



*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**, September 2, 2020 – On behalf of its member radio stations, the Southern California Broadcasters Association wants to assure our advertising clients that we are continuing to do 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 and other social distancing restrictions have disrupted peoples' lives and their daily routines, including how they consume media. The ongoing 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.

The most recent Nielsen Audio audience trending reports are continuing to reflect strong recovery of radio listening in all metrics. Listening levels are now nearing pre-COVID-19 levels. But it is important to remember that even the most recent trends are reflecting the recent past. As people have adjusted to the circumstances, we are seeing their use of radio, in all its various distribution channels (over-the-air, mobile and Internet streaming, APPs and smart speakers), being very robust. *Please read this statement carefully:*



Monday, August 31, 2020

The Nielsen Audio **August 2020 PPM Radio Market Report**, scheduled to begin releasing today, Monday August 31st, measures the period of July 16 - August 12, 2020. 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.**

Please contact your Nielsen Audio Client Solutions representative with any questions regarding this message.

---

#### **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.

---

**For more information contact Miles Sexton, Interim President, SCBA**

805-701-0031

[miles.sexton@scba.com](mailto:miles.sexton@scba.com)



Southern California Broadcasters Association

[www.scba.com](http://www.scba.com)