

APRIL 28, 2021

I can't let it go by without noting that this installment of the Midweek Roundup is your 53rd consecutive edition making this the one-year anniversary of this specially curated compilation of information to help you deal with all the challenges we face and to be successful. I hope that you are benefiting from all the great information and insights from many of the items being provided each week.

One item I had hoped to provide you with this week is a link to the recorded session during the All Access Audio Summit from last week dealing with the future of audio measurement and a preview of the Nielsen Audio One cross platform measurement program that is in development. We did not have access to the recording until today and it is password protected. Liz will be making a transcript of the session and we will provide it to you as soon as possible.

Below are the summary results of April Week 2 for our PPM markets. LA and Riv/SB slipped back a bit this week while SD made some gains. Sort of the reverse of last weeks trending.

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 - 576,500 off 16.7%
Mar.- 606,100 off 12.5%

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%

Mar. Week 1 - 590,900 off 14.6%
Mar. Week 2 - 578,500 off 16.4%
Mar. Week 3 - 615,500 off 11.1%
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%
Apr. Week 2 - 612,400 off 11.5%

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%
Mar. - 9,817,600 off 7.5%

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%

Mar. Week 1 - 9,647,900 off 9%
Mar. Week 2 - 9,582,400 off 9.6%
Mar. Week 3 - 9,965,900 off 6%
Mar. Week 4 - 10,074,100 off 5.1%

Apr. Week 1 - 10,328,400 off 2.7%
Apr. Week 2 - 10,069,400 off 5.1%

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%
Mar. - 105,800 off 17.9%

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%

Mar. Week 1 - 101,600 off 21.1%
Mar. Week 2 - 105,500 off 18%
Mar. Week 3 - 110,400 off 14.4%
Mar. Week 4 - 105,900 off 17.8%

Apr. Week 1 - 111,400 off 13.6%
Apr. Week 2 - 108,300 off 15.9%

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%
Mar. - 1,919,700 off 4.6%

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%

Mar. Week 1 - 1,903,700 off 5.4%
Mar. Week 2 - 1,876,800 off 6.7%
Mar. Week 3 - 1,930,600 off 4.1%
Mar. Week 4 - 1,967,600 off 2.2%

[Apr. Week 1 - 1,935,000 off 3.8%](#)
[Apr. Week 2 - 1,919,100 off 4.6%](#)

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%)

Mar. - 119,900 (off 16.0%)

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%

Mar. Week 1 - 117,000 off 18.0%

Mar. Week 2 - 119,000 off 16.6%

Mar. Week 3 - 118,700 off 16.8%

Mar. Week 4 - 124,700 off 12.6%

[Apr. Week 1 - 122,500 off 14.2%](#)

[Apr. Week 2 - 124,000 off 13.1%](#)

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%)

Mar. - 2,314,400 (off 9.2%)

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%)

Mar. Week 1 - 2,305,100 (off 9.6%)

Mar. Week 2 - 2,314,400 (off 9.2%)

Mar. Week 3 - 2,321,300 (off 8.9%)

Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)

Apr. Week 2 - 2,354,300 (off 7.6%)

Time to dig into the resources and articles that will keep up on the cutting edge.

Be sure to pay special attention in the Management section to two articles of special interest. The first article is on OpenAP, an initiative that will let advertisers measure reach across both digital and traditional TV networks. This is clearly something we need for radio that goes beyond what capabilities Nielsen has in mind for their Audio One measurement system.

The other article has additional information on the revenue potential of online gambling that I sent out information on separately earlier this week.

