

NOVEMBER 25, 2020

First item on the agenda for this last week of November is the first week of December! A quick look at the Nielsen PPM trends for December Week 1 shows some decline from November. But keep in mind that December Week 1 is actually the week of November 5-11, the week starting immediately after the November 3 election that was still an undecided cliffhanger. This may have had some disruptive effect on media consumption patterns for that period.

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%

Dec. Week 1 - 587,600 (off 15.1% from March)

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%

Dec. Week 1 - 9,880,500 (off 6.8% 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%
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%

Dec. Week 1 - 105,400 (off 18.2% 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%
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%

Dec. Week 1 - 1,870,000 (off 7% 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)
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%

Dec. Week 1 - 118,500 (off 17.0% 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)
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%)

Dec. Week 1 - 2,295,700 (off 9.9% from March)

There is a veritable feast of information to feed your hungry minds this Thanksgiving week so let's dig right in:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

The Media Seller's Guide to Cyber Week 2020

SalesFuel November 21, 2020

ATTACHMENT: [The Media Sellers Guide to Cyber Week 2020](#)

Research Says News Is Under-Used by Advertisers

Media Village November 25, 2020

(Note: This article is mostly focused on TV news but is very applicable to Radio as well)

<https://www.mediavillage.com/article/research-says-news-is-under-used-by-advertisers/>

Effort In Congress To Steer More Pentagon Ad Dollars To Local Media.

Inside Radio November 25, 2020

http://www.insideradio.com/free/effort-in-congress-to-steer-more-pentagon-ad-dollars-to-local-media/article_25a54982-2ef3-11eb-9ce0-63335eda1cec.html

Mobile Marketing Strategies for the Most Unusual Holiday Season Ever

Customer Think November 24, 2020

<https://customerthink.com/mobile-marketing-strategies-for-the-most-unusual-holiday-season-ever/>

Consumers expect brands to be inclusive

eMarketer November 25, 2020

<https://www.emarketer.com/content/consumers-expect-brands-inclusive?ecid=NL1001>

Forecast: 7% Drop in Ad Spend In 2020, With Streaming Audio A Bright Spot.

Inside Radio (pqmedia) November 25, 2020

http://www.insideradio.com/free/forecast-7-drop-in-ad-spend-in-2020-with-streaming-audio-a-bright-spot/article_0a6213a8-2ef3-11eb-8815-5fe93f609a66.html

Borrell Drops Bombshells

(Note: key findings from the Borrell's survey of local advertisers)

Radio Ink November 25, 2020

https://radioink.com/2020/11/25/borrell-drops-bombshells/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

Five Ad Categories Undergoing The Biggest Shifts In 2020.

Inside Radio November 24, 2020

http://www.insideradio.com/free/five-ad-categories-undergoing-the-biggest-shifts-in-2020/article_f7423fee-2e27-11eb-b05c-0f59948ebece.html

NRF: Holiday sales to rise 3.6% to 5.2% in 'strong finish' to 2020

Chain Store Age (National Retail Federation) November 24, 2020

https://chainstoreage.com/nrf-holiday-sales-rise-36-52-strong-finish-2020?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Outlook for Auto Industry Looks Promising in 2021

Sales expected to hit 16.3 million units in 2021.

The Detroit Bureau November 23, 2020

<https://www.thedetroitbureau.com/2020/11/outlook-for-auto-industry-looks-promising-in-2021/>

Why The Insurance Industry Doubled Down On Radio In 2020.

Inside Radio November 23, 2020

http://www.insideradio.com/free/why-the-insurance-industry-doubled-down-on-radio-in-2020/article_5d0912e8-2d5c-11eb-b422-7b2ceb6dc1.html

A Huge Week At Radio For The Home Depot

Radio+TV Business Report November 23, 2020

<https://www.rbr.com/mm-spot-ten-radio-11232020/>

Here's Why Molson Coors Is Tapping Podcast Advertising.

Inside Radio November 23, 2020

http://www.insideradio.com/podcastnewsdaily/here-s-why-molson-coors-is-tapping-podcast-advertising/article_4cf8f388-2db0-11eb-9c3c-63fd615e61c5.html

With Thanksgiving Days Away, The All-Christmas Floodgates Are Wide Open.

Inside Radio November 23, 2020

http://www.insideradio.com/free/with-thanksgiving-days-away-the-all-christmas-floodgates-are-wide-open/article_369d6000-2d5c-11eb-9021-67960e62a4cb.html

Three predictions for Black Friday weekend (it still matters)

Chain Store Age November 23, 2020

https://chainstoreage.com/three-predictions-black-friday-weekend-it-still-matters?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

5 Reasons Companies Should Increase Ad Budgets

Radio Ink November 23, 2020

https://radioink.com/2020/11/23/5-reasons-companies-should-increase-their-advertising-budgets/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Show Me The Relationships

Radio ink (Loyd Ford) November 22, 2020

https://radioink.com/2020/11/22/show-me-the-relationships/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Online grocery sales will increase by nearly 53% this year

eMarketer November 19, 2020

<https://www.emarketer.com/content/online-grocery-sales-will-increase-by-nearly-53-this-year?ecid=NL1016>

Volvo Was Biggest Podcast Advertiser In October, But Financial Category Was The Standout.

