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## Arbitron Inc. Business Update Call Transcript

### Question-and-Answer Session

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**Operator**

(Operator Instructions) Our first question comes from Alexia Quadrani – JP Morgan.

**Alexia Quadrani – JP Morgan**

Just a couple of questions, first Sean just following up on your comments about the cell phone only households, could you let us know how much of your costs are associated just with the recruiting functions?

**Sean R. Creamer**

We have not broken down the specific line item by line item make up of the business model and are not going to do that on this call. But, suffice to say recruitment including the premiums that we pay are the single largest part of the business model costs.

**Alexia Quadrani – JP Morgan**

But including the ongoing premiums that you pay the panelist?

**Sean R. Creamer**

That's right.

**Alexia Quadrani – JP Morgan**

And I would assume that the average life of the panelist or the tenure of the panelist still is roughly about a year? Is that right?

**Sean R. Creamer**

Yes. Obviously, the goal is to keep them up to a period as long as two years but on average I think it is in the one year neighborhood right now.

**Stephen B. Morris**

A little less.

**Alexia Quadrani – JP Morgan**

I guess sort of a more general question perhaps for Steve, some time has passed since Cumulus deal with Nielsen and I was wondering if you had any better sense of sort of Nielsen's ambitions to go further after radio measurement?

**Stephen B. Morris**

There's been really nothing more on that since the initial flurry of announcements. They're working on starting off and developing their capability. They are aiming to start gathering data in March and report out by August so they have a lot of homework to do before they even deliver against their first step down [inaudible]. So, we don't actually have anything more specific on that.

**Alexia Quadrani – JP Morgan**

Any thoughts or potential thoughts of pursuing accreditation for TV measurement in the PPM market?

**Stephen B. Morris**

We're staying with getting our radio service accredited here. We have historically had Houston accredited for TV as well as radio. We know we can do it but our first priority is the radio side.

**Alexia Quadrani – JP Morgan**

In terms of the accreditation in Riverside [inaudible] last week, is there any reason it was Riverside versus another market?

**Stephen B. Morris**

You'd have to ask the MRC that question. They reviewed all of the markets, they chose to accredit this one. There are other markets that have metrics that are very, very strong in the same kind of range as San Bernardino Riverside but the exact process they go through and what drives their decisions is not something that we're privy to.

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