

## **JANUARY 6, 2021**

As we launch into our first Midweek Resource Roundup of 2021, I hope the year is off to a good and healthy start for you.

As usual we will kick off this first installment of 2021 with a look at the audience summary data for Week 3 of the Holiday Survey period for our PPM markets. A couple of things to keep in mind for this Holiday Survey: First, the new Headphone Adjustment Methodology is not yet reflected in these weekly AQH estimates. Nielsen plans to have that methodology included in the weekly AQH data trends by Week 1 of the January Survey. We will keep you posted if something changes in that regard. Second, remember that the Holiday Survey is a 5-week survey. So we still have two more weekly trends to see for this survey. The last week (Week 5) of the Holiday Survey is Thursday, December 31, 2020 through Wednesday, January 6, 2021 (today).

A quick review of this week's summary data shows that all the metrics in all three of our PPM markets had positive movement:

### **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%  
Hol. Week 2 - 562,800 off 18.7%  
Hol. Week 3 - 588,700 off 15%

**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%  
Hol. Week 2 - 9,887,200 off 6.8%  
Hol. Week 3 - 10,153,500 off 4.3%

### **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%  
Hol. Week 2 - 97,800 off 24.1%  
Hol. Week 3 - 100,500 off 22%

**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%  
Hol. Week 2 - 1,870,000 off 7%  
Hol. Week 3 - 1,895,100 off 5.8%

## 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%

Hol. Week 2 - 120,500 off 15.5%

Hol. Week 3 - 122,400 off 14.2%

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**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%)  
Hol. Week 2 - 2,375,900 ( off 6.7%)  
Hol. Week 3 - 2,387,800 (off 6.3%)

And now on to your specially curated listings of resources and articles to get the learning off to a strong start and to help us achieve great results in this promising new year:

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

#### **Now Hear This: Streaming Ads Rise Along With Radio, Carat's Anderson Says**

Beet.TV January 6, 2021

<https://www.beet.tv/2021/01/now-hear-this-streaming-ads-rise-along-with-radio-carats-anderson-says.html>

And here is a companion article on this great story for Radio/Audio

#### **Ad Buyers Agree: There Is An Audio 'Resurgence' Underway.**

Inside Radio (CARAT) January 6, 2021

[http://www.insideradio.com/podcastnewsdaily/ad-buyers-agree-there-is-an-audio-resurgence-underway/article\\_3d682724-5040-11eb-a583-9fe04109c28f.html](http://www.insideradio.com/podcastnewsdaily/ad-buyers-agree-there-is-an-audio-resurgence-underway/article_3d682724-5040-11eb-a583-9fe04109c28f.html)

#### **Survey: Ad Buyers Still Underestimate Radio's Share Of Media Day.**

Inside Radio (Pierre Bouvard) January 6, 2021

[http://www.insideradio.com/free/survey-ad-buyers-still-underestimate-radio-s-share-of-media-day/article\\_3643a638-4ff7-11eb-9d4a-3b5ef86633bb.html](http://www.insideradio.com/free/survey-ad-buyers-still-underestimate-radio-s-share-of-media-day/article_3643a638-4ff7-11eb-9d4a-3b5ef86633bb.html)

### **Audio is the medium of the moment - so how can brands use it to connect?**

ClickZ January 6, 2021

<https://www.clickz.com/audio-is-the-medium-of-the-moment-so-how-can-brands-use-it-to-connect/264605/>

### **For the auto industry, 2020 was a horrible year — but it ended better than expected**

NBC News January 5, 2021

<https://www.nbcnews.com/business/autos/auto-industry-2020-was-horrible-year-it-ended-better-expected-n1252892>

### **New stimulus checks will boost retail sales, says NRF chief economist**

Chain Store Age January 4, 2021

[https://chainstoreage.com/new-stimulus-checks-will-boost-retail-sales-says-nrf-chief-economist?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/new-stimulus-checks-will-boost-retail-sales-says-nrf-chief-economist?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Will 2021 Be The Start Of The ‘Roaring Twenties?’ Some Ad Executives Think So.**

