

**STATEMENT OF
COMMISSIONER ROBERT M. MCDOWELL**

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

This Notice of Inquiry provides the Commission with a more formal opportunity to consider issues that have been raised about the reliability of the new “portable people meter” (“PPM”) automated audience-rating measurement device being rolled out by Arbitron, Inc., the major ratings service for the nation’s commercial radio broadcasters. Thus far, we have heard from some broadcasters who are concerned about certain research methodologies employed in connection with the device and their potential effect on ratings. We also have heard from Arbitron and other broadcasters that the new automated approach to ratings measurement offers significant improvements over the older, manual diary-reporting system. I look forward to receiving comment from a broad array of interested parties on the questions raised in the Notice. I expect to pay particular attention to analyses of the Commission’s authority to take any further action in this arena.