

DECEMBER 23, 2020

It is a Holiday shortened week but there is still a load of information for you to digest along with your eggnog and cookies. Let's get started with a look at the summary data for our PPM markets for this first week of the Holiday survey 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%
Dec. - 600,600 off 13.2%

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%
Dec. Week 4 - 541,300 off 21.8% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 578,600 off 16.4%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%

Dec. - 9,955,600 off 6.1%

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%

Dec. Week 4 - 9,995,200 off 5.8%

Hol. Week 1 - 10,013,700 off 5.6%

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%
Dec.- 108,200 off 16%

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%
Dec. Week 4 - 94,200 off 26.9% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 98,200 off 23.8%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%
Dec. - 1,920,900 off 4.5%

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%
Dec. Week 4 - 1,911,700 off 5%

Hol. Week 1 - 1,886,700 off 6.2%

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%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)

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%
Dec. Week 4 - 110,300 off 22.7% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 120,300 off 15.7%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%)
Oct. - 2,398,000 (off 5.9%)
Nov. - 2,361,900 (off 7.3%)
Dec. - 2,388,500 (off 6.3%)

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%)
Dec. Week 4 - 2,378,500 (off 6.7%)

Hol. Week 1 - 2,414,800 (off 5.3%)

Next there is a cornucopia of worthwhile news and information under the tree for you to unwrap this week:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

November Turns In Best Ad Month Of The Year, Fourth Consecutive Spending Gain

MediaPost December 23, 2020

<https://www.mediapost.com/publications/article/358936/november-turns-in-best-ad-month-of-the-year-four.html>

Apparel retailers continue to get hit hard by the pandemic

Online sales will not make up for the losses at brick-and-mortar stores

eMarketer December 23, 2020

<https://www.emarketer.com/content/apparel-retailers-continue-hit-hard-by-pandemic?ecid=NL1014>

Why Sonic Identity is Becoming so Important

Amplifi Media December 23, 2020

https://www.amplifimedia.com/blogstein/2020/7/2/the-power-of-sonic-identity?mc_cid=2553df31c2&mc_eid=30f6902dce

As Holiday Approaches, Retailers Turn Up Volume at Radio.

Inside Radio (Media Monitors) December 22, 2020

http://www.insideradio.com/free/as-holiday-approaches-retailers-turn-up-volume-at-radio/article_fae8afce-4430-11eb-b64f-57deabac2fef.html

Deloitte: Holiday spending mostly flat to date

Chain Store Age December 21, 2020

https://chainstoreage.com/deloitte-holiday-spending-mostly-flat-date?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Advertisers: Evaluating Budgets And Online Ads Transparency

Forbes December 21, 2020

<https://www.forbes.com/sites/forbesbusinesscouncil/2020/12/21/advertisers-evaluating-budgets-and-online-ads-transparency/?sh=3dd4e2ae2144>

The Light At The End Of The Tunnel

Radio Ink December 22, 2020

https://radioink.com/2020/12/22/the-light-at-the-end-of-the-tunnel/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Radio Plays a Key Role in Amplifying Brand Purpose

The medium is a major linchpin for cultivating relationships and serving communities

ANA (RAB) December 21, 2020

https://www.ana.net/magazines/show/id/forward-2020-12-rab-leading-with-purpose?st3=201221mktg360non&utm_source=informz&utm_medium=email&utm_campaign=201221mktg360non&zs=FANij1&zl=tjVJ7

How Radio Can Capitalize On Listener's New Year Resolutions

Radio+Television Business Report December 21, 2020

<https://www.rbr.com/how-radio-can-capitalize-on-listeners-new-year-resolutions/?event=login>

SMBs Face Long Road to Recovery in 2021

StreetFight December 21, 2020

<https://streetfightmag.com/2020/12/21/smb-face-long-road-to-recovery-in-2021/#.X-KNTOIKhTY>

'The biggest conversation I'm having': Media buyers say advertisers are actively pushing to diversify away from Facebook

DIGIDAY December 21, 2020

<https://digiday.com/marketing/media-buyers-say-advertisers-are-actively-pushing-to-diversify-away-from-facebook/>

Kantar: Retail holiday advertising down from 2019 — here's who cut back the most

Chain Store Age (Kantar) December 21, 2020

https://chainstoreage.com/kantar-retail-holiday-advertising-down-2019-heres-who-cut-back-most?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

