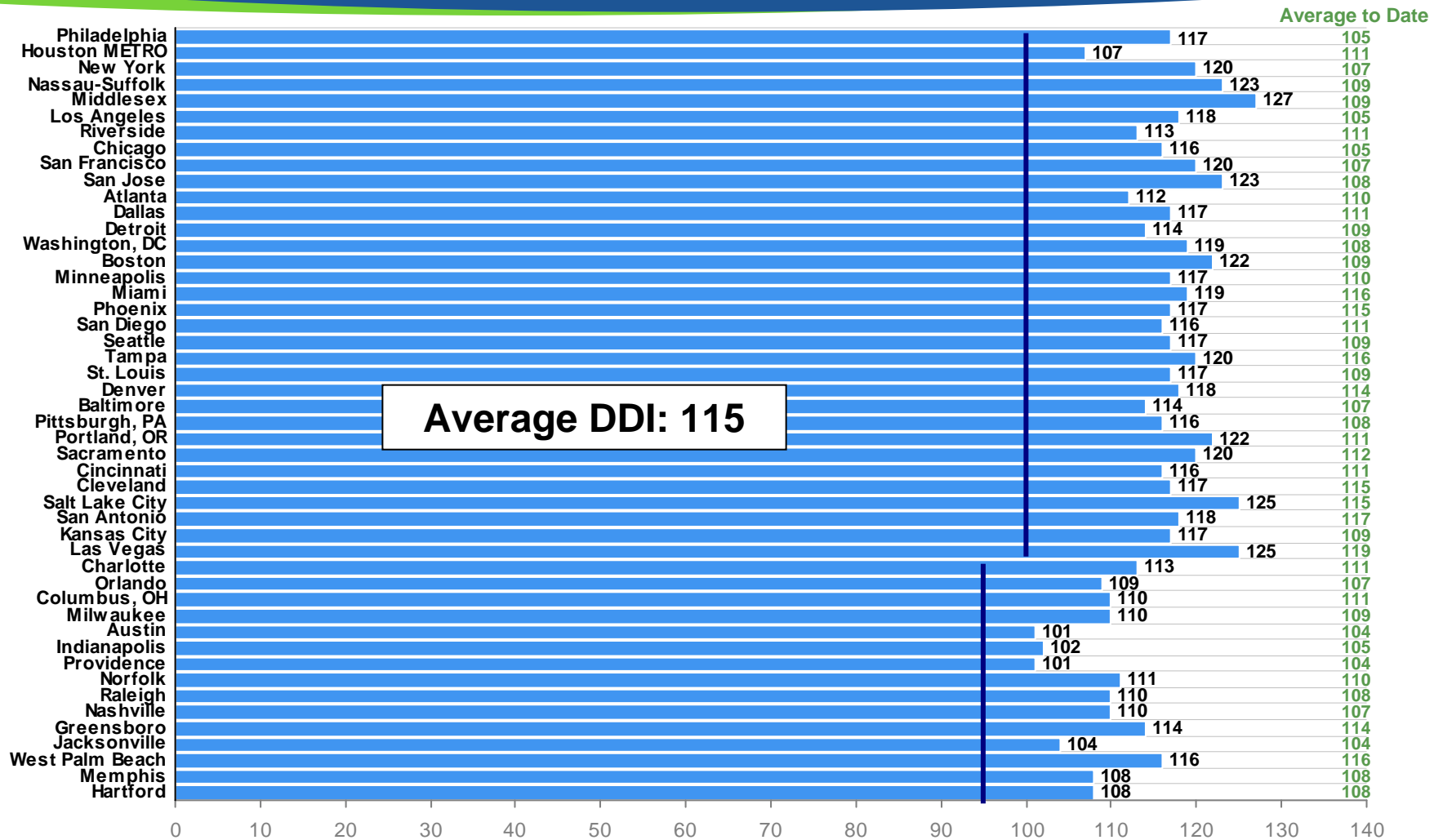
- » In-Tab Rate for P6+ = Average of 84.6%
- » Sample Performance Indicator (SPI) = Average of 22.5%

* Average among 48 PPM Currency Markets, 32 markets for black, 26 markets for Hispanic, and 15 markets for language preference

