

RL Select Debuts in comScore Arbitron Online Radio Ratings

New network delivers more than 700,000 cume listeners per week

NEW YORK, March 28, 2007 – Arbitron Inc. (NYSE: ARB) and comScore Media Metrix, a division of comScore Networks, Inc., released today the online radio ratings for January 2007. A new network titled RL Select, which is comprised of three independent broadcasters – Big “R” Radio, GotRadio and 181.fm, joined the ratings service. More than 700,000 (712,100) different people age twelve and older tuned into the RL Select network per week in January.

The RL Select network was formed by the online radio advertising sales firm, Ronning Lipset Radio. Ronning Lipset Radio represents Yahoo Music, American Online’s AOL Radio Network, Live365 and the new network, RL Select. The total Cume audience for all affiliates represented by Ronning Lipset Radio exceeded 5,000,000 different people per week in January.

The weekday Average Quarter-Hour (AQH) audience for all measured online radio networks for January was 812,100 people age 12 and older listening Monday-Friday 6AM-7PM.

The January report of the comScore Arbitron Online Radio Ratings service rated America Online's AOL® Radio Network; Yahoo!® Music; Live365; RL Select; and Clear Channel Online Music and Radio during an average broadcast week in the month of January. Ronning Lipset Radio represents all the networks, with the exception of Clear Channel Online Music and Radio.

Persons 12+ Average Weekly Audience January 2007 Geography: United States (50 States)

	Monday-Friday 6AM-7PM		Monday-Sunday 6AM-Midnight	
	Cume Persons	Average Quarter-Hour Persons	Cume Persons	Average Quarter-Hour Persons
America Online's AOL Radio Network	888,500	248,600	1,448,300	159,400
Clear Channel Online Music and Radio	963,400	151,000	1,176,300	82,000
Live365	546,300	117,100	786,200	67,900
RL Select ¹	421,100	36,400	712,100	21,200

Yahoo Music/LAUNCHcast	1,441,200	295,000	2,098,900	164,800
Total for all five measured networks	3,854,801	812,100	5,537,376	474,392
RL Radio Network ²	3,297,100	697,100	5,045,500	413,300

Note: Cume is defined as the number of *different* people who listen during a given daypart. Cume audience estimates for individual networks should not be added, because people who listen to more than one network will be counted twice. The reported audience for the total of the four networks is an *unduplicated* estimate of the number of different people who listened to one or more of the networks for a minimum of five minutes during the week.

¹RL Select is an aggregated network of multiple independent broadcasters including Big “R” Radio, GotRadio and 181.fm.

²The Ronning Lipset Radio (RLR) Network is comprised of Yahoo Music, American Online’s AOL Radio Network, Live365 and RL Select.

The comScore Arbitron Online Radio Ratings service is based on a subset of approximately 200,000 U.S. participants within the comScore global consumer panel. Using proprietary and patent-pending technology, comScore passively and continuously captures the online behavior of these panelists, including online radio listening behavior. Subscribers receive Average Quarter-Hour and Cume audience estimates for 38 demographics and 15 standard broadcast dayparts. Each month, Arbitron publishes the average weekly audience for Persons 12+, Monday-Friday 6AM-7PM and Monday-Sunday 6AM-Midnight on its Web site www.arbitron.com. Arbitron represents the comScore Arbitron Online Radio Ratings service. For more information, contact Diane Williams at diane.williams@arbitron.com or Bill Rose bill.rose@arbitron.com .

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About Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies in the United States and Europe. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has also developed the Portable People Meter (PPM™), a

new technology for media and marketing research.

Arbitron's marketing and business units are supported by its research and technology organization, located in Columbia, Maryland. Arbitron has approximately 1,700 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron also provides media and marketing research services to the broadcast television, newspaper and online industries.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report-with unmatched accuracy-details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings-long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers-while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

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