

FEBRUARY 10, 2021

I have to start off this week's Roundup with a note of serious concern. After a quick review of the January Week 3 summary data for our PPM markets, all three of them continue to trend down in both AQH and Cume. Our Nielsen reps are at a loss to explain this and they agree that we should be seeing these metrics improving. It is time for a deep dive in this and I will be asking our Nielsen market reps to get involved in this review. I expect you will also have your in-house research specialists take a hard look so please share anything of significance with me. Looks to me that this downward trend started with Week 4 of the Holiday Survey. Based on what we find we will consider our next options.

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%
Jan. Week 3 - 507,900 off 26.6%

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%
Jan. Week 3 - 9,558,400 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%
Jan. Week 3 - 85,800 off 33.4%

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.

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%
Jan. Week 3 - 1,790,600 off 11%

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%
Jan. Week 3 - 105,200 off 26.3%

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%)

Jan. Week 3 - 2,163,800 (off 15.1%)

Curated for the curious media executive who constantly yearns to know more and sharpen their competitive edge, here is your collection of the most relevant resources and articles from the past week:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Research: Radio Found To Be Trustworthy Among Fans Of All Media.

Inside Radio (MRI/Simmons Research) February 8, 2021

http://www.insideradio.com/free/research-radio-found-to-be-trustworthy-among-fans-of-all-media/article_c4c08260-69e6-11eb-b696-1f45f8104061.html

Don't "Hack" Sales Unless You Know These 3 Things

Sales Hacker February 5, 2021

https://www.saleshacker.com/how-to-hack-sales/?utm_campaign=newsletter&utm_medium=email&utm_source=active_campaign

What Is OTT Advertising, And Why Is It A Trend?

Forbes February 8, 2021

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/02/08/what-is-ott-advertising-and-why-is-it-a-trend/?sh=3703fa1419be>

Report: Radio Reaches Consumers Shopping For Clothes.

Inside Radio (Pierre Bouvard-Westwood One/Cumulus) February 9, 2021

http://www.insideradio.com/free/report-radio-reaches-consumers-shopping-for-clothes/article_71c15506-6aab-11eb-ba09-2f590cf07533.html

Forecast Predicts Podcast Brand Ad Spending Could Grow 15% This Year.

Inside Radio (Media Radar) February 9, 2021

http://www.insideradio.com/podcastnewsdaily/forecast-predicts-podcast-brand-ad-spending-could-grow-15-this-year/article_e084e0d8-6afc-11eb-b953-d39736644b30.html

What Is The Advertising Flywheel?

Digital Media Solutions February 9, 2021

https://insights.digitalmediasolutions.com/articles/advertising-flywheel?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&hsmi=110319775&hsenc=p2ANqtz-8a3CV24sGrUqvIPd3XnRhArr6PX4AmFH6sMVZrMt8VklrDI8BF8ugCozu2TbKbb4QaO8C0Zqv2c_GdsfF4I4KNE-2swA&utm_content=110319775&utm_source=hs_email

Why Attention to Detail can Make or Break a Sale

Sales Fuel February 6, 2021

<https://salesfuel.com/why-attention-to-detail-can-make-or-break-a-sale/>

Why A Shutdown Ritual Is Becoming More Important

SalesFuel February 6, 2021

<https://salesfuel.com/why-a-shutdown-ritual-is-becoming-more-important/>

IT'S TIME FOR YOUR MEDIA PLANNING TO FOCUS ON PEOPLE

Nielsen February 4, 2021

<https://www.nielsen.com/us/en/insights/article/2021/its-time-for-your-media-planning-to-focus-on-people/>

Note: The article above by Jay Nielsen is a follow up to a webinar presentation by Nielsen and Forester that I watched last Wednesday. Below is a link to the video of that presentation. You may have to enter your name and company email address to view.

BACK TO THE DRAWING BOARD: MEDIA PLANNING THROUGH UNCERTAINTY

Nielsen (with Forester) February 3, 2021

<https://www.nielsen.com/us/en/insights/webinar/2021/back-to-the-drawing-board-media-planning-through-uncertainty/>

Super Bowl TV Ads Are Flashy, But Agency Pro Says Audio Ads Are More Likely A Touchdown.

