

**STATEMENT OF
COMMISSIONER JONATHAN S. ADELSTEIN**

*Re: Impact of Arbitron Audience Ratings Measurement on Radio Broadcasters,
MB Docket No. 08-187.*

Late last year, I called on the Commission to initiate an inquiry into whether Arbitron's deployment of its new audience measurement system, the portable people meter (PPM), was undermining the Commission's efforts to promote media diversity and expand ownership opportunities for businesses owned by people of color. Over the months, there has been a growing chorus of concerns regarding the methodology, deployment and results of PPM from broadcasters, both big and small, including state and minority broadcasters' associations, independent media ratings companies, state attorneys general, Members of Congress, and the Commission's Advisory Committee on Diversity. Concerns have ranged from Arbitron's practices to recruit cell-phone only households to the underrepresentation of racial and ethnic groups on PPM panels and the lack of accreditation from the Media Ratings Council. After initially disregarding these concerns, Arbitron now acknowledges the need for improvements to its new measurement system.

I am pleased that the Commission is prepared to conduct our own fact-finding and examination to determine whether PPM is "sufficiently accurate and reliable to merit the Commission's own reliance on it in its rules, policies and procedures." If the Commission does not conclude that PPM *is* in fact reliable and accurate, or if there are still many unanswered questions, the Commission may have to reconsider whether its reliance on Arbitron's market definitions and audience ratings calls into question the reliability and integrity of the Commission's own analysis that uses Arbitron information. The Commission may have to also consider whether prohibiting broadcasters' participation in PPM altogether is in the public interest.

This open and neutral inquiry is the first step of Commission action. I look forward to public comment to these important questions to determine if additional measures are necessary.