Persons 6+ DDI

All 48 Markets 100 or Higher

December 2010 DDI

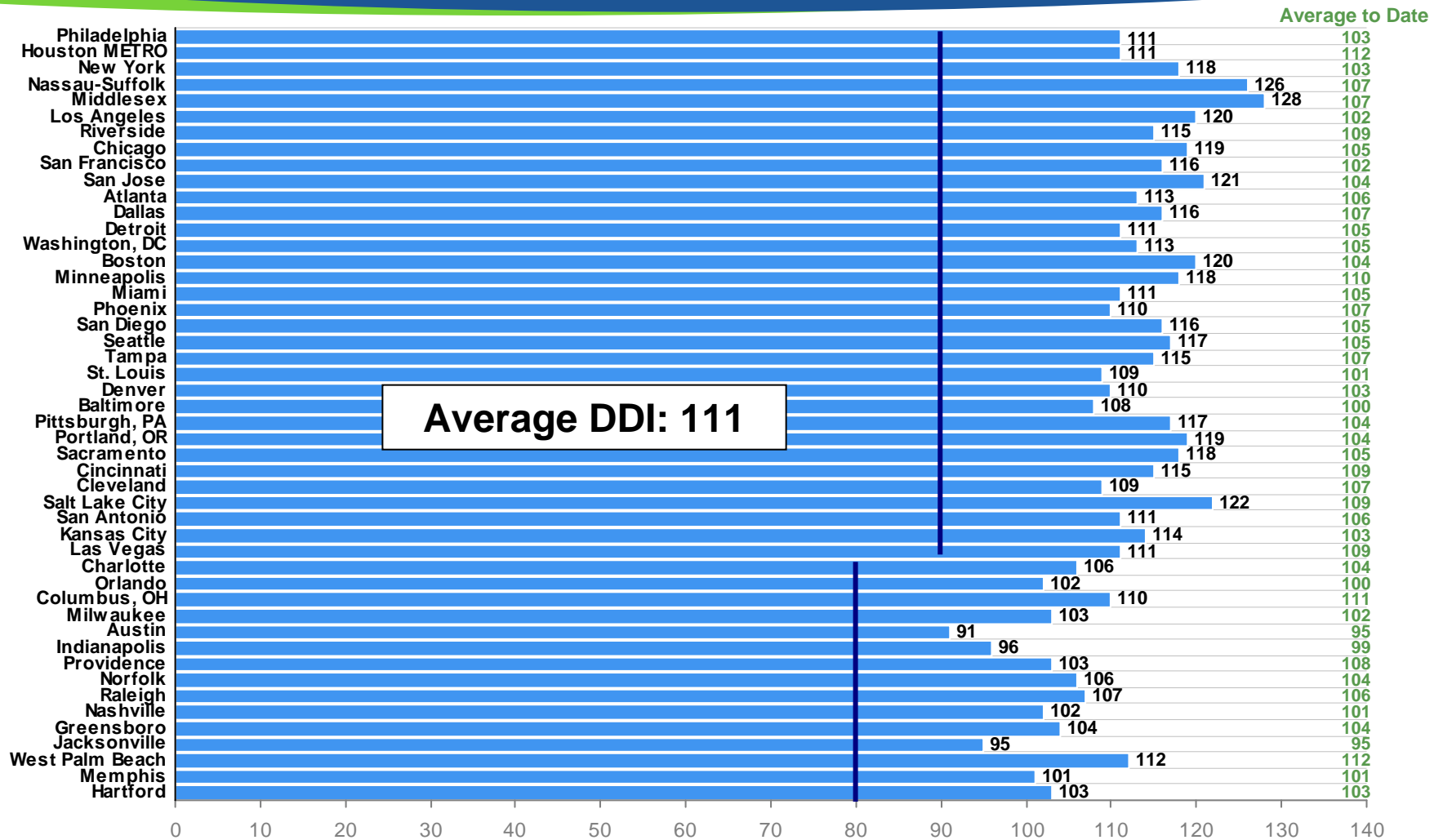


Persons 6+ Benchmark: 95+ DDI average to date year one,
100+ DDI in year 2 based on 13 month average

Persons 18-54 DDI

All Markets Above Benchmark

December 2010 DDI

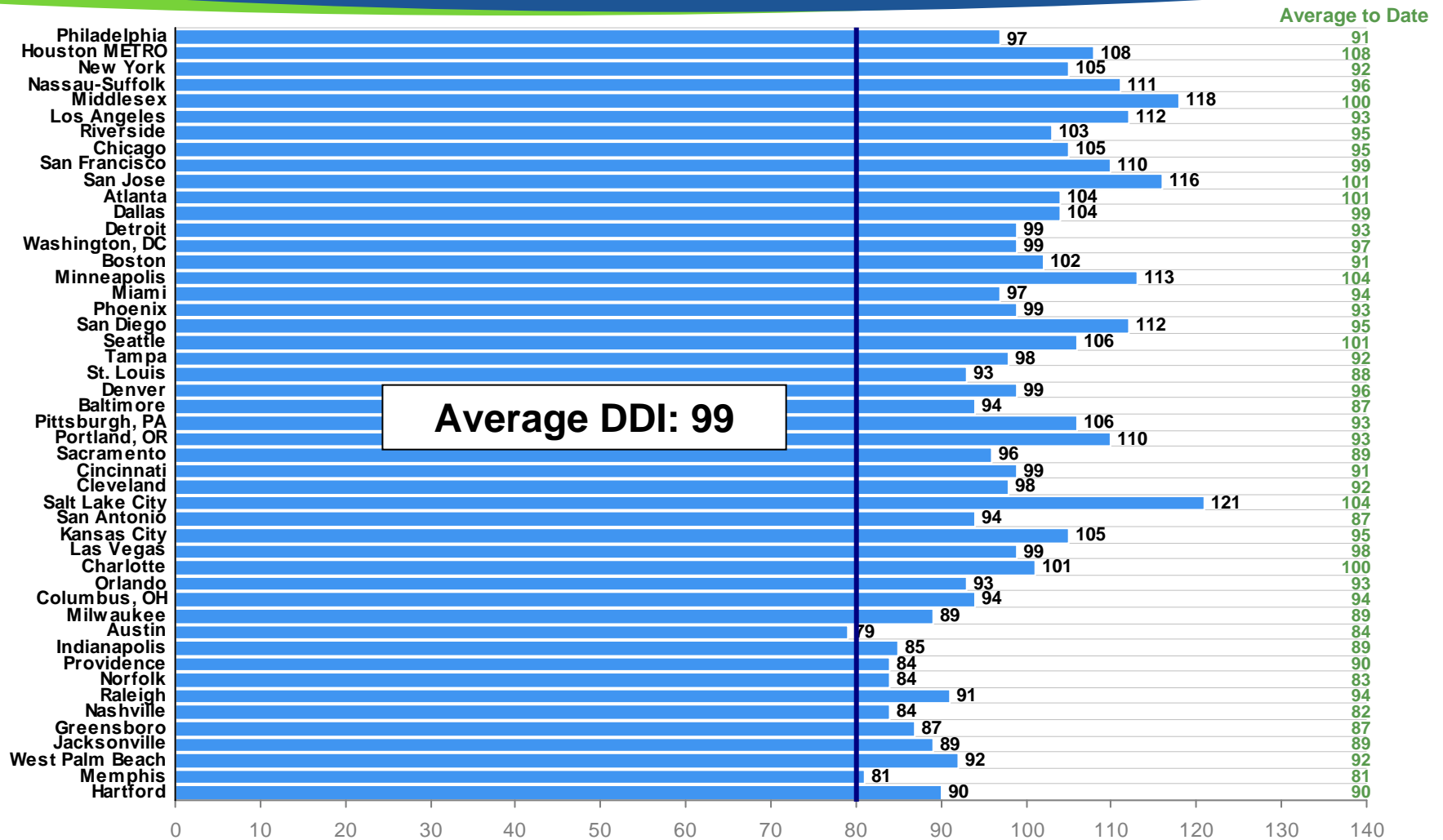


Persons 18-54 Guarantee: 80+ DDI year one, 90+ DDI in year 2 (based on 13 month average)

