



*Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms
in Southern California*

For Immediate Release:

SCBA Statement Regarding Nielsen Audio Estimates

Los Angeles, CA, May 12, 2020 – On behalf of its member radio stations the **Southern California Broadcasters Association** wants to assure our advertising clients that we are doing everything possible to help businesses survive the economic consequences of the COVID-19 pandemic and the restrictions that have been put in place to deal with public safety. Like all of you local radio has been adversely affected by this crisis. "Shelter in place" mandates have disrupted peoples' lives and their daily routines, including how they consume media. The initial effects on local radio are reflected in the most recent release of Nielsen Audio audience estimates for the past several weeks. We all know these effects are temporary and Nielsen Audio has issued the statement below regarding the limitations of using this audience data for future media planning and negotiations. Nielsen Audio is already reporting that the audience listening estimates are quickly trending back to pre-COVID-19 levels. It is important to remember that the currently available estimates are looking in the rear-view mirror, but the road head looks very bright. *Please read this statement carefully:*



Monday, May 11, 2020

The Nielsen Audio **April 2020 PPM Radio Market Report**, scheduled to begin releasing today, Monday May 11, measures the period of *March 26 - April 22, 2020*. Generally speaking, all 4 weeks of the month have impacts from COVID-19. Please see the Nielsen advisory below regarding use of these data for future buying and planning purposes.

Nielsen takes steps to ensure that the media measurement data we release meet our data quality standards. Audience estimates covering the time of the COVID-19 Public Health Emergency can and should be used to understand the nature of that audience during that period only since it may reflect behavior that is unique to the COVID-19 crisis. Users should be aware that the effect of COVID-19 on media consumption will vary by market, period and measurement type.

Given the anomalous nature of audience behavior during the COVID-19 Public Health Emergency, it is Nielsen's position that future buying and planning decisions for periods that fall outside the COVID-19 crisis should not be made using COVID-19 impacted audience estimates.

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About Southern California Broadcasters Association

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting Southern Californians. In addition to marketing presentations, the SCBA provides market and data research, member station sales training, community outreach, scholarship funds, speaking engagements, political lobbying, client and agency consultation, and interaction with state representatives and industry press.

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Southern California Broadcasters Association

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