



**FOR IMMEDIATE RELEASE**

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**Research Director, Inc. Debuts Instant Answer<sup>SM</sup> for PPM v 2.0!**

With Arbitron's release of the March 2009 PPM report, Research Director, Inc. will debut an enhancement to its revolutionary product, **Instant Answer<sup>SM</sup> for PPM**. The service is currently available in all PPM currency markets, and is ready for the full PPM rollout schedule. Instant Answer<sup>SM</sup> for PPM is a programming service which helps program directors and station management to understand quickly their position in the market according to Arbitron's monthly reports.

Released 13 times per year, Instant Answer for PPM currently offers responses to four critical questions:

- What happened to my station?
- What happened to my competitors?
- What happened to the key stations in my market?
- What happened to market listening overall?

With the release of version 2.0 this week, Instant Answer for PPM will add:

- Detailed Arbitron sample performance information and analysis
- Profile of your market's key population and demographic statistics
- Trends for Ethnic radio listening

Marc Greenspan, a partner at Research Director, Inc. said, "It is amazing that thirteen times a year, programmers can receive a complete analysis of all their key metrics within just a few minutes of the data download."

"As more markets convert to the PPM methodology, it is critical that programmers understand what is happening to the panel in their market," said Charlie Sislen, a partner at Research Director, Inc. "Instead of spending hours running reports, studying charts or crunching numbers, programmers will be able to review a color-coded snapshot of Arbitron's performance, both for the current month and the past year."

Located in Annapolis MD, Research Director, Inc. helps radio stations' programming and sales departments maximize the value of their research. They have been involved with Arbitron's PPM methodology since its inception.

For more information on how your station can maximize the benefits of Instant Answer<sup>SM</sup> for PPM, please contact Charlie Sislen at [csislen@researchdirectorinc.com](mailto:csislen@researchdirectorinc.com) or 410-956-0363, x14.