

MARCH 10, 2021

Sort of a static week with the Nielsen February Week 3 summary estimates for our PPM measured markets. But the significant issue that I have pointed to in the past few weeks are getting special scrutiny by your SCBA Executive Board with the formation of some ad hoc committees to bring greater focus to them and create an action plan to deal with them. There are a few articles in your curated lists of resources and articles this week that pertain to these important issues and I encourage you to look for them (I have tagged them with special notes in bold to bring them to your attention). Here's this week's PPM trends:

Los Angeles AQH

2020

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%

2021

Jan - 541,600 off 21.8%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Jan. Week 4 - 520,800 off 24.8%

Feb. Week 1 - 551,800 off 20.3%
Feb. Week 2 - 546,300 off 21.1%
Feb. Week 3 - 557,800 off 19.4%

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

2020

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%

2021

Jan. - 9,587,700 off 9.6%

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%
Jan. Week 4 - 9,690,700 off 8.6%

Feb. Week 1 - 9,660,500 off 8.9%
Feb. Week 2 - 9,776,500 off 7.8%
Feb. Week 3 - 9,603,500 off 9.4%

Riverside/San Bernardino AQH

2020

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%

2021

Jan. - 91,500 off 29%

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

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%
Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%
Feb. Week 2 - 98,000 off 23.9%
Feb. Week 3 - 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

2020

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%

2021

Jan. - 1,824,500 off 9.3%

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%

Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%

Feb. Week 2 - 1,930,300 off 4%

Feb. Week 3 - 1,945,000 off 3.3%

San Diego AQH

2020

March - 142,700

April - 98,000

May - 109,400

June - 120,100

July - 126,000

August - 128,500 (off 10%)

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%)

2021

Jan. - 114,200 (off 19.97%)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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%
Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%
Feb. Week 2 - 111,800 off 21.7%
Feb. Week 3 - 113,100 off 20.7%

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

2020

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%)

2021

Jan. - 2,287,800 (off 10.2%)

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%)
Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)
Feb. Week 2 - 2,342,600 (off 8.1%)
Feb. Week 3 - 2,324,000 (off 8.8%)

Here is your curated collection of the most important news and resources for the past week. Be sure to watch for special notes on some of these items that have special significance:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Replacing TV With Radio: Here's What Happened For A Major Financial Advertiser.

Inside Radio (Nielsen) March 9, 2021

http://www.insideradio.com/free/replacing-tv-with-radio-here-s-what-happened-for-a-major-financial-advertiser/article_040fc6ae-80af-11eb-a4e5-8b8a1ab25865.html

With Deadline Looming, Tax Prep Services Hit The Airwaves.

Inside Radio (Media Monitors) March 9, 2021

http://www.insideradio.com/free/with-deadline-looming-tax-prep-services-hit-the-airwaves/article_a48d9f94-80ae-11eb-b70e-93a65e29c787.html

The Best Way To Monetize Radio: 'Sell Everything,' Mediaco's Skip Dillard Says.

Inside Radio March 10, 2021

http://www.insideradio.com/free/the-best-way-to-monetize-radio-sell-everything-mediaco-s-skip-dillard-says/article_733daf74-8171-11eb-b8de-e33d53960e24.html

(More) digital trends for 2021: The future of grocery is digital

eMarketer March 5, 2021

<https://www.emarketer.com/content/more-digital-trends-2021-future-of-grocery-digital?ecid=NL1014>

Survey: The top reason consumers shop Amazon is...

Chain Store Age March 9, 2021

https://chainstoreage.com/survey-top-reason-consumers-shop-amazon?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

IS THIS THE END OF TARGETED DIGITAL ADVERTISING?

Does the death of 3rd party cookies spell the death of online advertising as we know it?

Browser Media Agency March 9, 2021

<https://browsermedia.agency/blog/the-end-of-targeted-digital-marketing/>

How Google's ad tracking decisions could reshape digital advertising

S&P Global March 8, 2021

<https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/how-google-s-ad-tracking-decisions-could-reshape-digital-advertising-63035914>

Who's Shaping Who? Tech + Automotive In The 2020s

Forbes March 9, 2021

<https://www.forbes.com/sites/johnpaulmacduffie/2021/03/09/whos-shaping-who-tech--automotive-in-the-2020s/?sh=7c71af412dc4>

March Madness Trademarks: Tips To Avoid A Foul Call from the NCAA (2021 Update – Part 1)

Broadcast Law Blog (David Oxenford) March 8, 2021

https://www.broadcastlawblog.com/2021/03/articles/march-madness-trademarks-tips-to-avoid-a-foul-call-from-the-ncaa-2021-update-part-1/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=fc399ae9a2-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-fc399ae9a2-70190309

Millennials Continue To Drive Refinance Mortgage Loan Demand In 2021

Digital Media Solutions March 3, 2021

https://insights.digitalmediasolutions.com/articles/2021-millennials-refinance-loan-volume?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&hsmi=114981946&hsenc=p2ANqtz-8lM0RYHmMuND4XLXNOecvK7NsTUU74jn-Y7-T85NjZ2ekEaDsAKC-XFWB8wQZZs0Bu-X--tnlUjoqX1j93nnnZfTvwDQ&utm_content=114981946&utm_source=hs_email

Not All Rating Points are Created Equal

Radio Ink (Charlie Sislen) March 8, 2021

https://radioink.com/2021/03/08/not-all-rating-points-are-created-equal/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Indeed Back on Top of Radio

Radio Ink March 9, 2021

https://radioink.com/2021/03/09/50404/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Expecting Shoppers To Return, Retailers Are Increasing Ad Spend

Forbes March 5, 2021

<https://www.forbes.com/sites/bradadgate/2021/03/05/getting-shoppers-back-to-stores-post-pandemic/?sh=1c25c7075b42>

Retailers And Marketers Prepare For Spring Spending.

