

## MARCH 17, 2021

Happy St. Patrick's Day!

The February Nielsen Survey is now in the books for our PPM markets and the month shows steady, incremental improvement over the problems of the past two months. We are now into the March survey and we will soon begin to show comparisons to March, 2020, which has been the benchmark for comparisons since the COVID-19 lockdowns began a year ago.

Be sure to check out the series of summary articles on The Infinite Dial 2021 report from Edison Research and Triton Digital. There is also a Google Drive link to the full report near the bottom of the Manager's Roundup below.

Also see the United TV and Digital Measurement attachment that demonstrates a system for converging TV and Digital advertising measurement. It is pretty technical, but it will give you a sense of a project we are looking into for radio application.

### 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%  
Feb 21- 576,500 off 16.7%

### 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%  
Feb. Week 4 - 576,400 off 16.7%

**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.**

### 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%  
Feb. - 9,717,300 off 8.4%

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%  
Feb. Week 4 - 9,828,900 off 7.3%

### 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%  
Feb. - 101,800 off 21%

**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%  
Feb. Week 4 - 101,900 off 20%

**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%  
Feb. - 1,941,100 off 3.5%

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%  
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%  
Feb. Week 4 - 1,967,800 off 2.2%

## 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%)  
Feb. - 117,700 (off 17.5% from March)

### **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%  
Feb. Week 4 - 113,900 off 20.2%

### **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.**

## 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%)

Feb. - 2,302,200 (off 9.7%)

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%)

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%)

Feb. Week 4 - 2,299,500 (off 9.8%)

There are a lot of great articles and resources to choose from this week so be sure to review all the titles and make the selections of most interest and best suited to your needs:

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

#### **White House Plans \$1.5B COVID Vaccine Campaign Across TV, Radio and Digital**

TVTech March 17, 2021

<https://www.tvtechnology.com/news/white-house-plans-dollar15b-covid-vaccine-campaign-across-tv-radio-and-digital>

### **Listeners Give Radio Its Best-Ever Promoter Score In Jacobs' Forthcoming TechSurvey.**

Inside Radio (Jacobs Media) March 17, 2021

[http://www.insideradio.com/free/listeners-give-radio-its-best-ever-promoter-score-in-jacobs-forthcoming-techsurvey/article\\_4173d2c6-86f7-11eb-8167-a3ae785cbb86.html](http://www.insideradio.com/free/listeners-give-radio-its-best-ever-promoter-score-in-jacobs-forthcoming-techsurvey/article_4173d2c6-86f7-11eb-8167-a3ae785cbb86.html)

### **Beyond Pajamas: Sizing Up the Pandemic Shopper**

Harvard Business School March 17, 2021

[https://hbswk.hbs.edu/item/beyond-pajamas-sizing-up-the-pandemic-shopper?cid=spring-33160769-WK%20Newsletter%203-17-2021%20\(1\)-March%2017,%202021](https://hbswk.hbs.edu/item/beyond-pajamas-sizing-up-the-pandemic-shopper?cid=spring-33160769-WK%20Newsletter%203-17-2021%20(1)-March%2017,%202021)

### **CDC Topping The List**

Radio Ink (Media Monitors) March 15, 2021

[https://radioink.com/2021/03/15/cdc-topping-the-list/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/03/15/cdc-topping-the-list/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Harris Poll: Pandemic shopping habits will remain as life returns to 'normal'**

Chain Store Age March 15, 2021

[https://chainstoreage.com/harris-poll-pandemic-shopping-habits-will-remain-life-returns-normal?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/harris-poll-pandemic-shopping-habits-will-remain-life-returns-normal?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Why Local News Sponsorships Are More Relevant than Ever**

Street Fight March 16, 2021

<https://streetfightmag.com/2021/03/16/why-local-news-sponsorships-are-more-relevant-than-ever/#.YFEO5BNKhTZ>

### **Webinar Series From BIA To Dissect 2021 Ad Pie By Categories.**

Inside Radio March 16, 2021

[http://www.insideradio.com/free/webinar-series-from-bia-to-dissect-2021-ad-pie-by-categories/article\\_a4a4a9ca-85cf-11eb-ad07-43d418cb799a.html](http://www.insideradio.com/free/webinar-series-from-bia-to-dissect-2021-ad-pie-by-categories/article_a4a4a9ca-85cf-11eb-ad07-43d418cb799a.html)

