

NOVEMBER 18, 2020

From a Nielsen Audio standpoint November is now a wrap for our PPM markets so let's take a look at the summary trending information for Week 4 and the full month:

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%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Nov. Week 2 - 582,200 off 15.9%
Nov. Week 3 - 573,700 off 17.1%
Nov. Week 4 - 587,500 off 15.1%

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%

Nov. - 10,133,900 off 4.4%

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)

Nov. Week 2 - 10,216,200 off 3.7%

Nov. Week 3 - 10,052,500 off 5.2%

Nov. Week 4 - 10,132,900 off 4.5%

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%

Nov. - 105,600 off 18%

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

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)
Nov. Week 2 - 100,000 off 22.4%
Nov. Week 3 - 99,000 off 23.1%
Nov. Week 4 - 106,500 off 17.3%

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%
Nov. - 1,901,700 off 5.5%

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)
Nov. Week 2 - 1,891,100 off 6%
Nov. Week 3 - 1,902,800 off 5.4%
Nov. Week 4 - 1,929,700 off 4.1%

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)
Nov. - 129,300 (off 9.4% from March)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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)
Nov. Week 2 - 121,700 off 14.6%
Nov. Week 3 - 125,700 off 11.9%
Nov. Week 4 - 127,800 off 10.4%

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)
Nov. - 2,361,900 (off 7.3% from March)

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)
Nov. Week 2 - 2,320,800 (off 9.0%)
Nov. Week 3 - 2,408,500 (off 5.5%)
Nov. Week 4 - 2,393,700 (off 6.1%)

There is a boat load of great information in these weeks curated lists of resources and articles so let the voyage begin:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Increased Radio Usage In COVID Era Among Media Trends Spotted By GroupM.

Inside Radio November 18, 2020

http://www.insideradio.com/free/increased-radio-usage-in-covid-era-among-media-trends-spotted-by-groupm/article_6561b732-296b-11eb-bde8-e35bdf5a8f45.html

It's Not Just Christmas Radio That Came Early This Year. So Have Holiday Shoppers.

Inside Radio (National Retail Federation) November 17, 2020

http://www.insideradio.com/free/it-s-not-just-christmas-radio-that-came-early-this-year-so-have-holiday-shoppers/article_ff75c73c-28a3-11eb-91ff-f3c1e2a111fc.html

U.S. sales inch up in October, boosted by early holiday shopping, Prime Day

Chain Store Age November 17, 2020

https://chainstoreage.com/us-sales-inch-october-boosted-early-holiday-shopping-prime-day?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

How Retailers Can Thrive in a Shopping Season Like No Other

Harvard Business School November 17, 2020

[https://hbswk.hbs.edu/item/how-retailers-can-thrive-in-a-shopping-season-like-no-other?cid=s mailing-32780711-WK%20Newsletter%2011-18-2020%20\(1\)-November%2018,%202020](https://hbswk.hbs.edu/item/how-retailers-can-thrive-in-a-shopping-season-like-no-other?cid=s mailing-32780711-WK%20Newsletter%2011-18-2020%20(1)-November%2018,%202020)

FCC's Michelle Carey On Radio: 'Perhaps The Most Accessible Medium Of Our Time.'

Inside Radio November 17, 2020

http://www.insideradio.com/free/fcc-s-michelle-carey-on-radio-perhaps-the-most-accessible-medium-of-our-time/article_e0dbc844-2920-11eb-8802-b37dec2c04d8.html

Brands Need to Refine Their Empathy Messaging If They Hope to Reach Consumers

'We're here for you' messages are no longer enough

ADWEEK November 17, 2020

https://www.adweek.com/digital/brands-refine-empathy-messages-reach-customers/?utm_content=position_4&utm_source=postup&utm_medium=email&utm_campaign=BrandMarketing_Newsletter_201117160146&recip_id=1385784&lyt_id=1385784

8 Holiday Marketing Campaign Ideas for eCommerce

Social Media Today November 17, 2020

<https://www.socialmediatoday.com/news/8-holiday-marketing-campaign-ideas-for-ecommerce/589136/>

Radio Listeners More Likely To Increase Holiday Spending In 2020, Says Nielsen Survey.