Inside Radio February 5, 2021

http://www.insideradio.com/podcastnewsdaily/super-bowl-tv-ads-are-flashy-but-agency-pro-says-audio-ads-are-more-likely/article_d8f298dc-67d8-11eb-8b62-2f561bb3cbb9.html

10+ LinkedIn Profile Tips to Stand Out in 2021

SALES HACKER January 28, 2021

https://www.saleshacker.com/linkedin-profile-tips/?utm_campaign=subscriber&utm_medium=email&_hsmi=109677586&_hsenc=p2ANqtz-k53VC4P3jTjyZPjmjM1HgJgt4qPkHP36PwzkQpB6TXgFU9ekdcf1qmNDUuyH-St9oafcdQnFKRR4ZxiYqD5m5IHCFQ&utm_content=109677586&utm_source=hs_email

Has the pandemic reshaped Gen Xers' spending?

eMarketer February 4, 2021

<https://www.emarketer.com/content/has-pandemic-reshaped-gen-xers-spending?ecid=NL1014>

The Difference between Inbound and Outbound Sales Strategies

Center For Sales Strategy (updated) February 4, 2021

https://blog.thecenterforsalesstrategy.com/the-difference-between-inbound-and-outbound-sales-strategies?utm_campaign=subscriber&utm_medium=email&_hsmi=58326790&_hsenc=p2ANqtz-01bdplcNsgtzVCBPCxSSS80l6SsiDBUswFwQGyODRIRvC5ZIJfTEvMLxMAf8VfEbPiOsDnOJ93ZFncYbFW9o-TWwR_g&utm_content=58326790&utm_source=hs_automation

A Better Way to Deal with Order Cancellations

Center For Sales Strategy February 4, 2021

https://blog.thecenterforsalesstrategy.com/blog/how-to-handle-order-cancellations?utm_medium=email&_hsmi=109531303&_hsenc=p2ANqtz-6d1HulARJwpzh1Y-97Zl7CRFhJxmdZYJe1XZzWVe5RG7fahSdvSfQBZOTrxXvNkmUUuu_N9mjz4SpYlRfkg9MXbetYw&utm_content=109531303&utm_source=hs_email

Inside Info: Radio & TikTok, The Right Combination to Reach Latinx Americans.

Inside Radio February 4, 2021

http://www.insideradio.com/free/inside-info-radio-tiktok-the-right-combination-to-reach-latinx-americans/article_32b1680e-66c0-11eb-a8c2-273b7d1c3bb9.html

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

Why We Look & Why It Matters

It is the rule that every broadcaster should know: Listeners

Radio Ink (Loyd Ford) February 8, 2021

https://radioink.com/2021/02/08/why-we-look-why-it-matters/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

RAB: Digital Now 14% of Total Revenue

Radio Ink February 6, 2021

https://radioink.com/2021/02/06/rab-digital-now-14-of-total-revenue/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

US Time Spent with Media 2021 Update

Pivotal Moments for TV, Subscription OTT, Digital Audio, and Social Media

eMarketer February 4, 2021

<https://www.emarketer.com/content/us-time-spent-with-media-2021-update?ecid=NL1001>

Can Anyone Top Nielsen in the Measurement Business?

Broadcasting & Cable February 8, 2021 (new reprint by BIA Advisory Group)

<https://www.nexttv.com/features/can-anyone-top-nielsen-in-the-measurement-business>

Survey: 61% Say Podcast Listening Now Part Of Their Daily Routine.

Inside Radio (MRI/Simmons Research) February 8, 2021

http://www.insideradio.com/podcastnewsdaily/survey-61-say-podcast-listening-now-part-of-their-daily-routine/article_a1fd34c4-6a38-11eb-b474-53c047194fdb.html

US social commerce is following in China's footsteps

eMarketer February 5, 2021

<https://www.emarketer.com/content/us-social-commerce-following-chinas-footsteps?ecid=NL1014>

What Would Propel More Digital Sales For Radio?