Inside Radio (Ad Age) March 8, 2021

http://www.insideradio.com/free/retailers-and-marketers-prepare-for-spring-spending/article_59b032e2-7fdd-11eb-aa47-3fe8d14e0635.html

Here is a scan of the full Ad Age article:

ATTACHMENT: [Ad Age - Spring is the New Christmas](#)

You're Not Being Helpful; You're Killing the Sale

SalesFuel March 6, 2021

<https://salesfuel.com/youre-not-being-helpful-to-prospects-youre-damaging-the-sale/>

Podcast Data And Ad Tech Are Expanding, Bringing In More Ad Buyers.

Inside Radio March 5, 2021

http://www.insideradio.com/free/podcast-data-and-ad-tech-are-expanding-bringing-in-more-ad-buyers/article_ca7b9d3c-7d84-11eb-a174-ff59d17e94cc.html

In-Car Listening Increases In CDM Markets. At-Work Is Up, But Not At Pre-Pandemic Levels.

Inside Radio (Radio Research Consortium) March 5, 2021

http://www.insideradio.com/free/in-car-listening-increases-in-cdm-markets-at-work-is-up-but-not-at-pre/article_94d4456c-7d84-11eb-9810-d3936b8e23e4.html

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING

One In Three Americans Now Own A Smart Speaker Says New Infinite Dial Report.

Inside Radio (Edison/triton Digital) March 9, 2021

http://www.insideradio.com/podcastnewsdaily/one-in-three-americans-now-own-a-smart-speaker-says-new-infinite-dial-report/article_93e06050-80f9-11eb-8b39-5772d0af4120.html

Podcasting On Post-Pandemic Growth Path, New IAB Report Predicts.

Inside Radio (IAB) March 8, 2021

http://www.insideradio.com/podcastnewsdaily/podcasting-on-post-pandemic-growth-path-new-iab-report-predicts/article_e49dadb6-80f9-11eb-a561-ffac47895314.html

Environics Analytics Partners with The Trade Desk for Enhanced Digital Advertising Campaigns Industry-leading PRIZM segments now available to advertisers for advanced audience targeting

Environics Analytics March 8, 2021

(Note: This is ironic considering that in the 1980s Arbitron introduced Qualidata Reports that utilized PRIZM (Potential Ratings Index by Zip Markets) a product of Claritas LLC, that clusters socio economic groups by ZIP Codes. Maybe time to take a fresh look at the use of this qualitative data)

<https://www.globenewswire.com/news-release/2021/03/08/2188918/0/en/Environics-Analytics-Partners-with-The-Trade-Desk-for-Enhanced-Digital-Advertising-Campaigns.html>

Marketers call for tighter social media rules

ClickZ March 10, 2021

(Note: This ClickZ survey was done in Australia but has implications in US too)

ATTACHMENT: [ClickZ – Social Media Marketing Survey Report](#)

Infinite Dial: One In Three Americans Now Own A Smart Speaker.

Inside Radio (Edison/Triton Digital) March 9, 2021

(Note: I am registered for this webinar tomorrow and will have a report update for you next week)

http://www.insideradio.com/free/infinite-dial-one-in-three-americans-now-own-a-smart-speaker/article_a6b6c8f4-80e5-11eb-96ee-bb8b074478d5.html

Digital Changes Are Likely To Stick Around Post-Pandemic, New IAB Report Predicts.

Inside Radio (IAB) March 9, 2021

http://www.insideradio.com/free/digital-changes-are-likely-to-stick-around-post-pandemic-new-iab-report-predicts/article_23adff08-80af-11eb-bf2f-63b7e95883dc.html

Nielsen CEO Dave Kenny Teases Cross-Platform Measurement Service For Audio.

Inside Radio (Nielsen) March 8, 2021

(Note: This is a very important issue that we have touched on before and your SCBA Executive Board has formed an ad hoc committee to study this issue and address it with Nielsen and other research companies. Stay tuned)

http://www.insideradio.com/free/nielsen-ceo-dave-kenny-teases-cross-platform-measurement-service-for-audio/article_d5259f2a-7fdd-11eb-ad7c-07e93d3c8fe7.html

IAB Podcast Upfront returns on May 11-13, 2021

IAB March 8, 2021

<https://www.iab.com/events/podcast-upfront-2021/>

5 Signs That Show Your Rep Will Make A Great Sales Manager

SalesFuel March 6, 2021

<https://salesfuel.com/5-signs-that-show-your-sales-rep-will-make-a-great-sales-manager/>

Nielsen Closes \$2.7 Billion Sale Of Global Connect Business.

Inside Radio March 5, 2021

http://www.insideradio.com/free/nielsen-closes-2-7-billion-sale-of-global-connect-business/article_d3af5d16-7dbc-11eb-a5f1-0b6513a76ef9.html

Ad Impressions, Not Ratings Points, Are Key to Future of Local TV: Meredith's Doug Lowe

Beet.TV March 5, 2021

(Note: This issue of converting from CPP to a CPM pricing model is also a critical issue for radio as well to have fair and competitive comparison to digital and other media that are currently being bought on a CPM basis. Your SCBA Executive Board has also formed an ad hoc committee to work on this issue and engage Nielsen on it. Stay tuned)

<https://www.beet.tv/2021/03/ad-impressions-not-ratings-points-are-key-to-future-of-local-tv-merediths-doug-lowe.html>

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