Inside Radio November 20, 2020

http://www.insideradio.com/free/volvo-was-biggest-podcast-advertiser-in-october-but-financial-category-was-the-standout/article_12b564aa-2b7a-11eb-8a25-e725e82ac887.html

Inside Info: Radio Scores High With Consumers Who Buy ‘Green’ and Have Larger Incomes.

Inside Radio November 19, 2020

http://www.insideradio.com/free/inside-info-radio-scores-high-with-consumers-who-buy-green-and-have-larger-incomes/article_644d8a30-2a36-11eb-b0d3-679a07e63673.html

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

Media Trends and Predictions 2021

10 trends that will impact media and communications in 2021

KANTAR November 23, 2020

ATTACHMENT: [Media Trends & Predictions 2021](#)

What Was Radio's Take From Record-Setting Election Spend?

Inside Radio (KANTAR) November 25, 2020

http://www.insideradio.com/free/what-was-radio-s-take-from-record-setting-election-spend/article_66732cb8-2ef3-11eb-bbb4-b733d98180f6.html

Survey: Young Adults Put Podcasts In Friend Category, Replacing TV Viewing.

Inside Radio November 25, 2020

http://www.insideradio.com/free/survey-young-adults-put-podcasts-in-friend-category-replacing-tv-viewing/article_c3f70a0e-2ef2-11eb-8d23-77e14a7e5e2f.html

Voice Assistants Driving Users To Media Platforms Through Wireless Ear Buds.

Inside Radio November 23, 2020

http://www.insideradio.com/podcastnewsdaily/voice-assistants-driving-users-to-media-platforms-through-wireless-ear-buds/article_c705cfb8-2dae-11eb-ab5b-8fc6f7077f6a.html

INSTAGRAM TURNS INFLUENCER BRANDED CONTENT ON ITS HEAD, GIVING ADVERTISERS GREATER CONTROL

AD AGE November 23, 2020

<https://adage.com/article/media/instagram-turns-influencer-branded-content-its-head-giving-advertisers-greater-control/2296106>

A COVID-19 vaccine could lead to a surge in OOH advertising, but is the industry ready?

SmartBrief November 23, 2020

https://www.smartbrief.com/original/2020/11/covid-19-vaccine-could-lead-surge-ooh-advertising-industry-ready?utm_source=brief

Horizon-TikTok Deal To Focus On Campaign Opportunities For Clients

MdiaPost November 20, 2020

<https://www.mediapost.com/publications/article/357997/horizon-tiktok-deal-to-focus-on-campaign-opportuni.html>

Economic rebound, media consumption and consumer perception trends during COVID-19

WARC November 20, 2020

<https://www.warc.com/newsandopinion/opinion/economic-rebound-media-consumption-and-consumer-perception-trends-during-covid-19/3955>

10 Ways Your Radio Station Can Find The Joy This Holiday Season

Jacobs Media Strategies November 23, 2020

<https://jacobsmedia.com/10-ways-your-radio-station-can-find-the-joy-this-holiday-season/>

TV Must Retool Now: Lessons Not Learned By U.S. Automakers In '70s

MediaPost November 19, 2020

<https://www.mediapost.com/publications/article/357975/tv-must-retool-now-lessons-not-learned-by-us-a.html?edition=120514>

And Then There Were Two: Chart of the Week

Borrell Associates November 23, 2020

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

Digital and TV advertising: The lift is real

TheMediaOnline November 23, 2020

(Note: This is a topic that radio needs to embrace and create more synergy between radio and digital advertising. We have a foundation, but we need to build on it fast).

<https://themediainline.co.za/2020/11/digital-and-tv-advertising-the-lift-is-real/>

IAB - Digital ad spend bounces back but still below pre pandemic

Ad News November 23, 2020

<https://www.adnews.com.au/news/iab-digital-ad-spend-bounces-back-but-still-below-pre-pandemic>

HOW TO GET POWERFUL RADIO ANALYTICS TOOLS FOR FREE AND BOOST REVENUE

VERITONE November 18, 2020

<https://www.veritone.com/blog/how-to-get-powerful-radio-analytics-tools-for-free-and-boost-revenue/>

Why Media Companies Should Rethink Their Ad Sales Operations Now

FORBES November 19, 2020

<https://www.forbes.com/sites/tonysilber/2020/11/19/why-media-companies-should-rethink-their-ad-sales-operations-now/?sh=711bd19970d2>

Predictions For Digital Ad Landscape In 2021: Rise Of Streaming Accelerates.

Inside Radio November 20, 2020

http://www.insideradio.com/free/predictions-for-digital-ad-landscape-in-2021-rise-of-streaming-accelerates/article_536d9c2c-2b04-11eb-8975-af353dea1ecd.html

Nielsen Rolls Out New System To Identify Consumers In a Cookieless World.

Inside Radio November 19, 2020

http://www.insideradio.com/free/nielsen-rolls-out-new-system-to-identify-consumers-in-cookieless-world/article_6ac01284-2a95-11eb-acdd-c3860aba07c7.html

Hoping all of you enjoy a blessed and very Happy Thanksgiving with as much of your family you feel safe to gather with this year!

Miles

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