And there is even more great intel that is just a mouse click away:

[RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:](#)

How the Right Sales Team Structure Can Maximize Revenue Performance [VIDEO]

The Center For Sales Strategy April 28, 2021

https://blog.thecenterforsalesstrategy.com/how-the-right-sales-team-structure-can-maximize-revenue-performance-video?utm_campaign=subscriber&utm_medium=email&_hsmt=123975752&_hsenc=p2ANqtz-FGgdhRpSZc3I5pM0zuD0C0vRm8KyMrhEohl384arM2DxypezplW7gixZTxdZ10E_zUv0sZHs_tzu6PaKqwDYkXrMJMw&utm_content=123975752&utm_source=hs_email

April U.S. auto sales projected to double, with 18.1M SAAR

Automotive News April 28, 2021

Average transaction prices expected to rise 6.8% to \$37,572 -- the highest ever for April

https://www.autonews.com/sales/april-us-auto-sales-projected-double-181m-saar?utm_source=daily&utm_medium=email&utm_campaign=20210428&utm_content=hero-headline

Advertising for Political Office Is a Never-Ending Campaign

ANA April 27, 2021

https://www.ana.net/magazines/show/id/ana-2021-04-advertising-for-political-office?st3=210427newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210427-newsstandnow-non&zs=FANij1&zl=fCPb7

Podcast Advertising Blossomed Through First Quarter Says Magellan With 1,500 New Advertisers.

Inside Radio April 27, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-advertising-blossomed-through-first-quarter-says-magellan-with-1-500-new-advertisers/article_79f96970-a778-11eb-9b04-9bd6f81ab386.html

Here is a copy of the full Magellan Q1 Benchmark Report:

ATTACHMENT: [Magellan AI Q121 Benchmark Report](#)

Westwood One Blog Post Looks At What AM/FM Radio Can Add To TV Ad Buys

All Access April 27, 2021

<https://www.allaccess.com/net-news/archive/story/206809/westwood-one-blog-post-looks-at-what-am-fm-radio-c>

Sales Leaders Have Two Jobs Related to Sales Process

The Center For Sales Strategy April 27, 2021

https://blog.thecenterforsalesstrategy.com/sales-leaders-have-two-jobs-related-to-sales-process?utm_campaign=subscriber&utm_medium=email&hsmi=123754196&hsenc=p2ANqtz-8YTP5J1EEeodZiaM4DkVP_jfy6kid_YjSVIzKXJLhJe94ZhXP9jhg4DEIqBrFaxxVevJ4SdLReVQl1FBHRHJVSubDwg&utm_content=123754196&utm_source=hs_email

Store Shelves Are Fuller. That Could Boost Packaged Goods Ad Spending, Zenith Says.

Inside Radio (Zenith) April 27, 2021

http://www.insideradio.com/free/store-shelves-are-fuller-that-could-boost-packaged-goods-ad-spending-zenith-says/article_1ce04dec-a725-11eb-866c-3b316d9c5e3d.html

Here is the full Zenith report:

ATTACHMENT: [Business-Intelligence-FMCG-Food and Drink](#)

After Strong 2H 2020, Q1 Sports Ad Spend Down 28% YoY

MediaPost April 27, 2021

<https://www.mediapost.com/publications/article/362624/after-strong-2h-2020-q1-sports-ad-spend-down-28.html>

U.S. TV Time Viewed In Q1 Down 9%, More Declines Expected

MediaPost April 26, 2021

<https://www.mediapost.com/publications/article/362695/us-tv-time-viewed-in-q1-down-9-more-declines-e.html>

A QSR Returns To Active Action at Spot Radio Radio+TV Business Report April 26, 2021

<https://www.rbr.com/media-monitors-radio-042521/>

More Ad Buyers Expect To Commit More Dollars During 2021 Podcast Upfront Survey Finds.