Persons 18-34 DDI

47 of 48 Markets Above Benchmark

December 2010 DDI



Average DDI: 99

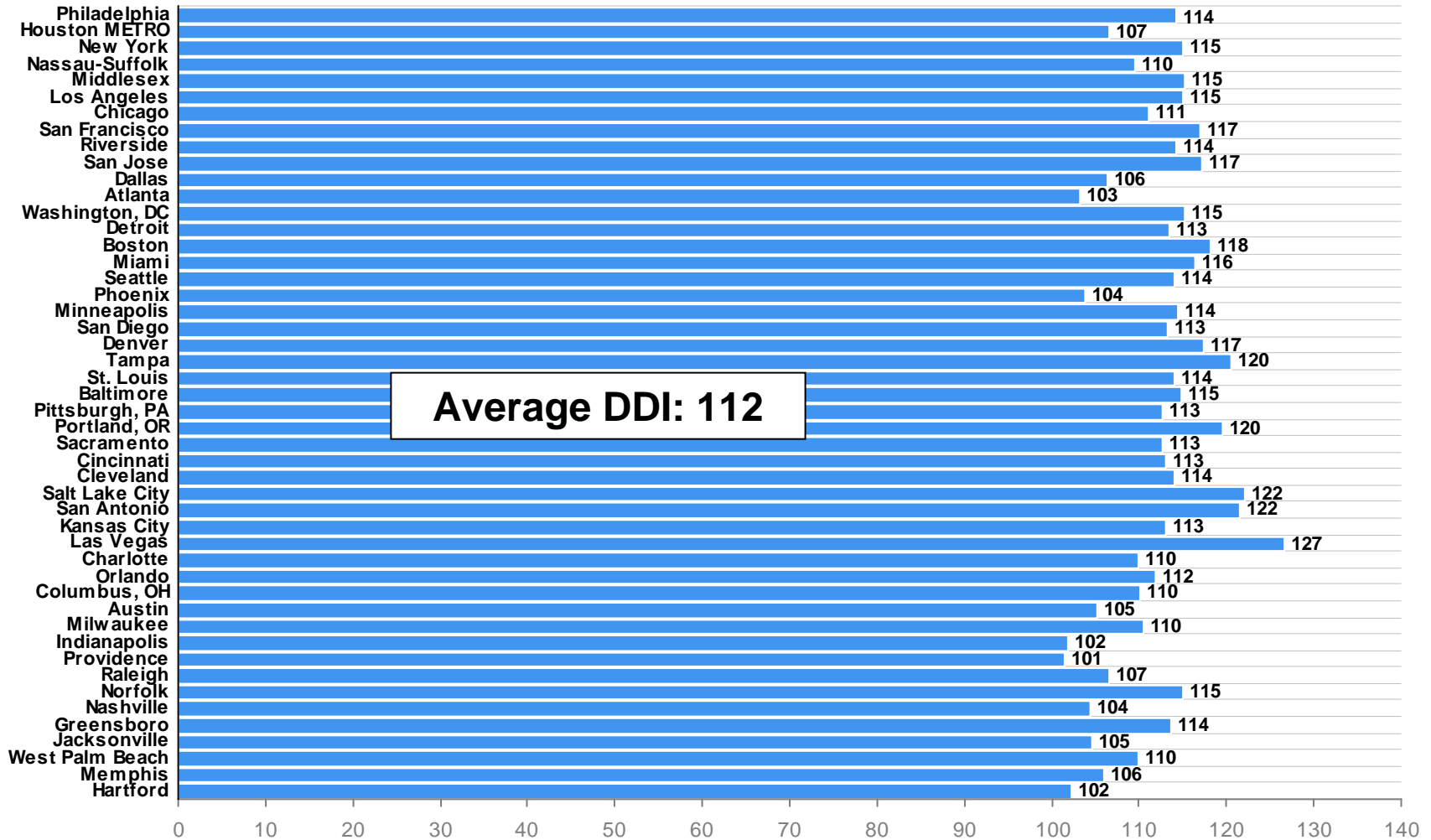


Persons 18-34 Benchmark: 80+ DDI average to date in year one and 80+ 13 month average in year two