New Normal, New Consumers

Radio Ink December 21, 2020

https://radioink.com/2020/12/21/new-normal-new-consumers/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Ad Platform: What to expect for mobile ads in 2021

eMarketer December 16, 2020

<https://www.emarketer.com/content/podcast-the-ad-platform-what-expect-mobile-ads-2021?ecid=NL1009>

Key Skills Every Sales Manager Needs

SalesFuel December 19, 2020

<https://salesfuel.com/key-skills-every-sales-manager-needs/>

That Year-End Sale Can Happen With These Tips

SalesFuel December 19, 2020

<https://salesfuel.com/that-year-end-sale-can-happen-with-these-tips/>

End-Of-Year Selling Tasks To Do NOW

SalesFuel December 19, 2020

<https://salesfuel.com/end-of-year-selling-tasks-to-do-now/>

U.S. remains biggest retail market; widens lead against China despite COVID-19

Chain Store Age December 19, 2020

https://chainstoreage.com/us-remains-biggest-retail-market-widens-lead-against-china-despite-covid-19?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

Here Are 2020's Top Radio Advertisers, Based On Veritonic Spot Testing.

Inside Radio (Veritonic) December 18, 2020

http://www.insideradio.com/free/here-are-2020-s-top-radio-advertisers-based-on-veritonic-spot-testing/article_50de7270-4110-11eb-bcd8-9b09a0ef5f48.html

Survey: Consumers are unhappy with online shopping

Chain Store Age December 16, 2020

https://chainstoreage.com/survey-consumers-are-unhappy-online-shopping?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Heading Into 2021, Auto Industry Showing ‘Very Consistent Growth Pattern.’

Inside Radio (J.D. Power) December 17, 2020

http://www.insideradio.com/free/heading-into-2021-auto-industry-showing-very-consistent-growth-pattern/article_2ee48de8-4049-11eb-a664-cfdee1bf883e.html

Magellan: Bank of America, McDonald’s Were November’s Podcast Ad Movers.

Inside Radio (Magellan AI) December 17, 2020

http://www.insideradio.com/free/magellan-bank-of-america-mcdonald-s-were-november-s-podcast-ad-movers/article_2ac361e0-40b1-11eb-b4fd-ab4b1f8e84b6.html

Radio Is the Roadmap to Budget-Conscious New-Vehicle Buyers.

Inside Radio (Cox Automotive) December 17, 2020

http://www.insideradio.com/free/radio-is-the-roadmap-to-budget-conscious-new-vehicle-buyers/article_89a9bdb2-4048-11eb-b6e5-ffe9ae2d1460.html

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

Congress Sets Aside \$75 Million For Vaccine Education Campaign.

Inside Radio December 23, 2020

http://www.insideradio.com/free/congress-sets-aside-75-million-for-vaccine-education-campaign/article_ca5d9762-44f2-11eb-87a2-f746c9af1f03.html

Radio Versus the Duopoly: The 2x Equation.

Top Five Media in 2021 Total Ad Spend \$137.5 Billion

BIA Advisory Services December 23, 2021

<http://blog.biakelsey.com/index.php/2020/12/22/radio-versus-the-duopoly-the-2x-equation/>

In ’21, Broadcasters Need New Revenue Ideas

TVNewsCheck December 23, 2021

<https://tvnewscheck.com/article/top-news/257317/in-21-broadcasters-need-new-revenue-ideas/>

Was November Too Early For Christmas Format? Latest Ratings Have The Answer.

Inside Radio (Nielsen) December 23, 2020

http://www.insideradio.com/free/was-november-too-early-for-christmas-format-latest-ratings-have-the-answer/article_036e10c2-44f3-11eb-8c47-f70b73f8f209.html

Podcasting Is Exploding. How Do You Know If It’s Right For Your Brand?

Forbes December 22, 2020

<https://www.forbes.com/sites/forbescommunicationscouncil/2020/12/22/podcasting-is-exploding-how-do-you-know-if-its-right-for-your-brand/?sh=4b1ea5314908>

New COVID-19 Stimulus Package Expands Broadcaster Support

TV Technology December 22, 2020

<https://www.tvtechnology.com/news/new-covid-19-stimulus-package-expands-broadcaster-support>

COVID Relief Package To Help A Strong Radio Partner: Live Entertainment Venues.

