

**OCTOBER 28, 2020**

Yesterday Nielsen Audio held a webinar to present the October results for the PPM markets. It is important to remember that even though this is the October Monthly, it actually is 3 weeks of September and the first week of October.

Bearing in mind the explanation I gave about the new headphone and outlier methodologies last week, I want to add some additional information for you to be aware of as you review the October results which are the first to implement this new headphone adjustment methodology:

- Your station will only see results with this methodology if you are not only encoding your licensed streams but requesting TLR (Total Line Reporting) as well.
- If you are streaming and licensing it but not requesting TLR, your streaming results will be listed separately.
- If you are encoding an unlicensed stream your results will only show up if it achieves the minimum reporting requirement (Cume rating of 0.495 or greater).

The link below is to a Inside Radio story today that includes the Nielsen presentation materials regarding how the headphone adjustment methodology is effecting PPM results:

[http://www.insideradio.com/free/headphone-adjustment-and-organic-growth-drive-6-listening-surge-in-october/article\\_6aece6c6-18e6-11eb-9e13-f7cd6c821cdb.html](http://www.insideradio.com/free/headphone-adjustment-and-organic-growth-drive-6-listening-surge-in-october/article_6aece6c6-18e6-11eb-9e13-f7cd6c821cdb.html)

I know many of you are resisting the additional fees Nielsen charges for licensing your streams. I just want to make sure you are aware of how the data will be presented in the various scenarios.

Liz has customized the October results for our PPM markets in the links below:

**ATTACHMENTS:**

[2020.10 – Audio Client Webinar LOS ANGELES](#)

[2020.10 – Audio Client Webinar RIVERSIDE/SAN BERNARDINO](#)

[2020.10 – Audio Client Webinar SAN DIEGO](#)

Nielsen also presented additional information from the Consumer Insights studies that they have been conducting since the pandemic lockdown started in March. They have extracted some additional insights and presented them in an improved format entitled ***ON THE ROAD TO RECOVERY WITH AM/FM RADIO***. Below is a link to the Nielsen version and Liz has also customized the presentation for SCBA for your use:

**ATTACHMENTS:**

[Nielsen Audio Today 2020 – On The Road To Recovery With AM/FM Radio](#)

[2020.10.28 - Nielsen Consumer Study](#)

Now it is time to present you with the latest weekly trends in our PPM markets.

**Los Angeles AQH**

March - 692,700

April - 455,600

May - 519,800

June - 570,700

July - 586,100 off 15.3%

August - 586,000 off 15.4%

Sept. - 570,600 off 17.6%

October - 596,000 off 13.9%

**NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES**

Sept. Week 1 - 577,300 (Off 16.6% from March)

Sept. Week 2 - 573,400 off 17.2%

Sept. Week 3 - 578,900 off 16.4%

Sept. Week 4 - 552,800 off 20.1%

Oct. Week 1 - 563,500 (off 18.6% from March)

Oct. Week 2 - 580,000 off 16.2%

Oct. Week 3 - 580,000 off 16.2%

Oct. Week 4 - 591,800 off 14.5%

Nov. Week 1 - 579,800 off 16.2%

**NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.**

## Los Angeles Cume

March - 10,611,300  
April - 9,080,100  
May - 9,572,200  
June - 9,941,100  
July - 10,089,600 off 4.9%  
August - 10,029,800 off 5.4%  
Sept. - 9,999,500 off 5.7%  
Oct. - 10,055,100 off 5.2%

Sept. Week 1 - 10,053,100 (Off 5.2% from March)  
Sept. Week 2 - 9,988,800 off 5.8%  
Sept. Week 3 - 10,096,100 off 4.9%  
Sept. Week 4 - 9,859,900 off 7%

Oct. Week 1 - 9,970,700 (Off 6% from March)  
Oct. Week 2 - 10,074,200 off 5%  
Oct. Week 3 - 10,155,500 off 4.6%  
Oct. Week 4 - 10,060,000 off 5.1%

Nov. Week 1 - 10,133,900 (off 4.4% from March)

## Riverside/San Bernardino AQH

March - 128,900  
April - 96,200  
May - 105,000  
June - 115,100  
July - 108,600 off 15.7%  
August - 109,400 off 15.1%  
Sept. - 102,100 off 20.7%  
Oct. - 106,000 off 17.7%

**NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES.**

Sept. Week 1 - 103,500 (Off 19.7% from March)  
Sept. Week 2 - 100,300 off 22%  
Sept. Week 3 - 109,600 off 15%  
Sept. Week 4 - 95,000 off 26.2%

