



**Press
Information**

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FOR IMMEDIATE RELEASE

**Buying and Selling Process for Agencies and Television Stations Streamlined
Through New Electronic Ordering System**

LAS VEGAS, February 27, 2007 - eMediaTRADE along with OneDomain, Inc. and Arbitron Inc. (NYSE:ARB) today demonstrated a full-circle electronic ordering system for buyers and sellers of national and local television advertising, allowing them to connect directly with electronic orders and electronic invoices.

The system is integrated into existing software. eBiz4TV, the interface for stations, is available from OneDomain, Inc. eBiz@Arbitron, the interface for agencies, is available through SmartPlus[®] and Tapscan[®] from Arbitron Inc.

Using the eBiz4TV portal, agencies can send avails, receive proposals, and then send television orders directly from their eBiz@Arbitron desktop and stations can receive all the way through to their traffic systems. This streamlines the buying process for agencies and the order entry process for stations with a completely paperless exchange. The system is designed in accordance with the eBiz for media standards set in place by the American Association of Advertising Agencies.

“In 2009, the television industry will be 100 percent digital. In two years, the complexity of buying television will grow exponentially,” said Kathy Crawford, President of local broadcast, Mindshare. “The speed of conducting business in the media industry has a direct impact on increasing revenue. The sooner stations and agencies are able to receive and send orders seamlessly through a paperless exchange, the more prosperous we’ll all become.”

“Arbitron, eMediaTRADE, and One Domain’s joint development will allow over 1,200 agencies to send orders directly to our 363 television station clients,” said Greg Calhoun, Vice President of Marketing for One Domain. “By listening to the needs of our clients, we are able to facilitate the transition of the media industry into a tightly-knitted, paperless exchange.”

While the system is designed to provide seamless transactions between users of eBiz4TV and eBiz@Arbitron, each application can be used independently to conduct business with

those who are not currently set-up with the counterpart software. eMediaTRADE has translations that permit a wide range of agency, TV, radio and cable systems to transact their business electronically using a blend of both industry-accepted formats as well as custom formats for each trading partner system.

About eMediaTRADE

eMediaTRADE is a privately held technology service firm in Atlanta, Georgia providing electronic document solutions to enable e-commerce between media partners.

eMediaTRADE's unique software solution, Media eXchange Desk (MXD), streamlines and economizes the transactions associated with the purchase and reconciliation of media buys. MXD simplifies EDI techniques by providing in-network translation, value-mapping, validation, and archiving of electronic documents.

Clients include Arbitron, Wicks Broadcast Solutions, TelAmerica Media, Thompson Everett, CTV Media, and The Hotel Network among numerous other cable, broadcast television, and radio stations, as well as over 900 individual agencies.

About OneDomain, Inc.

OneDomain is a rapidly growing specialty software provider based in Birmingham, AL. TV stations depend on OneDomain software solutions for audience analysis, sales efforts and commercial scheduling. Formed just 4 years ago by industry veterans with years of experience, OneDomain has already earned a reputation as a company with fresh ideas and cutting edge solutions for its client base. As a result of a unique approach to selling television ad space, OneDomain has been able to earn a 30% market share in only 30 months. More information is available at www.onedomain.com.

About Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies in the United States, Mexico and Europe. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The Company has also developed the Portable People Meter™ system, a new technology for media and marketing research.

Arbitron's marketing and business units are supported by its research and technology organization, located in Columbia, Maryland. Arbitron has approximately 1,800 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company (formerly VNU), Arbitron also provides media and marketing research services to the broadcast television, magazine, newspaper and online industries.

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Portable People Meter™ is a trademark of Arbitron Inc.