Other 6+ DDI

All Markets 101 or Higher

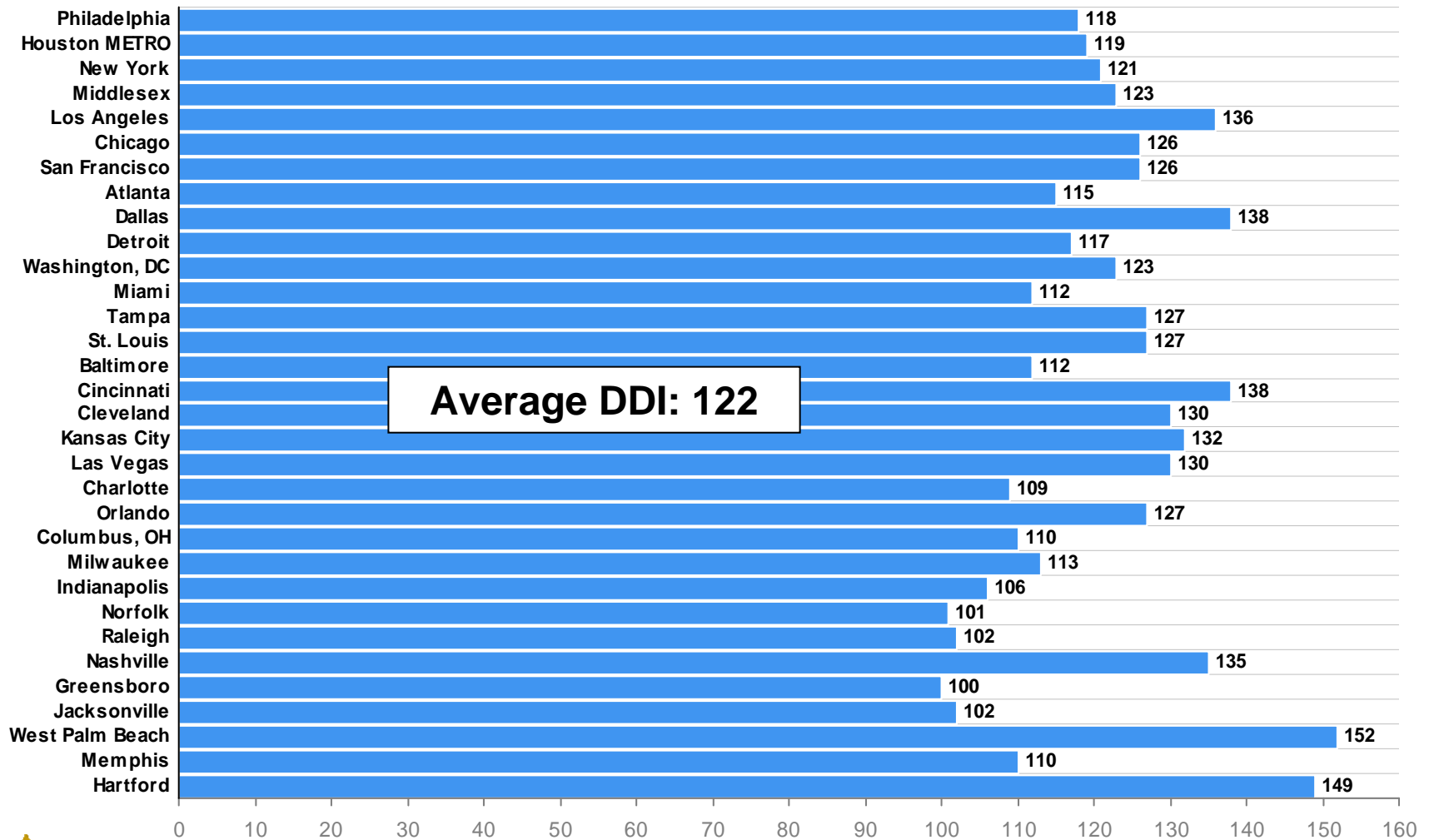
December 2010 DDI



Black 6+ DDI

All 32 Markets 100 or Higher DDI

December 2010 DDI



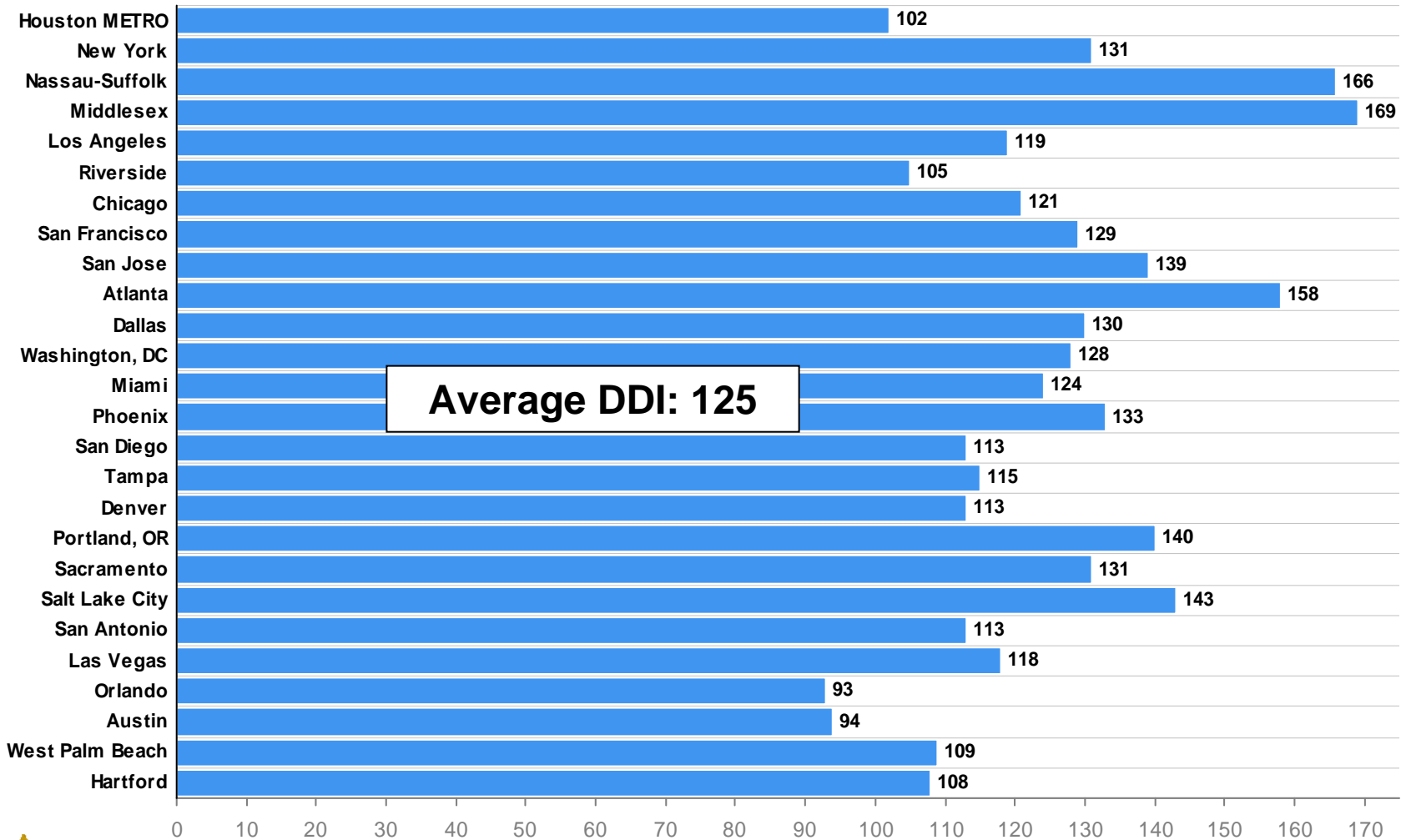
32 Markets with more than 10%+ Black population or more than 400,000 Black persons 6+

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Hispanic 6+ DDI

24 Markets 100 or Higher DDI

December 2010 DDI



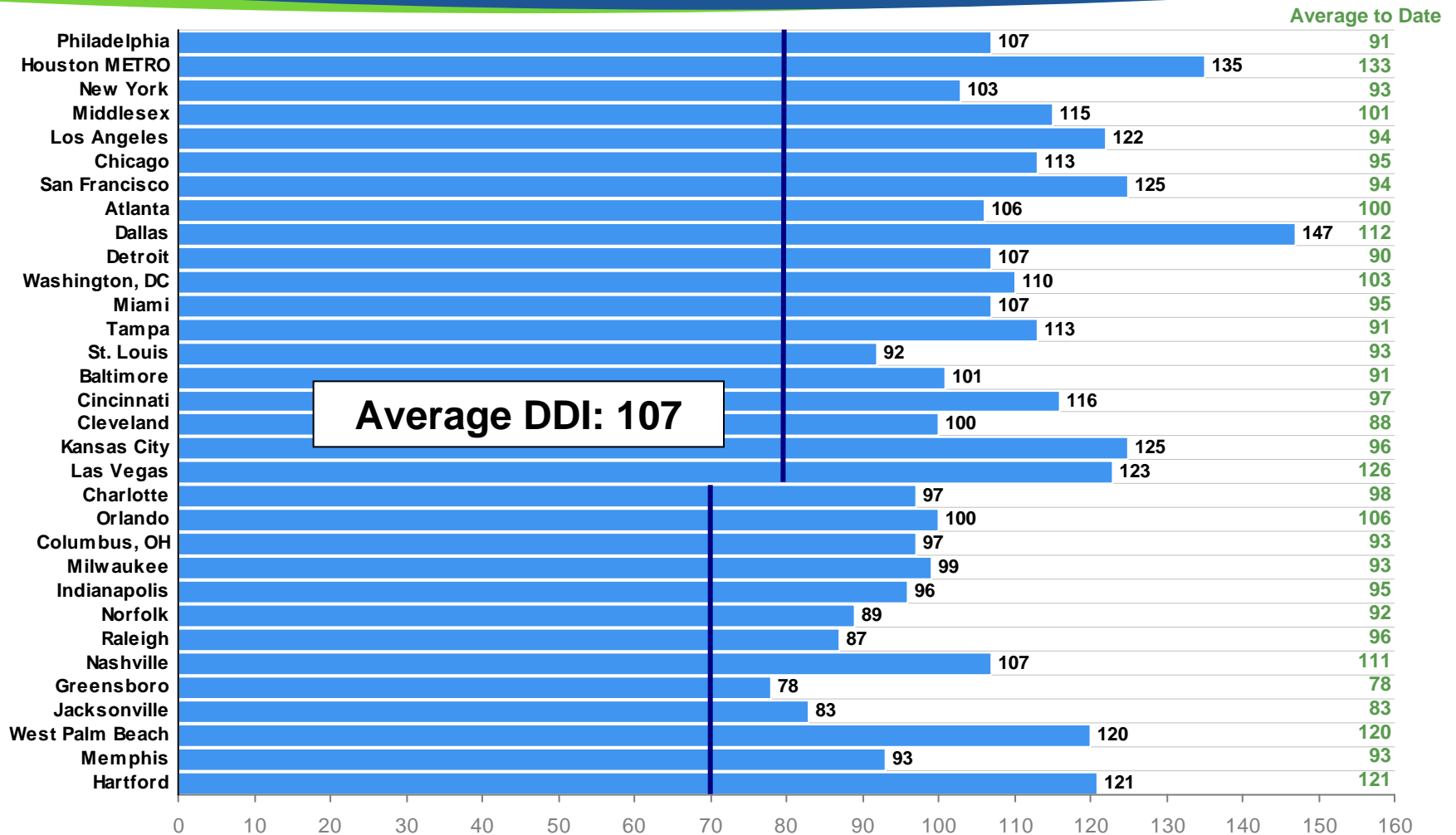
26 Markets with 10%+ Hispanic population or more than 400,000 Hispanic Persons 6+