### **Magellan Analysis Shows Content, Not Ads, Lead Most News Podcasts.**

Inside Radio (Magellan AI) March 15, 2021

[http://www.insideradio.com/podcastnewsdaily/magellan-analysis-shows-content-not-ads-lead-most-news-podcasts/article\\_8474873a-85af-11eb-95d6-8ffc3267b98f.html](http://www.insideradio.com/podcastnewsdaily/magellan-analysis-shows-content-not-ads-lead-most-news-podcasts/article_8474873a-85af-11eb-95d6-8ffc3267b98f.html)

### **The Most Common Habits of Highly Effective Sales Managers**

SalesFuel March 13, 2021

<https://salesfuel.com/the-most-common-habits-of-highly-effective-sales-managers/>

### **Credible Salespeople Must Be Able to Demonstrate It**

SalesFuel March 13, 2021

<https://salesfuel.com/credible-salespeople-must-be-able-to-demonstrate-it/>

### **The Discovery Call Is Important (Especially the 1st Step)**

SalesFuel March 13, 2021

<https://salesfuel.com/the-discovery-call-is-important-so-is-the-1st-step/>

### **Consumer sentiment rises to highest level in a year**

Chain Store Age March 12, 2021

[https://chainstoreage.com/consumer-sentiment-rises-highest-level-year?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/consumer-sentiment-rises-highest-level-year?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **Retailers plan to increase investments across digital channels as many solidify their omnichannel plans**

eMarketer March 8, 2021

<https://www.emarketer.com/content/retailers-plan-increase-investments-across-digital-channels-many-solidify-their-omnichannel-plans?ecid=NL1009>

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

### **Get Ready For 2021 Revenue Comparisons To 2019, Not 2020.**

Inside Radio March 17, 2021

[http://www.insideradio.com/free/get-ready-for-2021-revenue-comparisons-to-2019-not-2020/article\\_222b4f7a-86f7-11eb-acd1-cb5139f102d9.html](http://www.insideradio.com/free/get-ready-for-2021-revenue-comparisons-to-2019-not-2020/article_222b4f7a-86f7-11eb-acd1-cb5139f102d9.html)

### **FCC Issues Reminder On Sponsorship Identification Requirements – Including Obligation to Ensure Syndicated and Brokered Program Providers Comply With the Rules**

Broadcast Law Blog (David Oxenford) March 17, 2021

<https://www.broadcastlawblog.com/2021/03/articles/fcc-issues-reminder-on-sponsorship-identification-requirements-including-obligation-to-ensure-syndicated-and-brokered-program-providers-comply-with-the-rules/>

### **United TV and Digital Measurement—Growing Your Brand’s ROI with Today’s Integrated Reporting,”**

eMarketer webinar March 17, 2021

**ATTACHMENT:** [Amobee 4Screen Converged Measurement Report](#)

### **WHAT WENT DOWN (AND UP) IN 2020 U.S. AD SPENDING**

#### **Traditional media fell sharply, but digital media soared**

AdAge (Kantar) March 15, 2021

<https://adage.com/article/datacenter/what-went-down-and-2020-us-ad-spending/2321666>

### **Kagan’s 2021 Outlook: Opportunities Abound for Local Radio And TV.**

Inside Radio (Kagan) March 17, 2021

[http://www.insideradio.com/free/kagan-s-2021-outlook-opportunities-abound-for-local-radio-and-tv/article\\_7fac412c-86f7-11eb-8766-43512ec9963e.html](http://www.insideradio.com/free/kagan-s-2021-outlook-opportunities-abound-for-local-radio-and-tv/article_7fac412c-86f7-11eb-8766-43512ec9963e.html)

### **The Trade Desk- A Bet on Digital Advertising**

Yahoo Finance March 16, 2021

<https://finance.yahoo.com/news/trade-desk-bet-digital-advertising-100000656.html>