Oct. Week 1 - 104,600 (Off 18.8% from March)  
Oct. Week 2 - 104,600 off 18.8%  
Oct. Week 3 - 102,200 off 20.7%  
Oct. Week 4 - 101,000 off 21.6%

Nov Week 1 - 101,200 (off 21.4% from March)

**NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.**

### **Riverside/San Bernardino Cume**

March - 2,012,400  
April - 1,727,400  
May - 1,846,500  
June - 1,924,800  
July - 1,968,100 off 2.2%  
August - 1,948,500 off 3.1%  
Sept. - 1,909,800 off 5%  
Oct. - 1,891,200 off 6%

Sept. Week 1 - 1,925,500 (Off 4.3% from March)  
Sept. Week 2 - 1,944,000 off 3.3%  
Sept. Week 3 - 1,904,700 off 5.4%  
Sept. Week 4 - 1,865,000 off 7.3%

Oct. Week 1 - 1,916,000 (Off 4.7% from March)  
Oct. Week 2 - 1,889,200 off 6.1%  
Oct. Week 3 - 1,889,900 off 6%  
Oct. Week 4 - 1,869,700 off 7%

Nov. Week 1 - 1,883,100 (off 6.4% from March)

## San Diego AQH

March - 142,700  
April - 98,000  
May - 109,400  
June - 120,100  
July - 126,000  
August - 128,500 (off 10% from March)  
Sept. - 125,000 (off 12.4% from March)  
Oct. - 126,800 (off 11.1% from March)

### NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

Sept. Week 1 - 126,900 (Off 11.1% from March)  
Sept. Week 2 - 120,900 off 15.3%  
Sept. Week 3 - 132,000 off 7.5%  
Sept. Week 4 - 120,100 off 15.8%

Oct. Week 1 - 124,400 (off 12.8% from March)  
Oct. Week 2 - 121,000 off 15.2%  
Oct. Week 3 - 118,800 off 16.7%  
Oct. Week 4 - 125,400 off 12.1% from March

Nov. Week 1 - 119,900 (off 16% from March)

### NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

## San Diego Cume

March - 2,549,000  
April - 2,133,900  
May - 2,303,400  
June - 2,408,600  
July - 2,438,900  
August - 2,418,400 (off 5.1% from March)  
Sept. - 2,382,700 (off 6.5% from March)  
Oct. - 2,398,000 (off 5.9% from March)

Sept. Week 1 - 2,418,400 (Off 5.1% from March)  
Sept. Week 2 - 2,329,400 (off 8.6%)  
Sept. Week 3 - 2,401,900 (off 5.8%)  
Sept. Week 4 - 2,415,900 (off 5.2%)

Oct. Week 1 - 2,409,400 (Off 5.4% from March)  
Oct. Week 2 - 2,433,200 (off 4.5%)  
Oct. Week 3 - 2,403,400 (off 5.7%)  
Oct. Week 4 - 2,346,200 (off 8.0%)

Nov. Week 1 - 2,324,800 (off 8.8% from March)

And now onto the curated lists of resources and articles to keep you informed and equipped to compete:

### **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:**

#### **How Has the Pandemic Affected Our Brick-and-Mortar Holiday Forecast?**

**Ecommerce will see gains, but brick-and-mortar retail will decline**

eMarketer October 27, 2028

<https://www.emarketer.com/content/how-has-pandemic-affected-our-brick-and-mortar-holiday-forecast?cid=NL1014>

#### **Here's Why You Should Be Targeting Fast Food Chains**

Radio Ink October 22, 2020

[https://radioink.com/2020/10/22/heres-why-you-should-be-targeting-fast-food-chains/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/10/22/heres-why-you-should-be-targeting-fast-food-chains/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **The Secret To Being A Great Salesperson**

Radio Ink October 22, 2020

[https://radioink.com/2020/10/22/the-secret-to-being-a-great-salesperson/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/10/22/the-secret-to-being-a-great-salesperson/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **United Health Care, GEICO Swap Places**

Radio Ink October 26, 2020

[https://radioink.com/2020/10/26/united-health-care-geico-swap-places/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/10/26/united-health-care-geico-swap-places/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **The Final Countdown: Radio Cashes In On Last Ditch Election Spending.**

Inside Radio October 26, 2020

[http://www.insideradio.com/free/the-final-countdown-radio-cashes-in-on-last-ditch-election-spending/article\\_89e53b2a-1759-11eb-88ed-0b74c80be00c.html](http://www.insideradio.com/free/the-final-countdown-radio-cashes-in-on-last-ditch-election-spending/article_89e53b2a-1759-11eb-88ed-0b74c80be00c.html)