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Black 18-34 DDI

All Markets Above Benchmark

December 2010 DDI



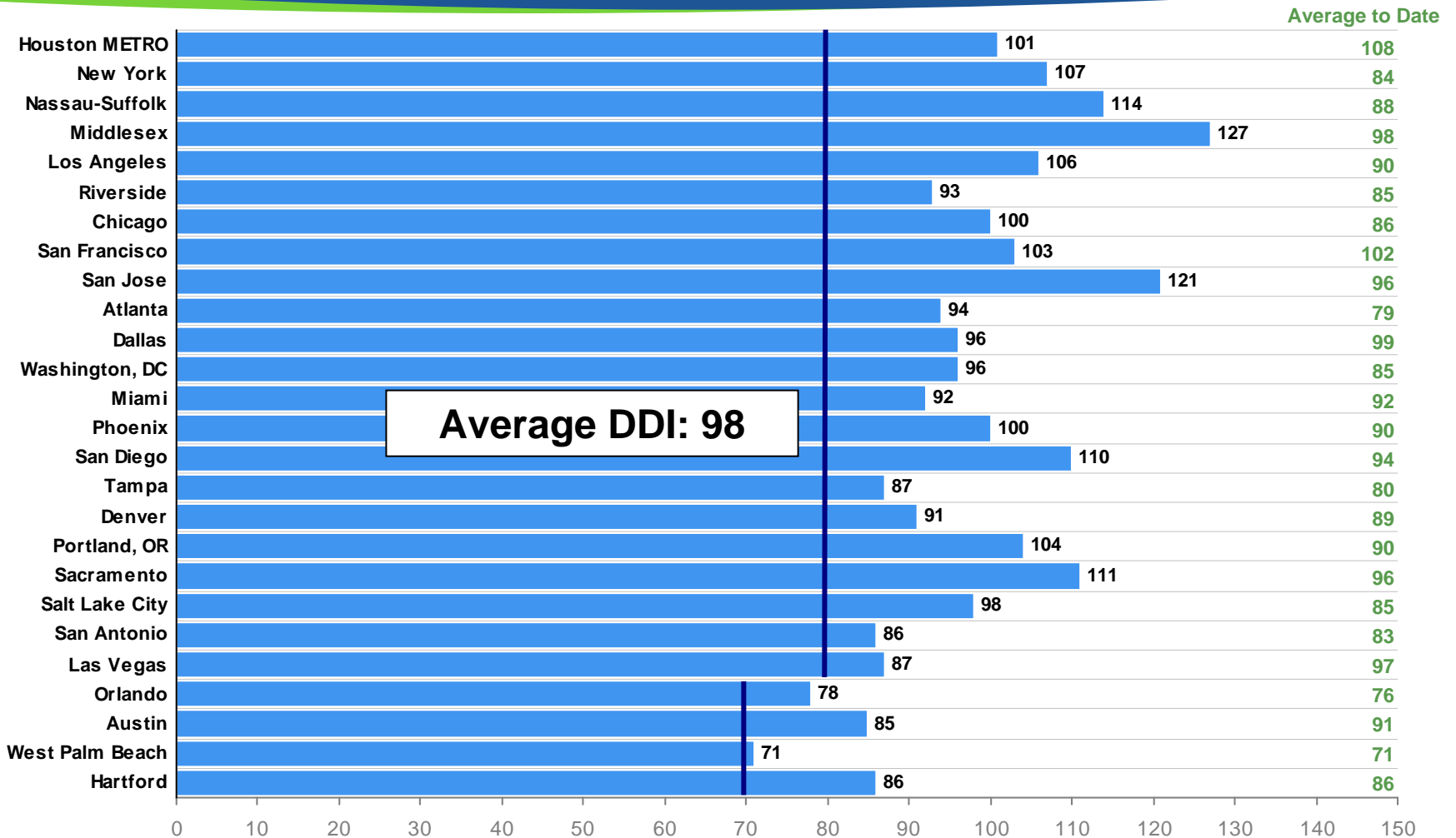
32 Markets with 10%+ Black population or more than 400,000 Black Persons 6+

Black Persons 18-34 Benchmark: 70+ DDI in months 1-6,
75+ in months 7-12; 80+ DDI in year 2 (based on 13-month average)

Hispanic 18-34 DDI

All Markets Above Benchmark

December 2010 DDI



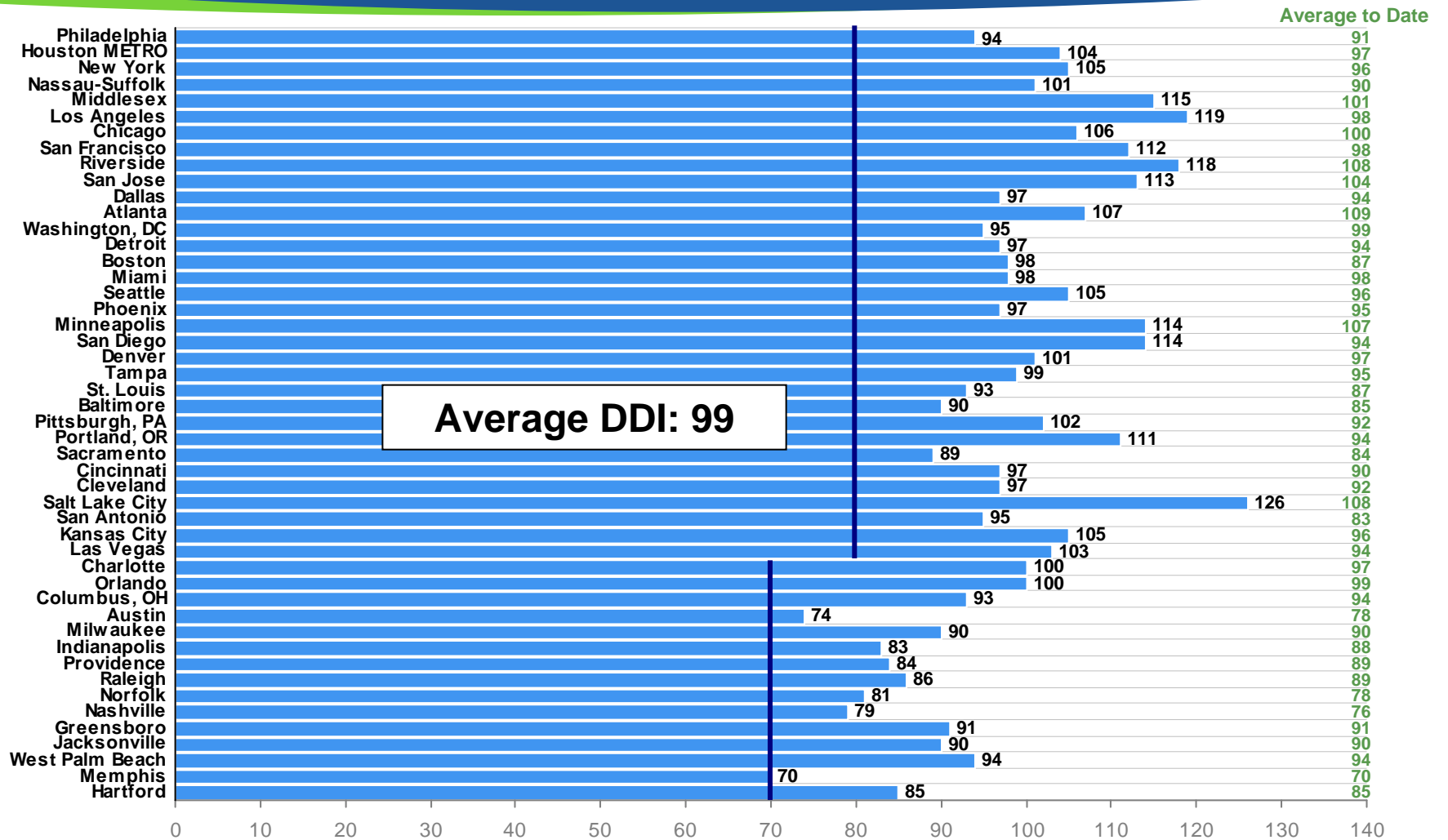
26 Markets with 10%+ Hispanic population or more than 400,000 Hispanic Persons 6+