Inside Radio (WSJ) January 4, 2020

[http://www.insideradio.com/free/will-2021-be-the-start-of-the-roaring-twenties-some-ad-executives-think-so/article\\_d40cd3ba-4e6e-11eb-8c71-aba6a8530c29.html](http://www.insideradio.com/free/will-2021-be-the-start-of-the-roaring-twenties-some-ad-executives-think-so/article_d40cd3ba-4e6e-11eb-8c71-aba6a8530c29.html)

### **LGBTQ+ consumers value brand support beyond Pride Month**

eMarketer January 4, 2021

<https://www.emarketer.com/content/lgbtq-consumers-value-brand-support-beyond-pride-month?ecid=NL1001>

### **Holiday sales up 6.8%, according to Customer Growth Partners**

Chain Store Age December 30, 2020

[https://chainstoreage.com/holiday-sales-68-according-customer-growth-partners?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/holiday-sales-68-according-customer-growth-partners?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **When Big Brands Stopped Spending On Digital Ads, Nothing Happened. Why?**

Forbes January 2, 2020

<https://www.forbes.com/sites/augustinefou/2021/01/02/when-big-brands-stopped-spending-on-digital-ads-nothing-happened-why/?sh=6dac75cc1166>

### **Are Your Sales Reps Pursuing the Right Kind of Customer?**

SalesFuel January 2, 2021

<https://salesfuel.com/are-your-sales-reps-pursuing-the-right-kind-of-customer/>

### **Sales Talking Points That Will Land More Sales**

SalesFuel January 2, 2021

<https://salesfuel.com/educate-the-buyer-and-youll-land-more-sales/>

### **Some B2B Brands Are Going All-in On Digital Advertising**

**With prices down due to the pandemic, B2B marketers see an opportunity to redirect budgets to digital media**

ANA December 31, 2020

[https://www.ana.net/magazines/show/id/btob-2020-11-rise-in-digital-ad-spend?st3=201231newsstandnon&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=201231mktg360newsstandnon&zs=FANij1&zl=ltOK7](https://www.ana.net/magazines/show/id/btob-2020-11-rise-in-digital-ad-spend?st3=201231newsstandnon&utm_source=informz&utm_medium=email&utm_campaign=201231mktg360newsstandnon&zs=FANij1&zl=ltOK7)

### **BIA Says Local Ad Spending Will Grow Next Year. Here Are The Categories Growing Fastest.**

InsideRadio (BIA Advisory Services) December 31, 2020

[http://www.insideradio.com/free/bia-says-local-ad-spending-will-grow-next-year-here-are-the-categories-growing-fastest/article\\_dc50ec16-3b8e-11eb-b041-938a8cea7ea7.html](http://www.insideradio.com/free/bia-says-local-ad-spending-will-grow-next-year-here-are-the-categories-growing-fastest/article_dc50ec16-3b8e-11eb-b041-938a8cea7ea7.html)

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

#### **A Broadcaster's 2021 Regulatory Calendar – Looking at Some of the Important Dates for the Year Ahead**

Broadcast Law Blog - David Oxenford January 5, 2021

**ATTACHMENT:** [2021 – Broadcasters-Calendar](#)

#### **Exclusive: Diversified Digital Offerings Seen As Crucial To Radio Growth.**

Inside Radio January 6, 2021

[http://www.insideradio.com/free/exclusive-diversified-digital-offerings-seen-as-crucial-to-radio-growth/article\\_b820935a-4ff7-11eb-b604-875aad258c17.html](http://www.insideradio.com/free/exclusive-diversified-digital-offerings-seen-as-crucial-to-radio-growth/article_b820935a-4ff7-11eb-b604-875aad258c17.html)

#### **The Year Ahead: Our Fearless Predictions For 2021**

TV (R)EVOLUTION January 6, 2021

<https://tvrev.com/the-year-ahead-our-fearless-predictions-for-2021/>

#### **Report Suggests Facebook and Snapchat Will Be Most Impacted by Apple's IDFA Changes**

SocialMediaToday January 5, 2021

<https://www.socialmediatoday.com/news/report-suggests-facebook-and-snapchat-will-be-most-impacted-by-apples-idfa/592848/>



