



## “PPM Shopping Mall Trial Proves It’s Viable for Mall Audio Media”

In a study published in 2007, Arbitron demonstrated that:

**97%** of survey participants heard the music playing in the common areas of the mall.

Nearly **50%** of respondents have made purchases based on advertisements heard in the common areas.

The **majority** of consumers found the volume of the music to be either just right or too soft.

The **majority** of consumers reported that the music made the shopping experience more enjoyable.