



Newly Measured Live365 Reaches more than 400,000 People Per Week in January, According to comScore Arbitron Online Radio Ratings

NEW YORK, March 8, 2005 - Arbitron Inc. (NYSE: ARB) and comScore Media Metrix, a division of comScore Networks, Inc., released today the online radio ratings for January, which for the first time include Live365. The ratings revealed that Live365 reached an average of 438,000 people per week during the January 2005 survey period.

Live365 is an online radio network offering Internet listeners access to more than 10,000 stations. The Average Quarter-Hour audience for the network during weekdays between 6AM and 7PM exceeded 31,000 listeners.

The January report of the comScore Arbitron Online Radio Ratings service rated America Online's AOL Radio Network; Yahoo! Music; Microsoft's MSN Radio and WindowsMedia.com and newcomer Live365 during an average broadcast week in the month of January. America Online's AOL(R) Radio Network; Yahoo!(R) Music; Live365; and Microsoft's MSN Radio and WindowsMedia.com are represented by Ronning Lipset Radio.

Persons 12+

Average Weekly Audience

January 2005

Geography: United States (50 states)

	Monday-Friday		Monday-Sunday	
	6AM-7PM		6AM-Midnight	
	Cume Persons	Average Quarter-Hour Persons	Cume Persons	Average Quarter-Hour Persons
Yahoo!'s LAUNCHcast	1,154,300	282,200	2,074,400	189,100
America Online's AOLRadio Network	1,094,100	117,800	1,995,700	83,500
Microsoft's MSN Radio and WindowsMedia.com	385,500	40,700	473,300	23,500
Live365	290,000	31,400	438,000	20,500
TOTAL: All Four Networks	2,798,800	472,400	4,892,300	316,800

Note: Cume is defined as the number of *different* people who listen during a given daypart. Cume audience estimates for individual networks should not be added, because people who listen to more than one network will be counted twice. The reported audience for the total of the four networks is an *unduplicated* estimate of the number of different people who listened to one or more of the networks for a minimum of five minutes during the week.

The comScore Arbitron Online Radio Ratings service is based on a subset of approximately 200,000 U.S. participants within the comScore global consumer panel. Using proprietary and patent-pending technology, comScore passively and continuously captures the online behavior of these panelists, including online radio listening behavior. Subscribers receive Average Quarter-Hour and Cume audience estimates for 38 demographics and 15 standard broadcast dayparts. Each month, Arbitron will publish the average weekly audience for Persons 12+, Monday through Friday 6AM-7PM and Monday through Sunday 6AM-Midnight on its Web site (www.arbitron.com).

Arbitron represents the comScore Arbitron Online Radio Ratings service. For more information contact Diane Williams (diane.williams@arbitron.com) or Bill Rose (bill.rose@arbitron.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 (PPMSM), 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 1,700 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with VNU, Inc., Arbitron also provides media and marketing research services to the broadcast television, magazine, newspaper and online industries.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report-with unmatched accuracy-details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings-long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers-while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

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