

FEBRUARY 3, 2021

Hard to believe we are already 3-days into February! After a quick review of the January Week 2 summary audience estimates for our PPM markets I became concerned that we seemed to have shifted into neutral coming out of the Holiday Survey. In discussing this concern with our Nielsen contacts it appears there is a similar pattern in the big markets. For example, the PUMM in San Francisco is off -18.8% Denver off -13.5%. This could be an indication that the heavy radio usage markets have been negatively impacted by the post Christmas pandemic surge and the associated lockdowns. That's just theory at this point so It is something we will keep close tabs on.

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%
Hol. - 563,900 off 18.5%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Hol. Week 4 - 498,500 off 28%
Hol. Week 5 - 485,300 off 29.9%

Jan. Week 1 - 519,500 off 25%
Jan. Week 2 - 531,800 off 23.2%

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%
Hol. - 9,936,300 off 6.3%

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%
Hol. Week 4 - 10,055,800 off 5.2%
Hol. Week 5 - 9,571,400 off 9.7%

Jan. Week 1 - 9,541,700 off 10%
Jan. Week 2 - 9,560,000 off 9.9%

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%
Hol. - 95,600 off 25.8%

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

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%
Hol. Week 4 - 82,500 off 35.9%
Hol. Week 5 - 84,700 off 34.2%

Jan. Week 1 - 88,900 off 31%
Jan. Week 2 - 86,400 off 32.9%

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%
Hol. - 1,866,700 off 7.2%

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%
Hol. Week 4 - 1,854,600 off 7.8%
Hol. Week 5 - 1,827,000 off 9.2%

Jan. Week 1 - 1,831,600 off 8.9%
Jan. Week 2 - 1,792,800 off 10.9%

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%)
Hol. - 119,700 (off 16.11%)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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%
Hol. Week 4 - 100,700 off 29.4%
Hol. Week 5 - 109,900 off 23.0%

Jan. Week 1 - 112,300 off 21.3%
Jan. Week 2 - 111,500 off 21.9%

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%)
Hol. - 2,344,600 (off 8.0%)

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%)
Hol. Week 4 - 2,311,800 (off 9.3%)
Hol, Week 5 - 2,232,700 (off 12.4%)

Jan. Week 1 - 2,377,200 (off 6.7%)
Jan. Week 2 - 2,296,200 (off 9.9%)

Here are your specially curated lists of resources and article links for the past week. There is quite a tranche of great information for you to pick from covering a plethora of topics:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Drive Times Are Important But Advertisers Under-Estimate Middays And Weekends.

Inside Radio (Pierre Bouvard/Westwood One) February 2, 2021

http://www.insideradio.com/free/drive-times-are-important-but-advertisers-under-estimate-middays-and-weekends/article_9cdd004c-652d-11eb-a24e-3756907bc63d.html

Major Brands Are Skipping The Super Bowl To Invest In Purpose-Driven Digital Campaigns

Digital Advertising News January 27, 2021

https://insights.digitalmediasolutions.com/articles/superbowl-advertising-2021?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&_hsmi=109216379&_hsenc=p2ANqtz--dkLSTU5BdXryoZAm5V0sngZ1HWCDWoarqumyBVbgv7VAyJWwRkk8o2OBR3aQEEyilnc5L2tr9W18uyFyNWk9DA6xA&utm_content=109216379&utm_source=hs_email

Prepping for the 2021 Advertising Springboard, and the Future of Events, According to Peter Newton

Borrell (Podcast #40) February 2, 2021

<https://local-marketing-trends.simplecast.com/episodes/episode-40-prepping-for-the-2021-advertising-springboard-and-the-future-of-events-according-to-peter-newton>

Financial Institutions Bank On Radio In Latest Spot Count Tally.

Inside Radio (Media Monitors) February 2, 2021

http://www.insideradio.com/free/financial-institutions-bank-on-radio-in-latest-spot-count-tally/article_2e30fc20-652d-11eb-9617-7747c209a908.html

Study: Auto Sales Go Digital, And Shoppers Love It.

Inside Radio (Cox Automotive) February 1, 2021

http://www.insideradio.com/free/study-auto-sales-go-digital-and-shoppers-love-it/article_634daa06-6466-11eb-a4ef-27fa10d7e8e4.html

New study indicates retailers are doubling-down on retail media networks | Sponsored Content

eMarketer January 29, 2021

https://www.emarketer.com/content/new-study-indicates-retailers-doubling-down-on-retail-media-networks-sponsored-content?mkt_tok=eyJpIjoiTnpFM016QmpNakZqTXpkailsInQiOiJOWW85RHlxVDhNVkRrbms3QndiSDN4R2Njekl3SlRLOHJoeDVqYjA1Z2pRMzg3MjlfFNW5NbMxKzdBZlV2VER4cGZ5aEI4TnJURDJBb0lSSkU3blRsemFQeThEN0cxcGk0SnpqK3hObWNsb0U4YndRU0ZRcDJVWUFYazYzOWlHaSj9

Korn Ferry survey reveals retailers' rosy outlook for 2021

Chain Store Age January 29, 2021

https://chainstoreage.com/korn-ferry-survey-reveals-retailers-rosy-outlook-2021?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Billions Spent On Digital Ads, And You're Not Sure?