Hispanic Persons 18-34 Benchmark: 70+ DDI in months 1-6,
75+ in months 7-12; 80+ DDI in year 2 (based on 13-month average)

Other 18-34 DDI

All Markets At or Above Benchmark

December 2010 DDI



Average DDI: 99

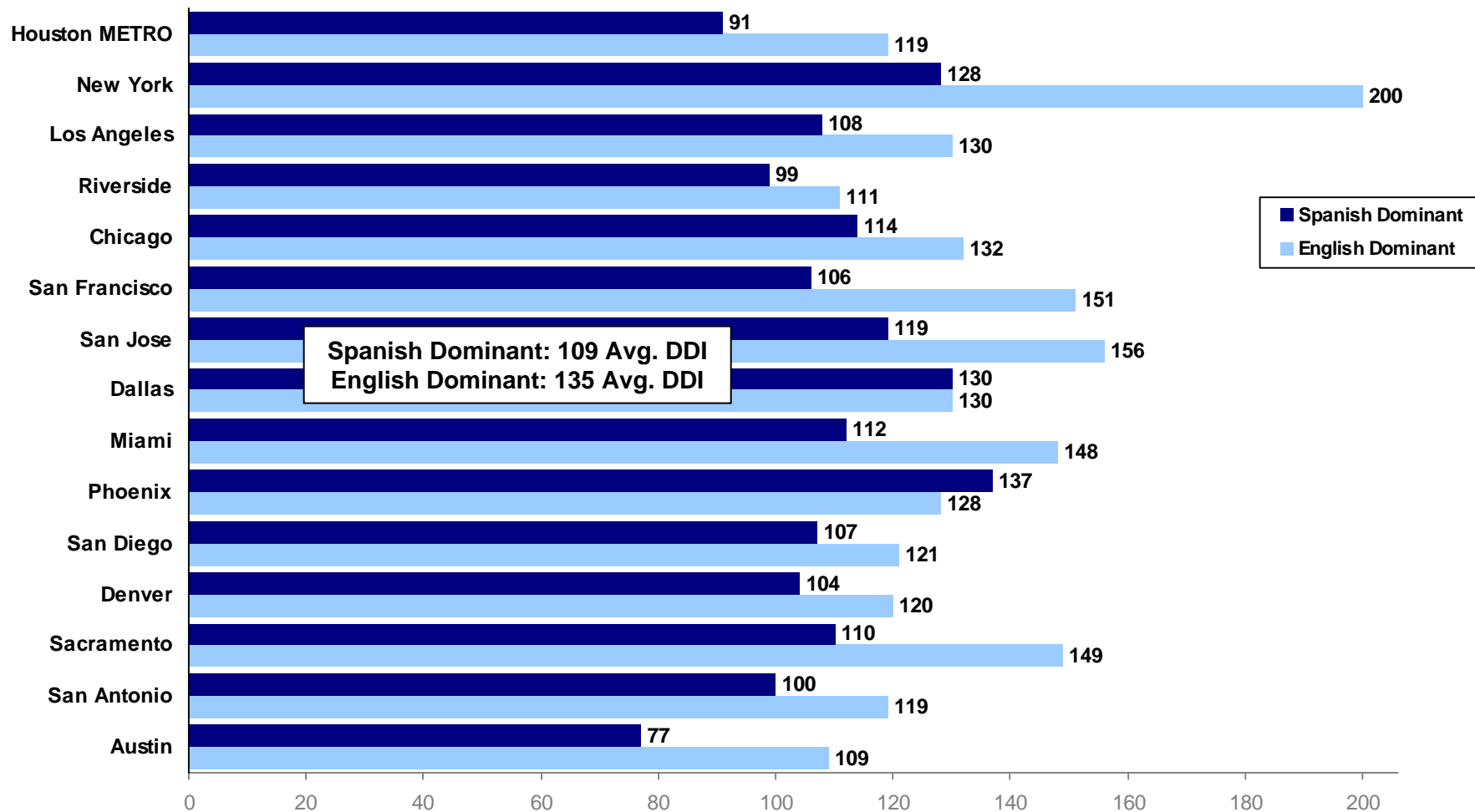


Other Persons 18-34 Benchmark: 70+ DDI in months 1-6, 75+ in months 7-12; 80+ DDI in year 2 (based on 13-month average)

