

## DECEMBER 10, 2020

In addition to a lot of great information in both the sales and management sections this week, there are some important items in the first part of today's resource update in the management section that will provide you with some important economic forecast information that can help you make adjustments to your planning and budgeting for 2021.

But first, let's review the latest audience summary data for our Nielsen PPM markets. Overall we see some incremental improvement in most of the metrics in all three regions:

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)  
Dec. Week 2 - 580,600 off 16.1%  
Dec. Week 3 - 608,200 off 12%

### 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)  
Dec. Week 2 - 9,866,500 off 7%  
Dec. Week 3 - 10,080,100 off 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%

Dec. Week 1 - 105,400 (off 18.2% from March)  
Dec. Week 2 - 108,500 off 15.8%  
Dec. Week 3 - 109,200 off 15.2%

**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)  
Dec. Week 2 - 1,933,600 off 3.9%  
Dec. Week 3 - 1,968,300 off 2.2%

### 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)  
Dec. Week 2 - 123,500 off 13.5%  
Dec. Week 3 - 124,900 off 12.5%

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)

Dec. Week 2 - 2,430,700 (off 4.6%)

Dec. Week 3 - 2,448,900 (off 3.9%)

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

#### **Here's What Agencies Want From Their Media Partners.**

Inside Radio (RAB) December 2020

[http://www.insideradio.com/free/here-s-what-agencies-want-from-their-media-partners/article\\_3bfbfc94-3abf-11eb-b6d5-875ff58daccb.html](http://www.insideradio.com/free/here-s-what-agencies-want-from-their-media-partners/article_3bfbfc94-3abf-11eb-b6d5-875ff58daccb.html)

#### **Local Ad Buyers Are Still Mostly An Untapped Podcast Opportunity, Advertiser Survey Shows.**

Inside Radio (Borrell) December 10 2020

[http://www.insideradio.com/free/local-ad-buyers-are-still-mostly-an-untapped-podcast-opportunity-advertiser-survey-shows/article\\_2f3de842-3abe-11eb-a020-e7fceff23d8f.html](http://www.insideradio.com/free/local-ad-buyers-are-still-mostly-an-untapped-podcast-opportunity-advertiser-survey-shows/article_2f3de842-3abe-11eb-a020-e7fceff23d8f.html)

#### **"The Definitive Guide to Digital Advertising" Will Help You in the Coming Year**

Franchising.com December 10, 2020

[https://www.franchising.com/articles/the\\_definitive\\_guide\\_to\\_digital\\_advertising\\_will\\_help\\_you\\_in\\_the\\_coming\\_yea.html](https://www.franchising.com/articles/the_definitive_guide_to_digital_advertising_will_help_you_in_the_coming_yea.html)

#### **Closing Phrases That Have A Big Impact**

SalesFuel December 5, 2020

<https://salesfuel.com/closing-phrases-that-have-a-big-impact/>

### **Nielsen Compiled 325 Studies Of Podcast Advertisers. Here's What It Found.**

Inside Radio (Nielsen) December 4, 2020

[http://www.insideradio.com/podcastnewsdaily/nielsen-compiled-325-studies-of-podcast-advertisers-here-s-what-it-found/article\\_1b15628a-3651-11eb-b4d8-5b84e0d06c87.html](http://www.insideradio.com/podcastnewsdaily/nielsen-compiled-325-studies-of-podcast-advertisers-here-s-what-it-found/article_1b15628a-3651-11eb-b4d8-5b84e0d06c87.html)

### **Radio Plays a Key Role in Amplifying Brand Purpose**

ANA/RAB December 4, 2020

[https://www.ana.net/magazines/show/id/forward-2020-12-rab-leading-with-purpose?st3=201204newsstand360non&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=201204mktg360newsstandnon&\\_zs=FANij1&\\_zl=nPSH7](https://www.ana.net/magazines/show/id/forward-2020-12-rab-leading-with-purpose?st3=201204newsstand360non&utm_source=informz&utm_medium=email&utm_campaign=201204mktg360newsstandnon&_zs=FANij1&_zl=nPSH7)

### **What Are Your Auto Dealers Doing with Their Tier 2 Ad Money?**

SalesFuel December 4, 2020

<https://salesfuel.com/what-are-your-auto-dealers-doing-with-their-tier-2-ad-money/>

### **'Differentiate or die': Travel marketers reboot as vaccine looms**

The Drum December 4, 2020

<https://www.thedrum.com/news/2020/12/04/differentiate-or-die-marketers-reboot-travel-vaccine-looms>