Inside Radio (Nielsen Audio Study) November 17, 2020

http://www.insideradio.com/free/radio-listeners-more-likely-to-increase-holiday-spending-in-2020-says-nielsen-survey/article_a267e498-28a4-11eb-bbd2-eb348fd7e386.html

The Home Depot Swarms Radio

Radio Ink November 16, 2020

https://radioink.com/2020/11/16/the-home-depot-swarms-radio/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

Home Depot Q3 same-store sales surge; to make permanent wage increase

Chain Store Age November 17, 2020

<https://chainstoreage.com/home-depot-q3-same-store-sales-surge-make-permanent-wage-increases>

AS AD SPENDING PICKS UP, BRANDS NEED TO BALANCE AWARENESS AND ACTIVATION STRATEGIES

Nielsen Audio Study October 29, 2020

<https://www.nielsen.com/us/en/insights/article/2020/as-ad-spending-picks-up-brands-need-to-balance-awareness-and-activation-strategies/>

The Dilemma of Annuals

Radio Ink (Charlie Sislen) November 16, 2020

https://radioink.com/2020/11/16/the-dilemma-of-annuals/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

How to Land a Meeting with a Prospect in 3 Steps

SalesFuel November 14, 2020

<https://salesfuel.com/how-to-land-a-meeting-with-a-prospect-in-3-steps/>

Writing Emails that Will Actually Get Responses

SalesFuel November 14, 2020

<https://salesfuel.com/writing-emails-that-will-actually-get-responses/>

Inside Info: Daytime Radio Seen As Way To Capture Ears of Workers.

Inside Radio (Media Audit) November 13, 2020

http://www.insideradio.com/free/inside-info-daytime-radio-seen-as-way-to-capture-ears-of-workers/article_dbe45348-257d-11eb-b11a-7fe0dd71a666.html

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

NIELSEN AT PODCAST MOVEMENT 2020: OPPORTUNITIES IN A SKYROCKETING INDUSTRY

Nielsen Scarborough/IAB November 17, 2020

<https://www.nielsen.com/us/en/news-center/2020/nielsen-at-podcast-movement-2020-opportunities-in-a-skyrocketing-industry/>

YouTube targets music fans with new audio ad format

TechCrunch November 17, 2020

<https://techcrunch.com/2020/11/17/youtube-targets-music-fans-with-new-audio-ad-format/>

2020's Biggest US Forecasting Shocks

A Year of Recalculations Brought About by COVID-19

eMarketer November 17, 2020

<https://www.emarketer.com/content/2020s-biggest-us-forecasting-shocks?ecid=NL1001>

Why Personal Assistants Will Continue To Have A Larger Role In Finding Radio.

Inside Radio November 17, 2020

http://www.insideradio.com/free/why-personal-assistants-will-continue-to-have-a-larger-role-in-finding-radio/article_d3138504-296a-11eb-b145-df6226b57b4d.html

Here is the link to the full eMarketer report:

<https://www.emarketer.com/content/voice-assistant-and-smart-speaker-users-2020?ecid=NL1001>

Blame it All on COVID

Radio Ink November 17, 2020

https://radioink.com/2020/11/17/blame-it-all-on-covid/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

Political Revenue Reached New Heights At Radio In 2020.

Inside Radio November 16, 2020

http://www.insideradio.com/free/political-revenue-reached-new-heights-at-radio-in-2020/article_b6c6146c-27de-11eb-9cbd-c36aa89fa6dd.html

How to Apply Digital Marketing Principles to Traditional Media Channels

StreetFight November 16, 2020

<https://streetfightmag.com/2020/11/16/how-to-apply-digital-marketing-principles-to-traditional-media-channels/>

How Walmart, Kroger Plan to Become Advertising Giants

Retail titans can capitalize on the pandemic-driven surge in e-commerce by revving up their online-advertising plans.

(Note: Retailers have long made a profit off their Free Standing Inserts and multiple brand print ads. This is a digital age version of this traditional revenue stream but could prove to be much bigger)

WSJ November 13, 2020

<https://www.wsj.com/articles/how-walmart-kroger-plan-to-become-advertising-giants-11605263402>

Podcasting Now Has Second Biggest ‘Share Of Ear’ Behind Only Radio, Says Edison.

Inside Radio (Edison Research) November 13, 2020

http://www.insideradio.com/podcastnewsdaily/podcasting-now-has-second-biggest-share-of-ear-behind-only-radio-says-edison/article_488d2664-25d3-11eb-9f92-a3b37426a5b9.html

CBRE predicts 20% reduction in total U.S. retail square footage by 2025

Chain Store Age November 13, 2020

https://chainstoreage.com/cbre-predicts-20-reduction-total-us-retail-square-footage-2025?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Understanding The Differences Between Traditional Digital Advertising And Digital Performance Advertising

Digital Advertising Industry News November 12, 2020

<https://insights.digitalmediasolutions.com/news/digital-advertising-vs-performance-advertising>

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