### **Skyrocketing Asian American Buying Power Forecast To Reach \$1.3 Trillion By 2022.**

Inside Radio January 6, 2020

[http://www.insideradio.com/free/skyrocketing-asian-american-buying-power-forecast-to-reach-1-3-trillion-by-2022/article\\_a6df9d58-4ff6-11eb-a1de-6782c977afeb.html](http://www.insideradio.com/free/skyrocketing-asian-american-buying-power-forecast-to-reach-1-3-trillion-by-2022/article_a6df9d58-4ff6-11eb-a1de-6782c977afeb.html)

### **What Insider Intelligence Analysts Expect in 2021: The convergence of media and commerce**

eMarketer January 4, 2021

<https://www.emarketer.com/content/podcast-what-insider-intelligence-analysts-expect-2021-convergence-of-media-commerce?ecid=NL1014>

### **Exclusive: Technology And Attribution Take Center Stage in 2021.**

Inside Radio January 5, 2020

[http://www.insideradio.com/free/exclusive-technology-and-attribution-take-center-stage-in-2021/article\\_be860eec-4f2e-11eb-a5cf-53c965084a5b.html](http://www.insideradio.com/free/exclusive-technology-and-attribution-take-center-stage-in-2021/article_be860eec-4f2e-11eb-a5cf-53c965084a5b.html)

### **Facing a Sea of Unknowns, Marketers Brace for 2021**

**Cultivating hybrid events and getting into consumer-driven social platforms lead the agenda**

ANA December 2, 2020

[https://www.ana.net/magazines/show/id/btob-2020-12-b2b-marketers-brace-for-2021?st3=210105mktg360non&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=210105mktg360non&zs=FANij1&zl=CabK7](https://www.ana.net/magazines/show/id/btob-2020-12-b2b-marketers-brace-for-2021?st3=210105mktg360non&utm_source=informz&utm_medium=email&utm_campaign=210105mktg360non&zs=FANij1&zl=CabK7)

### **Downloads Bounce Back After Christmas Podtrac Data Shows.**

Inside Radio (PODTRAC) January 5, 2021

[http://www.insideradio.com/podcastnewsdaily/downloads-bounce-back-after-christmas-podtrac-data-shows/article\\_9fcd74cc-4f79-11eb-9e36-53cde71fa8ba.html](http://www.insideradio.com/podcastnewsdaily/downloads-bounce-back-after-christmas-podtrac-data-shows/article_9fcd74cc-4f79-11eb-9e36-53cde71fa8ba.html)

### **From Fanny Packs To Prayer Candles, Podcast Merchandise Is A Growing Revenue Source.**

Inside Radio (WSJ) January 5, 2021

[http://www.insideradio.com/podcastnewsdaily/from-fanny-packs-to-prayer-candles-podcast-merchandise-is-a-growing-revenue-source/article\\_da30da7e-4f78-11eb-84f6-0bcfc6a7f770.html](http://www.insideradio.com/podcastnewsdaily/from-fanny-packs-to-prayer-candles-podcast-merchandise-is-a-growing-revenue-source/article_da30da7e-4f78-11eb-84f6-0bcfc6a7f770.html)

### **2021 Holds a Bright Future for Advertising. Yes, Really**

STREETFIGHT January 4, 2021

[https://streetfightmag.com/2021/01/04/2021-holds-a-bright-future-for-advertising-yes-really/#.X\\_Y1R-IKhTY](https://streetfightmag.com/2021/01/04/2021-holds-a-bright-future-for-advertising-yes-really/#.X_Y1R-IKhTY)

## **The Two Essential Wings Of 2021 Revenue Growth**

Radio Ink (Loyd Ford) January 4, 2021

[https://radioink.com/2021/01/04/the-two-essential-wings-of-2021-revenue-growth/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/01/04/the-two-essential-wings-of-2021-revenue-growth/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

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