### **Just Released: Key Findings From Borrell's 2020 Local Advertiser Survey**

(Note: This is the executive summary, the full report can be purchased for \$995)

Borrell Associates December 4, 2020

ATTACHMENT: [Borrell's 2020 Local Advertiser Survey](#)

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

### **THE UCLA ANDERSON FORECAST FOR THE NATION AND CALIFORNIA**

December 8, 2020

Note: We kick off this section with a few resources to recap this week's UCLA Anderson economic forecast for the US and California to help you make any last minute adjustment to your 2021 budget and calendarization. Back loading the revenue budgets for the last 9 months of 2021 budgets is likely a best practice. We will start the attachments with a recap article from yesterday's LA Times and then the presentation PDFs for the US and California economic forecasts.

#### **ATTACHMENTS:**

[LA Times-UCLA Anderson 2021 Economic Forecast](#)

[UCLA Anderson Economic Forecast December 2020 US](#)

[UCLA Anderson Economic Forecast December 2020 CA](#)

### **Share Of Ear: Podcasting Is Closing The Gap With Other Media.**

Inside Radio (Edison Research) December 10, 2020

[http://www.insideradio.com/podcastnewsdaily/share-of-ear-podcasting-is-closing-the-gap-with-other-media/article\\_5d59eb72-3b0e-11eb-8213-e7dfb38ad939.html](http://www.insideradio.com/podcastnewsdaily/share-of-ear-podcasting-is-closing-the-gap-with-other-media/article_5d59eb72-3b0e-11eb-8213-e7dfb38ad939.html)

### **Top 3 Verticals for Local Ad Spend Growth in 2021**

BIA Advisory Services December 10, 2020

<http://blog.biakelsey.com/index.php/2020/12/10/top-3-verticals-for-local-ad-spend-growth-in-2021/>

### **Is Traditional Media In Jeopardy?**

Radio Ink December 10, 2020

<https://radioink.com/2020/12/10/is-traditional-media-in-jeopardy/>

### **Nielsen commits to replace TV ratings system with cross-media model by 2024**

The Drum December 10, 2020

[https://www.thedrum.com/news/2020/12/09/nielsen-commits-replace-tv-ratings-system-with-cross-media-model-2024?utm\\_campaign=Newsletter\\_Daily\\_US&utm\\_source=pardot&utm\\_medium=email](https://www.thedrum.com/news/2020/12/09/nielsen-commits-replace-tv-ratings-system-with-cross-media-model-2024?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email)

### **Podcasts Reach Advertising's Unreachable, But Study Warns Of Over-Commercialization.**

Inside Radio (Edison Research) December 9, 2020

[http://www.insideradio.com/podcastnewsdaily/podcasts-reach-advertising-s-unreachable-but-study-warns-of-over-commercialization/article\\_96476114-3a49-11eb-b94e-738e1a0cf2ba.html](http://www.insideradio.com/podcastnewsdaily/podcasts-reach-advertising-s-unreachable-but-study-warns-of-over-commercialization/article_96476114-3a49-11eb-b94e-738e1a0cf2ba.html)

### **Senate Confirms FCC Nominee Who Pushed To Regulate Social Media**

Digital News Daily December 9, 2020

<https://www.mediapost.com/publications/article/358495/senate-confirms-fcc-nominee-who-pushed-to-regulate.html>

### **The Government Sues to Break Up Facebook**

ADWEEK December 9, 2020

[https://www.adweek.com/media/the-government-sues-to-break-up-facebook/?utm\\_content=position\\_1&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=BreakingNews\\_Newsletter\\_201209143237&utm\\_id=1385784](https://www.adweek.com/media/the-government-sues-to-break-up-facebook/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BreakingNews_Newsletter_201209143237&utm_id=1385784)

### **Automotive TV Spending Continues To Rise**

MediaPost December 4, 2020

<https://www.mediapost.com/publications/article/358361/automotive-tv-spending-continues-to-rise.html>

**BIA: Local Advertising To Rebound In '21**

TVNewsCheck (BIA) December 4, 2020

<https://tvnewscheck.com/article/256538/bia-2-5-growth-in-2021-u-s-local-ad-forecast/>

**10 Marketing Predictionsfor a New Decade**

**Trends and Changes in 2020 and Beyond**

4A's SmartBrief (Marketo Engage) December 4, 2020

**ATTACHMENT:** [10 Marketing Predictions for a New Decade](#)

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