Language Preference DDI

13 Markets 95+ Spanish Dominant DDI

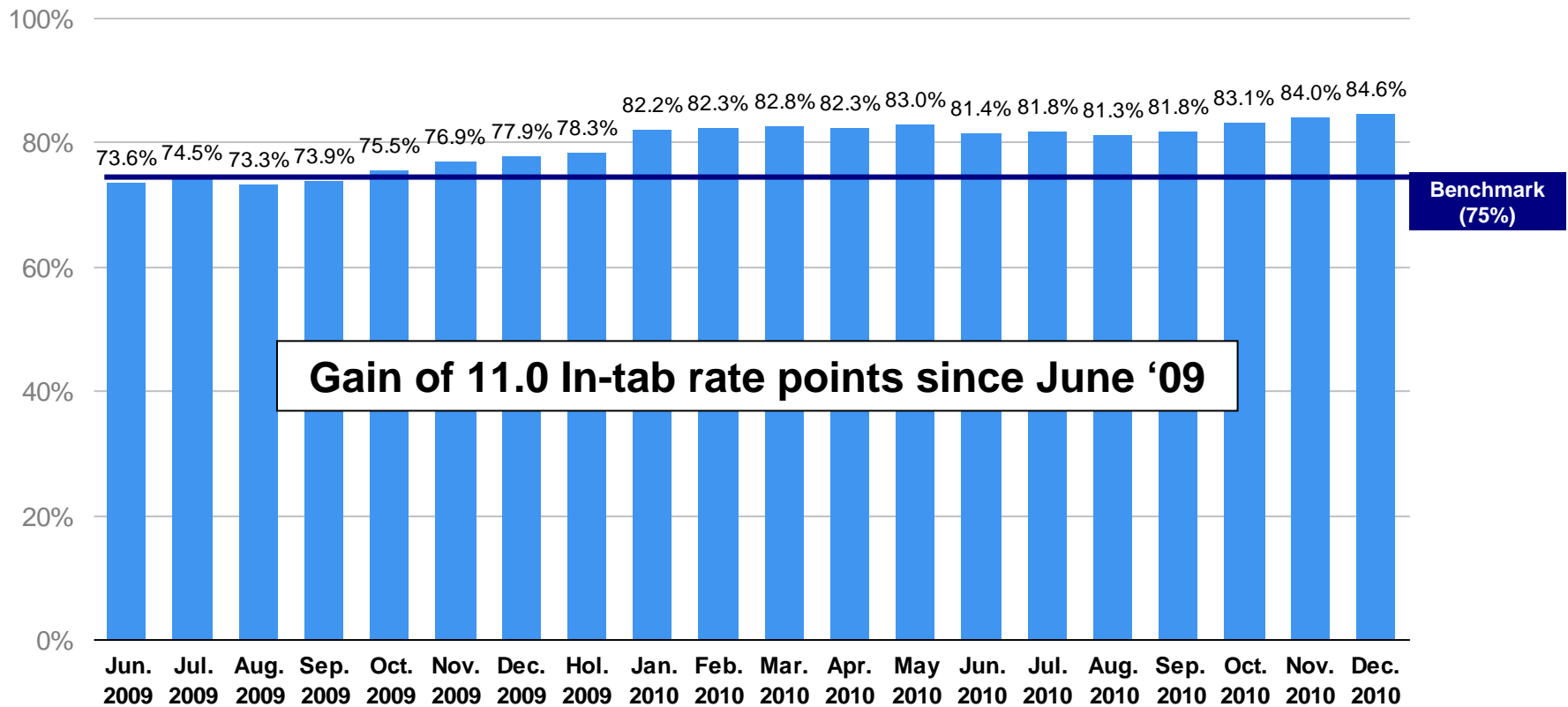
December 2010 DDI



Persons 6+ In-tab Rate

15% Gain in Daily Participation Since 6/09

Average In-tab rate across all currency markets

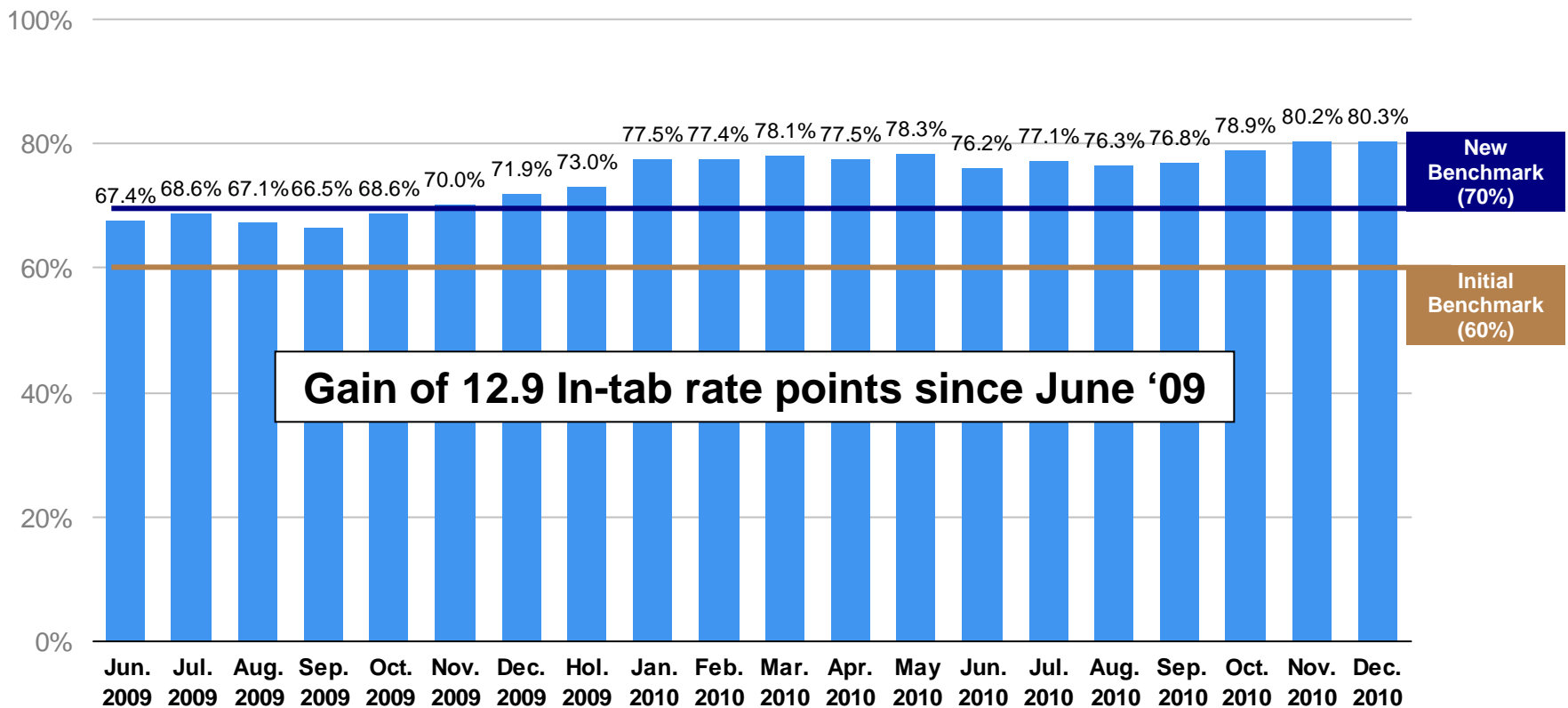


June-Aug '09: avg. of 20 mkt; Sep-Nov '09 avg. of 25 mkt; Dec '09-Aug '10: 33 mkt;
 Sept.-Nov. 2010: avg. of 43 mkt; Dec 2010: 48 mkt.