### **Google's Latest Privacy Play Has Big Implications for the Open Web**

Street Fight March 16, 2021

[https://streetfightmag.com/2021/03/16/googles-latest-privacy-play-has-big-implications-for-the-open-web/?mc\\_cid=09197fe0a6&mc\\_eid=281a8bbec8#.YFEQhhNKhTZ](https://streetfightmag.com/2021/03/16/googles-latest-privacy-play-has-big-implications-for-the-open-web/?mc_cid=09197fe0a6&mc_eid=281a8bbec8#.YFEQhhNKhTZ)

### **New ZoneCasting Tests In The Works, Even As NAB, State Associations, Oppose.**

Inside Radio (ZoneCasting Geo Broadcast Solutions) March 16, 2021

[http://www.insideradio.com/free/new-zonecasting-tests-in-the-works-as-industry-splits-over-proposed-new-use-for-fm/article\\_307c20c8-861f-11eb-99ca-0799f3575a0a.html](http://www.insideradio.com/free/new-zonecasting-tests-in-the-works-as-industry-splits-over-proposed-new-use-for-fm/article_307c20c8-861f-11eb-99ca-0799f3575a0a.html)

### **Big Tech Has Little Love In Congress, And That Could Help Radio Get An Upper Hand.**

Inside Radio March 15, 2021

[http://www.insideradio.com/free/big-tech-has-little-love-in-congress-and-that-could-help-radio-get-an-upper/article\\_33df6f2c-856b-11eb-8277-3b4026037a1d.html](http://www.insideradio.com/free/big-tech-has-little-love-in-congress-and-that-could-help-radio-get-an-upper/article_33df6f2c-856b-11eb-8277-3b4026037a1d.html)

### **Amazon Targets A Bigger Share Of The Audio Ad Market.**

Inside Radio March 15, 2021

[http://www.insideradio.com/free/amazon-targets-a-bigger-share-of-the-audio-ad-market/article\\_ee1bbcac-856a-11eb-898a-8b9562064197.html](http://www.insideradio.com/free/amazon-targets-a-bigger-share-of-the-audio-ad-market/article_ee1bbcac-856a-11eb-898a-8b9562064197.html)

### **How a stay-at-home year accelerated three trends in the advertising industry**

CNBC March 13, 2021

<https://www.cnbc.com/2021/03/13/how-covid-19-changed-the-advertising-industry-.html>

*Note: the next four articles summarize some of the key findings of The Infinite Dial 2021 report followed by a Google Drive link to the full report.*

### **Online Audio Hits All Time High, Weekly TSL Gains An Hour.**

Inside Radio (Edison Research/Triton Digital) March 12, 2021

[http://www.insideradio.com/podcastnewsdaily/online-audio-hits-all-time-high-weekly-tsl-gains-an-hour/article\\_d5bb7750-8354-11eb-a6c7-eb33539e92c3.html](http://www.insideradio.com/podcastnewsdaily/online-audio-hits-all-time-high-weekly-tsl-gains-an-hour/article_d5bb7750-8354-11eb-a6c7-eb33539e92c3.html)

### **Podcast Listening Booming**

Podcast Business Journal (Edison Research/Triton Digital) March 12, 2021

[https://podcastbusinessjournal.com/podcast-listening-booming/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/podcast-listening-booming/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D)

### **Now Mainstream, Podcasting Builds Audience Among Young, Diverse Listeners.**

Inside Radio (Edison Research/Triton Digital) March 12, 2021

[http://www.insideradio.com/free/now-mainstream-podcasting-builds-audience-among-young-diverse-listeners/article\\_8a6ef61c-830b-11eb-b832-073fbc49ea96.html](http://www.insideradio.com/free/now-mainstream-podcasting-builds-audience-among-young-diverse-listeners/article_8a6ef61c-830b-11eb-b832-073fbc49ea96.html)

### **Radio Still King Of The Car**

Radio Ink (Edison Research/Triton Digital) March 12, 2021

<https://radioink.com/2021/03/12/radio-still-king-of-the-car/>

Here is the full Infinite Dial 2021 report from Edison Research/Triton Digital:

**ATTACHMENT:** [The Infinite Dial 2021](#)

**Politics didn't make people spend less time on social**

eMarketer March 11, 2021

<https://www.emarketer.com/content/politics-didnt-make-people-spend-less-time-on-social?ecid=NL1009>

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