Inside Radio February 9, 2021

http://www.insideradio.com/free/what-would-propel-more-digital-sales-for-radio/article_df2b8a4e-6aab-11eb-ade6-dfa07ed4d213.html

Five Things We Learned About Leadership From Tom Brady

The Center For Sales Strategy February 9, 2021

https://blog.thecenterforsalesstrategy.com/five-things-we-learned-about-leadership-from-tom-brady?utm_campaign=subscriber&utm_medium=email&_hsmt=110261076&_hsenc=p2ANqtz-9KQ3RLb6YmZ7oXr92hg_r1LxK6yPM2CH6jSnLhbZs8MRs677IBGQ3NgAy2HhADy79ss0GxPQknEVVY35jOh2Otb7JrC&utm_content=110261076&utm_source=hs_email

How Privacy Will Change Digital Marketing This Year

STREETFIGHT February 4, 2021

https://streetfightmag.com/2021/02/04/how-privacy-will-change-digital-marketing-this-year/?mc_cid=ce9df17ab0&mc_eid=281a8bbec8#.YCM9mZNKi1t

Rebranded As DTS AutoStage, Xperi Announces New Radio Partners For Hybrid Radio Platform.

Inside Radio February 9, 2021

http://www.insideradio.com/free/rebranded-as-dts-autostage-xperi-announces-new-radio-partners-for-hybrid-radio-platform/article_09205664-6afb-11eb-83b6-2787e75bd625.html

46% of Sales Organizations Rate Coaching as Effective

SalesFuel February 6, 2020

<https://salesfuel.com/46-of-sales-organizations-rate-coaching-as-effective/>

Ad tech company Magnite is buying SpotX in play to deepen its strength in streaming ads

CNBC February 5, 2021

<https://www.cnbc.com/2021/02/05/magnite-to-buy-spotx-to-deepen-its-ctv-play-.html>

Advertisers Get Advanced Audience Targeting In Wide Orbit-Tru Optik Hookup.

Inside Radio February 5, 2021

http://www.insideradio.com/podcastnewsdaily/advertisers-get-advanced-audience-targeting-in-wide-orbit-tru-optik-hookup/article_a225745c-67d6-11eb-9e7a-6377d2c6ea52.html

Companies Fall Short Of Compliance With California Privacy Law, Consumer Reports Finds

MediaPost February 4, 2021

<https://www.mediapost.com/publications/article/360257/companies-fall-short-of-compliance-with-california.html?edition=121322>

'You can find those audiences elsewhere': Advertisers scramble for answers after Apple's IDFA update

DIGIDAY February 4, 2021

<https://digiday.com/marketing/advertisers-scramble-for-answers-after-apples-idfa-update/>

YouTube May Be Television's Great Equalizer

Forbes February 4, 2021

<https://www.forbes.com/sites/alanwolk/2021/02/04/youtube-may-be-televisions-great-equalizer/?sh=ab8eda37bc38>

A Weekly Sales Planning System that Really Works

Center For Sales Strategy (updated) February 4, 2021

https://blog.thecenterforsalesstrategy.com/a-weekly-sales-planning-system-that-really-works?utm_campaign=subscriber&utm_medium=email&_hsmi=58326790&_hsenc=p2ANqtz--NdAe51IH1ijQ68ekDtz0JPJG3uPpDOkkCBuvfjhu2XzW48sCQnOPqFDXoFE2z9XXNfqBJxKMCY_qlvjNCqMI8zBgLJQ&utm_content=58326790&utm_source=hs_automation

Nielsen's Podcast Service Picks Up Ad Agencies Ad Results Media And Oxford Road.

Inside Radio (Nielsen) February 4, 2021

http://www.insideradio.com/podcastnewsdaily/nielsen-s-podcast-service-picks-up-ad-agencies-ad-results-media-and-oxford-road/article_4ba0884c-670e-11eb-9ed3-d31b43d5b25c.html

Hope you enjoy your long President's Day Holiday.

Miles

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