Forbes January 31, 2021

<https://www.forbes.com/sites/augustinefou/2021/01/31/billions-spent-on-digital-ads-and-youre-not-sure/?sh=523792e85061>

The Versus Mentality Must Go

SalesFuel January 30, 2021

<https://salesfuel.com/the-versus-mentality-must-go/>

Confidence Killers That Reps Should Avoid

SalesFuel January 30, 2021

<https://salesfuel.com/confidence-killers-that-reps-should-avoid/>

New Administration Focus on Environmental Issues Signals More Changes Ahead in Auto Industry

JDSupra January 28, 2021

<https://www.jdsupra.com/legalnews/new-administration-focus-on-4231357/>

How The Pandemic Forever Changed Media Sales.

Inside Radio (Center For Sales Strategy) January 28, 2021

http://www.insideradio.com/free/how-the-pandemic-forever-changed-media-sales/article_3bdb259c-613d-11eb-a730-47a4293e54a9.html

Here is a Google Drive link to the full report:

ATTACHMENT: [The 2020 Media Sales Report](#)

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

Economy to grow at fastest pace since 1999, says Congressional Budget Office

Market Watch February 1, 2021

<https://www.marketwatch.com/story/economy-set-to-bounce-back-strongly-in-2021-says-congressional-budget-office-11612195263>

To Stay Ahead, Newspapers Become a One-Stop Shop

Editor & Publishers February 1, 2021

<https://www.editorandpublisher.com/stories/to-stay-ahead-newspapers-become-a-one-stop-shop,185268>

Why a Podcast Without a Strategy is Likely to Fail

Amplifi Media February 2, 2021

https://www.amplifimedia.com/blogstein/why-a-podcast-without-a-strategy-is-likely-to-fail?mc_cid=83ef385eb7&mc_eid=393dd51fef

Marketing 2021: Trends and Predictions for the New Year

ANA February 2, 2021

http://marketingfutures.ana.net/pulse25?st3=210202mktg360nonam&_zs=FANij1&_zl=3jEO7

African American-Owned Radio Seen As Vehicle For Brands To Reinvest In Communities of Color.

Inside Radio February 2, 2021

http://www.insideradio.com/free/african-american-owned-radio-seen-as-vehicle-for-brands-to-reinvest-in-communities-of-color/article_efeb8222-652d-11eb-918b-8b93b7837ef4.html

Digital Advertising Trends 2021 to 2030: An Industry Update

TechBullion February 1, 2021

<https://techbullion.com/digital-advertising-trends-2021-to-2030-an-industry-update/>
<https://techbullion.com/digital-advertising-trends-2021-to-2030-an-industry-update/>

Marketers Are Bullish About Increased Spending This Year.

Inside Radio February 1, 2021

http://www.insideradio.com/free/marketers-are-bullish-about-increased-spending-this-year/article_78697806-6467-11eb-8ba3-17be8a88ec8b.html

Here is a Google Drive link to the CMO Council report:

ATTACHMENT: [CMO Council Getting-it-Done-in-2021](#)

Advertising Growth Resumption a Digital Tale

RBR-TV Business Report January 29, 2021

<https://www.rbr.com/advertising-growth-resumption-a-digital-tale/>

Unintended Consequences For Radio Subscribers Flagged In New Nielsen Policy.

Inside Radio January 29, 2021

http://www.insideradio.com/free/unintended-consequences-for-radio-subscribers-flagged-in-new-nielsen-policy/article_be6bf0dc-61ff-11eb-8410-3bbaf52569cb.html

How Digital Advertising Will Change in 2021

Newsweek January 29, 2021

<https://www.newsweek.com/how-digital-advertising-will-change-2021-1565525>

Edison Research Expands Into Social Media Measurement.

Inside Radio (Edison Research) January 29, 2021

http://www.insideradio.com/free/edison-research-expands-into-social-media-measurement/article_b2e3e482-627b-11eb-a9a7-2bd48ecb913f.html

Spotify Secures Patent To Match User Emotions With Recommendations.

Inside Radio January 29, 2021

http://www.insideradio.com/free/spotify-secures-patent-to-match-user-emotions-with-recommendations/article_6725224a-627b-11eb-8581-033732caf499.html

Dentsu Forecasts U.S. Ad Spending To Grow Nearly 4% This Year.

Inside Radio January 29, 2021

http://www.insideradio.com/free/dentsu-forecasts-u-s-ad-spending-to-grow-nearly-4-this-year/article_3181bd2c-6200-11eb-8ba7-2b9f38fd46f1.html

Analysis Shows Podcast Ads Are Converting Listeners Into Buyers.

Inside Radio (podsights) January 28, 2021

http://www.insideradio.com/podcastnewsdaily/analysis-shows-podcast-ads-are-converting-listeners-into-buyers/article_3dbb1b00-6189-11eb-9a2d-375cb3cc8147.html

Here is a Google Drive link to the full report:

ATTACHMENT: [Podsights-Benchmark-Report-Q1-2021](#)

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