Inside Radio December 22, 2020

http://www.insideradio.com/free/covid-relief-package-to-help-a-strong-radio-partner-live-entertainment-venues/article_d499ef82-449d-11eb-8fa2-2360623ea155.html

Public Broadcasters Get Shot In The Arm From COVID Relief Bill.

Inside Radio December 22, 2020

http://www.insideradio.com/free/public-broadcasters-get-shot-in-the-arm-from-covid-relief-bill/article_18ce0c50-4472-11eb-b333-3fd504b3a6bb.html

Outgoing FCC Chairman Pai Calls for Modernization of Media Ownership Rules – Audio Competition Issues for the New FCC To Consider

Broadcast Law Blog (David Oxenford) December 22, 2020

<https://www.broadcastlawblog.com/2020/12/articles/outgoing-fcc-chairman-pai-calls-for-modernization-of-media-ownership-rules-audio-competition-issues-for-the-new-fcc-to-consider/>

7 Takeaways From Ad Age's 'Marketing Fact Pack 2021.

Inside Radio December 22, 2020

http://www.insideradio.com/free/7-takeaways-from-ad-age-s-marketing-fact-pack-2021/article_45d322b2-4431-11eb-a043-678b88ea8414.html

Study: Artificial Fan Noise Increases Ad Receptivity For Live Sports Broadcasts.

Inside Radio (MARU/Matchbox) December 22, 2020

http://www.insideradio.com/free/study-artificial-fan-noise-increases-ad-receptivity-for-live-sports-broadcasts/article_a87e1188-4431-11eb-881c-079c9dff5c1.html

What 2020 taught the 4A's Marla Kaplowitz: 'There is no growth without change'

The Drum December 18, 2020

<https://www.thedrum.com/opinion/2020/12/18/what-2020-taught-the-4as-marla-kaplowitz-there-no-growth-without-change>

Radio's Friend, The Smart Speaker, Helps Fuel Overall Smart Home.

Inside Radio December 21, 2020

http://www.insideradio.com/free/radio-s-friend-the-smart-speaker-helps-fuel-overall-smart-home/article_08f973d0-4366-11eb-b8c5-7fa31acce3b5.html

'We have to get this off our books': TV networks' debts to advertisers are piling up

DIGIDAY December 21, 2020

<https://digiday.com/future-of-tv/tv-networks-debts-to-advertisers-are-piling-up/>

What Word Best Describes 2020 In Marketing? 'Pivot,' Says ANA.

Inside Radio (ANA) December 21, 2020

http://www.insideradio.com/free/what-word-best-describes-2020-in-marketing-pivot-says-ana/article_5176495e-4365-11eb-a094-ef3932d96552.html

Business Research for Business Leaders: 10 Most Popular Stories of 2020

Harvard Business School December 21, 2020

[https://hbswk.hbs.edu/item/10-most-popular-stories-of-2020?cid=spsmailing-32880538-WK%20Newsletter%20-%20One-Off%20Mailing%2012-21-20%20\(1\)-December%2021,%202020](https://hbswk.hbs.edu/item/10-most-popular-stories-of-2020?cid=spsmailing-32880538-WK%20Newsletter%20-%20One-Off%20Mailing%2012-21-20%20(1)-December%2021,%202020)

Digital Advertisers Create Stronger Engagement, Personalization & Transparency By Leveraging First-Party Data

Digital Advertising News December 19, 2020

<https://insights.digitalmediasolutions.com/analytics/best-of-first-party-data>

Edison Research's 10 for '20: Research Findings That Rocked The Audio World In 2020.

Edison Research December 18, 2020

<https://www.edisonresearch.com/edison-researchs-10-for-20/>

The Changing Face Of Podcasters Is Attracting More Diverse Audiences.

Inside Radio (Nielsen) December 18, 2020

http://www.insideradio.com/free/the-changing-face-of-podcasters-is-attracting-more-diverse-audiences/article_6801ec06-4111-11eb-8e1b-d7d19340c0fd.html

Local TV Advertising Will See a Strong Recovery in 2021

BIA Advisory Services December 17, 2020

<http://blog.biakelsey.com/index.php/2020/12/17/local-tv-advertising-will-see-a-strong-recovery-in-2021/>

Radio Is Experiencing Its Most Challenging Period

Radio Ink (Randy Michaels) December 17, 2020

https://radioink.com/2020/12/17/radio-is-experiencing-its-most-challenging-period/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

I wish you all a very happy Holiday Season and a healthy and much better New Year!!!!

Miles

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