Persons 18-34 In-tab Rate

19% Gain in Daily Participation Since 6/09

Average In-tab rate across all currency markets

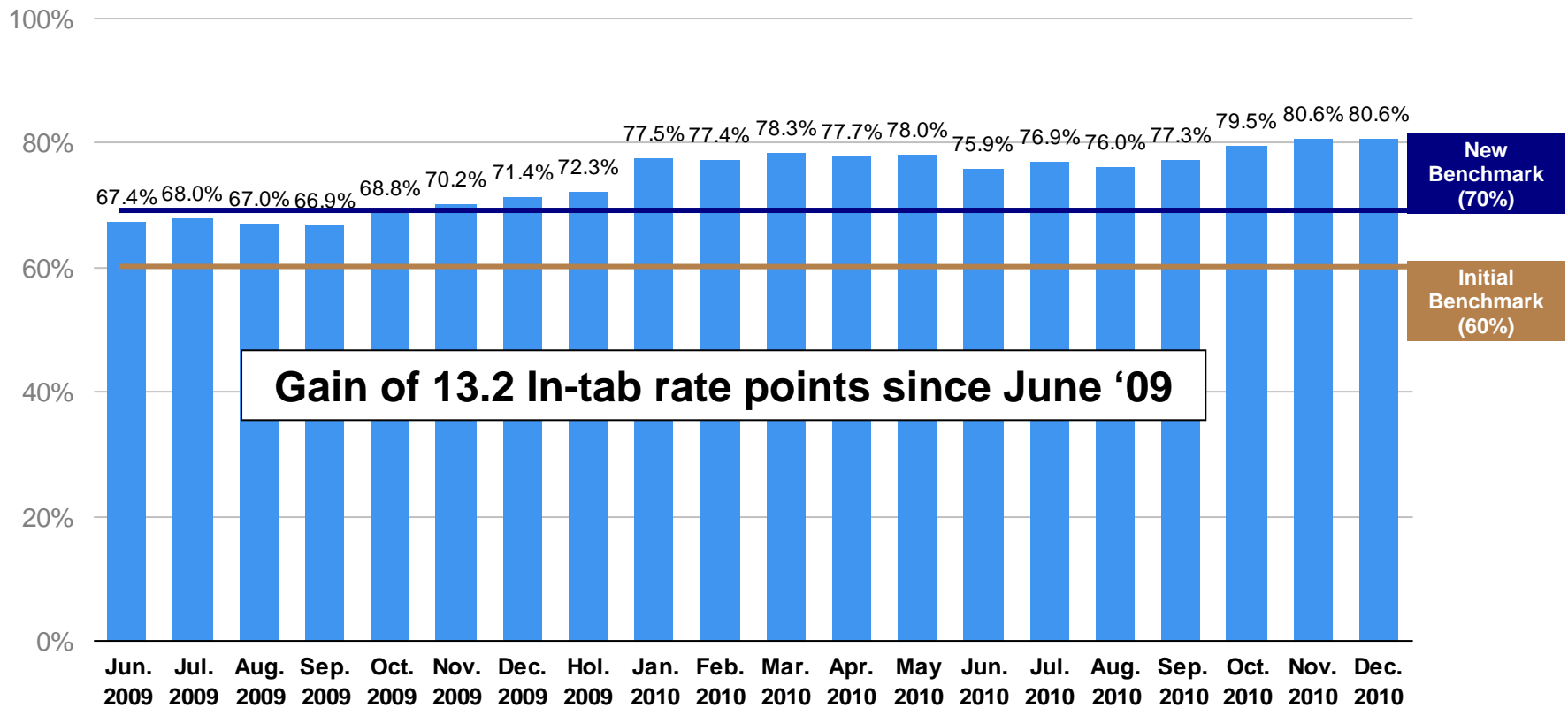


June-Aug '09: avg. of 20 mkts; Sep-Nov '09 avg. of 25 mkts; Dec '09-Aug '10: 33 mkts;
Sept.-Nov. 2010: avg. of 43 mkts; Dec 2010: 48 mkts.

Other P18-34 In-tab Rate

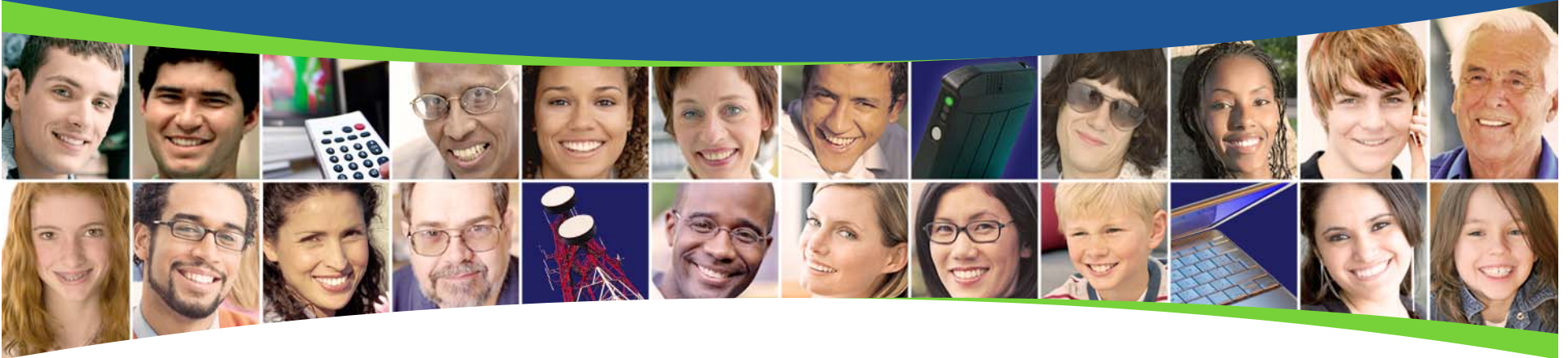
20% Gain in Daily Participation Since 6/09

Average In-tab rate across all currency markets



June-Aug '09: avg. of 20 mkts; Sep-Nov '09 avg. of 25 mkts; Dec '09-Aug '10: 33 mkts;
 Sept.-Nov. 2010: avg. of 43 mkts; Dec 2010: 48 mkts.

MRC and PPM Status



Arbitron, PPM and the MRC

- » Arbitron is participating in the ongoing voluntary accreditation process of the Media Rating Council
- » The MRC has accredited the Monthly Quarter-Hour-based radio estimates produced by the PPM service in the following markets:
 - Houston-Galveston
 - Riverside-San Bernardino
 - Minneapolis-St. Paul
- » All other commercialized PPM markets have been audited by the MRC and these markets remain unaccredited
 - The only data that Arbitron has and is currently working with the MRC to audit and accredit are quarter-hour based estimates
- » The MRC has withdrawn accreditation for Arbitron's RADAR and Nationwide Services citing increasing number of unaccredited Portable People Meter markets used to compile national data
 - Effective with RADAR 107, which released on December 13, 2010 and with the Fall 2010 Nationwide report, scheduled to release in early March 2011

Arbitron, PPM and the MRC *(continued)*

- » Arbitron intends to continue to use commercially reasonable efforts in good faith to:
 - Pursue MRC accreditation of its PPM ratings service in each PPM market where it has commercialized or is currently scheduled to commercialize the service
 - Regain MRC accreditation of the RADAR and Nationwide services
 - Maintain MRC accreditation of currently accredited PPM, diary and software services

- » Arbitron continues to comply with the minimum requirements of the MRC Voluntary Code of Conduct