## **YOUTUBE AND TV ARE SOLD OUT: WHAT'S A POLITICAL CAMPAIGN TO DO? AM/FM RADIO TO THE RESCUE WITH MASSIVE VOTER REACH**

Westwood One October 26, 2020

<https://www.westwoodone.com/2020/10/23/youtube-and-tv-are-sold-out-whats-a-political-campaign-to-do-am-fm-radio-to-the-rescue-with-massive-voter-reach/>

## **Where Ad-Sales Reps Are Having "Best Luck"**

Borrell Research October 26, 2020

<https://wordpress.borrellassociates.com/2020-chart-of-the-week/>

## **Radio's Political Advertising 'Superpower' Is Reaching Light TV Viewers.**

Inside Radio October 26, 2020

[http://www.insideradio.com/free/radio-s-political-advertising-superpower-is-reaching-light-tv-viewers/article\\_68810180-1759-11eb-8d7a-4fca3c67995f.html](http://www.insideradio.com/free/radio-s-political-advertising-superpower-is-reaching-light-tv-viewers/article_68810180-1759-11eb-8d7a-4fca3c67995f.html)

## **Ad Spend Stabilizes in 4th Quarter of Broadcast Year 2019-2020**

Standard Media Index October 26, 2020

<https://www.standardmediaindex.com/insights/ad-spend-stabilizes-in-4th-quarter-of-broadcast-year-2019-2020/>

## **CPG: Strong September sales bode well for holiday; forecasts 5.8% growth**

Chain Store Age October 16, 2020

[https://chainstoreage.com/cpg-strong-september-sales-bode-well-holiday-forecasts-58-growth#:~:text=That's%20according%20to%20Customer%20Growth,autos%2C%20gasoline%20and%20restaurants.\)](https://chainstoreage.com/cpg-strong-september-sales-bode-well-holiday-forecasts-58-growth#:~:text=That's%20according%20to%20Customer%20Growth,autos%2C%20gasoline%20and%20restaurants.))

## **How to Remotely Coach Your Poorly Performing Sales Rep**

SalesFuel October 24, 2020

<https://salesfuel.com/how-to-remotely-coach-your-poorly-performing-sales-rep/>

## **5 Negotiation Styles and How to Approach Them**

SalesFuel October 24, 2020

<https://salesfuel.com/5-types-of-negotiations-and-how-to-approach-them/>

## **Pain Points: A Primer On What To Ask & Why**

SalesFuel October 24, 2020

<https://salesfuel.com/pain-points-a-primer-on-what-to-ask-why/>

## **Uncovering Pain Points & Next Steps: Part 2**

SalesFuel October 24, 2020

<https://salesfuel.com/uncovering-pain-points-next-steps-part-2/>

### **Small Businesses Are Struggling but Remain Hopeful, New Facebook Research Finds**

Adweek October 23, 2020

[https://www.adweek.com/partner-articles/small-businesses-are-struggling-but-remain-hopeful-new-facebook-research-finds/?utm\\_content=summary\\_component&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=Agencies\\_Newsletter\\_201023162606&lyt\\_id=1385784](https://www.adweek.com/partner-articles/small-businesses-are-struggling-but-remain-hopeful-new-facebook-research-finds/?utm_content=summary_component&utm_source=postup&utm_medium=email&utm_campaign=Agencies_Newsletter_201023162606&lyt_id=1385784)

### **Quick-Serve Restaurants Order Up Millions Of Radio Spots.**

Inside Radio October 23, 2020

[http://www.insideradio.com/free/quick-serve-restaurants-order-up-millions-of-radio-spots/article\\_93f4416c-149b-11eb-ab67-2fdfe558321c.html](http://www.insideradio.com/free/quick-serve-restaurants-order-up-millions-of-radio-spots/article_93f4416c-149b-11eb-ab67-2fdfe558321c.html)

### **RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:**

#### **Radio's Opportunity In The \$63 Billion Content Marketing Space**

Inside Radio October 27, 2020

[http://www.insideradio.com/free/radio-s-opportunity-in-the-63-billion-content-marketing-space/article\\_fe3c3490-181e-11eb-83f0-4712fe3c1359.html](http://www.insideradio.com/free/radio-s-opportunity-in-the-63-billion-content-marketing-space/article_fe3c3490-181e-11eb-83f0-4712fe3c1359.html)

#### **What CEOs Say About Employee Burnout and Work-Life Balance**

WSJ October 9, 2020

[https://www.wsj.com/articles/what-ceos-say-about-employee-burnout-and-work-life-balance-11602250653?st=13sik7auzjkjesi&mod=sbacq\\_5](https://www.wsj.com/articles/what-ceos-say-about-employee-burnout-and-work-life-balance-11602250653?st=13sik7auzjkjesi&mod=sbacq_5)