Inside Radio (BIA) April 26, 2021

http://www.insideradio.com/podcastnewsdaily/more-ad-buyers-expect-to-commit-more-dollars-during-2021-podcast-upfront-survey-finds/article_c5575938-a6ae-11eb-98fe-e75b94e77599.html

Don't Call It a Recovery Yet: Small Business Growth Still Lags

STREETFIGHT April 26, 2021

<https://streetfightmag.com/2021/04/26/dont-call-it-a-recovery-yet-small-business-growth-still-lags/#.Ylcs8n1KhTY>

GM To Increase Spending With Black Owned Media

Radio Ink April 26, 2021

<https://radioink.com/2021/04/26/gm-to-increase-spending-with-black-owned-media/>

Mother's Day spending to hit record high; here's what's driving it

Chain Store Age April 23, 2021

https://chainstoreage.com/mothers-day-spending-hit-record-high-heres-whats-driving-it?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Global auto chip shortage sends major automakers scrambling

Seeking Alpha April 24, 2021

https://seekingalpha.com/news/3685302-global-auto-chip-shortage-sends-major-automakers-scrambling?mail_subject=f-global-auto-chip-shortage-sends-major-automakers-scrambling&utm_campaign=rta-stock-news&utm_content=link-1&utm_medium=email&utm_source=seeking_alpha

Selling to Decision-Makers: Strategies for Each Type

SalesFuel April 24, 2021

<https://salesfuel.com/selling-to-decision-makers-strategies-for-each-type/>

Empathy In Virtual Sales Must Be Authentic

SalesFuel April 24, 2021

<https://salesfuel.com/empathy-in-virtual-sales-must-be-authentic/>

Email Prospecting: "Rules" For Getting It Right

SalesFuel April 24, 2021

<https://salesfuel.com/email-prospecting-rules-for-getting-it-right/>

Conill: Radio Has Been A Trusted Source For Hispanics During Pandemic.

Inside Radio April 23, 2021

http://www.insideradio.com/free/conill-radio-has-been-a-trusted-source-for-hispanics-during-pandemic/article_af320784-a3f7-11eb-8511-53fe0de0360a.html

Here is a link to download full Conill report:

ATTACHMENT: [2021 Conill Insights – COVID-19 A Hispanic Perspective](#)

10 Biggest Changes in Sales Right Now

LinkedIn Sales Blog April 23, 2021

<https://www.linkedin.com/business/sales/blog/real-sales/10-biggest-shifts-in-sales-right-now>

The Restaurant Industry Is Rebounding and Evolving. Here's What You Need To Know.

Inside Radio April 22, 2021

http://www.insideradio.com/free/the-restaurant-industry-is-rebounding-and-evolving-here-s-what-you-need-to-know/article_23b97a96-a331-11eb-92a3-533ff730f587.html

Radio Posts Largest Monthly Audience Increase Since June 2020.

Inside Radio (Nielsen) April 21, 2021

http://www.insideradio.com/free/radio-posts-largest-monthly-audience-increase-since-june-2020/article_9a7566b4-a2db-11eb-9321-23c6cc25a814.html

Radio Whets the Appetite

RAB April 20, 2021

<http://www.radiomatters.org/index.php/2021/04/20/radio-whets-the-appetite/>

The Radio Comeback is Underway

Radio Ink April 21, 2021

https://radioink.com/2021/04/21/the-radio-comeback-is-underway/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

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

OpenAP Launches Data Tool Meant to Streamline TV Ad Buying

The industry group's system creates an identifier that ultimately will let advertisers measure reach across both digital and traditional TV networks

WSJ April 28, 2021

<https://www.wsj.com/articles/openap-launches-data-tool-meant-to-streamline-tv-ad-buying-11619607627>

Google smashes sales records as digital advertising market booms

Google profited as more people shifted their lives online during a stay-at-home year

Fox Business News/WSJ April 28, 2021

<https://www.foxbusiness.com/technology/google-smashes-sales-records-as-digital-advertising-market-booms>

The world regulates Big Tech while U.S. dithers

AXIOS April 28, 2021

<https://www.axios.com/world-tech-regulation-8d96502a-1400-4439-9ca8-c73ee4594a3b.html>

Online Gambling Presents a New Billion in Local Revenue Opportunity

BIA Advisory Services April 27, 2021 (features podcast)

<https://www.buzzsprout.com/1663015/8414083>

Brand new Q1 forecasts, say-through rates, and host-read vs. pre produced ads

eMarketer April 27, 2021 (features podcast)

