



Sales and Marketing News from RAB  
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From the Radio Advertising Bureau

Delivered to

## ARBITRON PROVIDES AAAA-COMPATIBLE EBUSINESS MEDIA TOOLS

*Periodically, Radio Sales Today will publish articles authored by various industry vendors, suppliers and 'association' principals who are all working with the RAB eBiz Task Force, and the eBiz for Media Committee spearheaded by the American Association of Advertising Agencies (AAAA) to make E-business transactions a reality.*

*Today's article, authored by Steve Burgess of Arbitron, is an updated on Arbitron's strategy and services related to these efforts.*

### Arbitron eBusiness Strategy

Arbitron's goal is to facilitate the buy/sell process between stations and agencies, helping radio become more accountable to the advertisers who count on the medium to deliver their messages as ordered to the targeted audiences. As part of its eBusiness strategy, Arbitron Inc. (NYSE: ARB) intends to make available a media document exchange hub that is compatible with the American Association of Advertising Agencies (AAAA) "eBiz for Media" standard. In the future, users of Arbitron's planning and buying software would be able to create and/or receive media documents within their Arbitron software applications and transmit and receive documents from all other AAAA standard-compatible business partners through this hub.

### Where we are today

Currently, Arbitron uses TrafficLinkSM to link radio orders entered into TAPSCAN® directly to a number of commonly used traffic and billing systems, such as Wicks' DeltaFlex and LAN International's MediaStar systems. Stations with TrafficLinkSM are able to receive orders from agencies using Tapscan, MRP SmartPlus, or other AAAA "eBiz for Media" standard compatible buying software.

Also, as soon as final testing is complete, agencies using Tapscan or MRP SmartPlus will be able to send radio, cable or TV insertion orders directly to the Rep Firm or, in the case of local business, directly to the station or cable outlet. Arbitron and eMediaTRADE are currently in the process of testing the compatibility between order systems for the various broadcasting industries and hope to be in production release of this first phase of connectivity by the end of September 2005.

### What's Next

Eventually, Arbitron plans to provide a seamless interface to the Arbitron hub directly through Arbitron's applications (Tapscan, TvScan and MRP SmartPlus), allowing users to send, receive or update the status of a (buy/sell) document without ever having to leave the applications.

### Working with eMediaTRADE

Arbitron is working with eMediaTRADE ([www.emediatrade.net](http://www.emediatrade.net)) to enhance MRP SmartPlus, Tapscan and TvScan to be compatible with the eBusiness standards of the AAAA) led committee eBiz for Media. Any Tapscan or MRP Smartplus agency can register with eMediaTRADE to receive documents (i.e., invoices) at no charge.

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**Working with Wicks**

Based on the AAAA eBusiness Standard, Arbitron and Wicks Broadcast Solutions – a global provider of media software solutions – have worked together to create an open standard trading environment between their media software services by incorporating XML into their applications. Arbitron provides these services to 2,200 radio stations, while Wicks represents approximately 7,800 stations.

Using a Wicks-branded portal – Agencyminder.com (powered by eMediaTRADE) –broadcasters can electronically upload an invoice and have it automatically sent to a designated contact at an agency, rep firm or even directly to an advertiser. The recipient can print, view, sort and download the information to a pre-determined application – such as TAPSCAN or MRP – for reconciliation of media buys and initiation of accounting reports.

**About TAPSCAN and MRP**

TAPSCAN®, one of the advertising industry's leading radio analysis applications, helps advertisers research, plan, buy and reconcile radio quickly and efficiently. TAPSCAN's wealth of detailed research, report, scheduling and reconciling options helps advertisers and agencies generate a more effective radio campaign.

The Marketing Resources Plus (MRP) service of Arbitron Inc. provides media planning and buying software systems to local and regional advertising agencies.

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