#### **COVID Cases Are Going Up, And Now So Too Is Computer Podcast Listening.**

Inside Radio October 27, 2020

[http://www.insideradio.com/podcastnewsdaily/covid-cases-are-going-up-and-now-so-too-is-computer-podcast-listening/article\\_02ee0618-1873-11eb-8476-a35feddc338e.html](http://www.insideradio.com/podcastnewsdaily/covid-cases-are-going-up-and-now-so-too-is-computer-podcast-listening/article_02ee0618-1873-11eb-8476-a35feddc338e.html)

#### **4 ways agencies can strike up a better relationship with clients**

The Drum 27 October 2020

<https://www.thedrum.com/news/2020/10/27/4-ways-agencies-can-strike-up-better-relationship-with-clients>

#### **Marketron E-Mail Series Designed to Pump Radio's Digital Sales**

RBR-TVBR October 26, 2020

<https://www.rbr.com/marketron-digital-seller-series/>

Reuters: Smart Speakers A Potential Bonanza For Audio Content Creators.



### **Inside Radio October 26, 2020**

[http://www.insideradio.com/podcastnewsdaily/reuters-smart-speakers-a-potential-bonanza-for-audio-content-creators/article\\_96bf9646-17a5-11eb-9ffc-5f342940dc2f.html](http://www.insideradio.com/podcastnewsdaily/reuters-smart-speakers-a-potential-bonanza-for-audio-content-creators/article_96bf9646-17a5-11eb-9ffc-5f342940dc2f.html)

### **Marketers Try New Data Tools to Navigate Pandemic**

**Analytics platforms developed by marketers' agencies collate information on everything from foot traffic to local pandemic restrictions**

WSJ October 26, 2020

<https://www.wsj.com/articles/marketers-try-new-data-tools-to-navigate-pandemic-11603620000>

### **Retail Ad Spending To Drop This Holiday Season As Shoppers Shift Online**

Forbes October 26, 2020

<https://www.forbes.com/sites/bradadgate/2020/10/26/the-holiday-season-will-look-very-different-this-year/#454af9812313>

### **Media executives are finally accepting the decline of cable TV as they plot a new path forward**

CNBC October 24, 2020

<https://www.cnbc.com/2020/10/24/big-media-companies-reorganize-for-world-of-50-million-tv-subscribers.html>

### **FCC To Hold Symposium On Access To Capital For Broadcaster Diversity October 26, 2020**

All Access October 26, 2020

<https://www.allaccess.com/net-news/archive/story/201256/fcc-to-hold-symposium-on-access-to-capital-for-bro>

### **Social Media Didn't Experience the Pandemic Bump You May Have Expected**

eMarketer October 26, 2020

<https://www.emarketer.com/content/social-media-didnt-experience-pandemic-bump?ecid=NL1001>

### **Pandora Audio Study: Smart Speaker Usage Up 43% Since Start Of Year.**

Inside Radio October 23, 2020

[http://www.insideradio.com/free/pandora-audio-study-smart-speaker-usage-up-43-since-start-of-year/article\\_0c72f352-1575-11eb-9730-0bc117d6948e.html](http://www.insideradio.com/free/pandora-audio-study-smart-speaker-usage-up-43-since-start-of-year/article_0c72f352-1575-11eb-9730-0bc117d6948e.html)

### **11 Takeaways from ANA Masters of Marketing**

Adweek October 23, 2020

[https://www.adweek.com/brand-marketing/11-takeaways-from-ana-masters-of-marketing/?utm\\_content=lead&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=BrandMarketing\\_Newsletter\\_201023160624&utm\\_id=1385784](https://www.adweek.com/brand-marketing/11-takeaways-from-ana-masters-of-marketing/?utm_content=lead&utm_source=postup&utm_medium=email&utm_campaign=BrandMarketing_Newsletter_201023160624&utm_id=1385784)



**Where's Podcasting Going? Execs See More Deals, Ad Tech, And New Rules Ahead.**

Inside Radio October 23, 2020

[http://www.insideradio.com/podcastnewsdaily/where-s-podcasting-going-exec-see-more-deals-ad-tech-and-new-rules-ahead/article\\_88ba4040-1553-11eb-a3fc-bfa43a4a304a.html](http://www.insideradio.com/podcastnewsdaily/where-s-podcasting-going-exec-see-more-deals-ad-tech-and-new-rules-ahead/article_88ba4040-1553-11eb-a3fc-bfa43a4a304a.html)

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