<https://www.emarketer.com/content/podcast-brand-new-q1-forecasts-say-through-rates-host-read-vs-preproduced-ads?ecid=NL1001>

What Radio Broadcasters Need to Know About Facebook and Apple's Podcasting Announcements

Jacobs Media Strategies April 26, 2021

https://jacobsmedia.com/what-radio-broadcasters-need-to-know-about-facebook-and-apples-podcasting-announcements/?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=993FEAA1-8323-4B7D-B3A0-7FE731E13241

The 'Ever-Evolving' Nature Of At-Work Listening.

Inside Radio April 26, 2021

http://www.insideradio.com/free/the-ever-evolving-nature-of-at-work-listening/article_8b387b78-a65a-11eb-bfe7-df38e470a1f5.html

Cord-Cutting Getting Worse in 2021-22: S&P Report

Broadcasting + Cable April 26, 2021

<https://www.nexttv.com/news/cord-cutting-getting-worse-in-2021-22-says-sandp-report>

Kantar Buys Market Research Firm Numerator For \$1.5 Billion.

Inside Radio April 26, 2021

http://www.insideradio.com/free/kantar-buys-market-research-firm-numerator-for-1-5-billion/article_34e61754-a659-11eb-8683-cb9ea017adde.html

Podcasting will surpass \$2 billion by 2023

eMarketer April 21, 2021

<https://www.emarketer.com/content/podcasting-will-surpass-2-billion-by-2023>

IAB: Ad 'Confidence' Has Surged, Less Frequent Reviews Of Budgets

MediaPost April 22, 2021

<https://www.mediapost.com/publications/article/362601/iab-ad-confidence-has-surged-less-frequent-rev.html>

Amazon A 'Catalyst For Change' In Retail Media

ad exchanger April 23, 2021

<https://www.adexchanger.com/platforms/amazon-a-catalyst-for-change-in-retail-media/>

Facebook, Google and Amazon are reaping the benefits from advertising's pandemic hot streak

CNBC April 21, 2021

<https://www.cnbc.com/2021/04/21/facebook-google-and-amazon-are-reaping-the-benefits-from-advertisings-pandemic-hot-streak.html>

Streaming summer: 79% of Americans plan to stick with streaming TV

The Drum April 26, 2021

<https://www.thedrum.com/news/2021/04/26/streaming-summer-79-americans-plan-stick-with-streaming-tv>

Here is a link in case you need a primer on the various acronyms:

<https://imagen.io/blog/what-are-svod-tvod-avod/>

FCC Approves Foreign Government ID Change

Broadcasters will need to verify even if the lessee answers "no"

RadioWorld April 22, 2020

https://www.radioworld.com/news-and-business/headlines/fcc-approves-foreign-government-id-change?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=9B27CE90-D957-4C48-BEA5-41EA65BBB59F

Media Monitors Survey: Joe Rogan's Podcast Lead Shrinks As 'The Daily' Closes The Gap.

Inside Radio April 23, 2021

http://www.insideradio.com/free/media-monitors-survey-joe-rogan-s-podcast-lead-shrinks-as-the-daily-closes-the-gap/article_ce1efc88-a451-11eb-89fe-272aab0e4507.html

Nielsen Adds To Board, Selects Q1 Results Release Date

Radio+TV Business Report April 23, 2021

<https://www.rbr.com/nielsen-adds-to-board-selects-q1-results-release-date/>

Light At The End Of The Radio Tunnel?

Radio Ink (Charlie Sislen) April 23, 2021

<https://radioink.com/2021/04/23/light-at-the-end-of-the-radio-tunnel/>

Marketing When Channels Blur: Put The Message, Not The Medium, First

ANA April 22, 2021 (first published February 2, 2021)

https://www.ana.net/blogs/show/id/mm-blog-2021-02-marketing-when-channels-blur?st3=210422mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210422-marketing360-am-non&zs=FANij1&zl=Wera7

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