

MAY 19, 2021

Hi All,

Let's kick off this week with a review of the Nielsen audience estimates for May Week 1 in our PPM measured markets. While there are a few minor hiccups in this first week, there is mostly good news that the AQH and Cume estimates continue to improve or at least hold close to their recent gains. These are some of the best trending numbers we have seen since this pandemic reared its ugly face:

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%
Apr. - 623,900 off 9.9%

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%

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%
Apr. Week 3 - 620,100 off 10.5%
Apr. Week 4 - 627,100 off 9.5%

May Week 1 - 645,400 off 6.8%

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%
Apr. - 10,212,500 off 3.8%

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%
Apr. Week 3 - 10,230,100 off 3.6%

Apr. Week 4 - 10,222,300 off 3.7%

May Week 1 - 10,351,300 off 2.5%

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%
Apr. - 111,300 off 13.7%

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%
Apr. Week 3 - 113,200 off 12.2%
Apr. Week 4 - 112,400 off 12.8%

May Week 1 - 114,600 off 11%

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%
[Apr. - 1,948,200 off 3.2%](#)

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%

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%
Apr. Week 3 - 1,960,000 off 2.6%
Apr. Week 4 - 1,978,600 off 1.7%

[May Week 1 - 1,968,700 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%)
Mar. - 119,900 (off 16.0%)
Apr. - 122,000 (off 14.5%)

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%
Apr. Week 3 - 119,800 off 16.0%
Apr. Week 4 - 121,700 off 14.7%

May Week 1 - 120,400 off 15.6%

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%)

[Apr. - 2,319,500 \(off 9.0%\)](#)

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%)

Apr. Week 3 - 2,265,200 (off 11.1%)

Apr. Week 4 - 2,382,800 (off 6.5%)

[May Week 1 - 2,392,700 \(off 6.1%\)](#)

As you peruse your curated collection of intelligence for this week, ponder this thought:

"Learning is not compulsory... neither is survival."

W. Edwards Deming

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Survey: Americans Are Resuming Regular Driving Habits.

Inside Radio (Hankook Tire Gauge Index) May 19, 2021

http://www.insideradio.com/free/survey-americans-are-resuming-regular-driving-habits/article_46ea3668-b871-11eb-bfa2-2748ead042a7.html

Sports Betting Is Rapidly Moving Into Top 5 Category At Radio.

Inside Radio May 19, 2021

(Note: Sports betting is not yet legal in California, but could be approved by voters either later this year or next)

http://www.insideradio.com/free/sports-betting-is-rapidly-moving-into-top-5-category-at-radio/article_949a80c0-b871-11eb-b70a-ffb0f52501e8.html

Media Monitors Top New Radio Advertisers For April Led By Vax Live Concert, Velo

All Access May 19, 2021

https://www.allaccess.com/net-news/archive/story/207612/media-monitors-top-new-radio-advertisers-for-april?ref=mail_net_news

Report: CPM Is Most Used Media-Buying KPI But Marketers Care More About ROI, Brand Safety

MediaPost May 18, 2021

https://www.mediapost.com/publications/article/363385/report-cpm-is-most-used-media-buying-kpi-but-mark.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122414&has_hid=CKfKjD-IQuCPkoXp87oXHg

Nielsen: 10% Of All Radio Listening Now Takes Place Online.

Inside Radio (Westwood One) May 18, 2021

http://www.insideradio.com/free/nielsen-10-of-all-radio-listening-now-takes-place-online/article_713850b8-b7a3-11eb-bcd0-770fef0d560.html

ANA Releases 'KPIs That Matter,' Finds The Most Important Ones Aren't Always The Most Used

MediaPost May 18, 2021

https://www.mediapost.com/publications/article/363384/ana-releases-kpis-that-matter-finds-the-most-im.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122402&hash_id=0GmwUb-VQzGI9svJRwTNRa

The Ultimate Guide to Using the Sales Process to Improve Sales Performance

The Center For Sales Strategy Blog May 18, 2021

https://blog.thecenterforsalesstrategy.com/the-ultimate-guide-to-using-the-sales-process-to-improve-sales-performance?utm_campaign=subscriber&utm_medium=email&_hsmi=127951743&_hsenc=p2ANqtz-6jyDTUXeMvThX7RovZUzU-7Fd6KpEvYTx5teleF7VbsdrFVTeEgKF8P0w3k-MliqWtzF48pL8lr3bejbtV514bYladg&utm_content=127951743&utm_source=hs_email

Agency Exec To Clients: Use Radio To Get In Front Of Pent-up Consumer Demand.

Inside Radio May 18, 2021

http://www.insideradio.com/free/agency-exec-to-clients-use-radio-to-get-in-front-of-pent-up-consumer-demand/article_2d7ed41e-b7a3-11eb-9e19-7fc2d6d7562f.html

U.S. Marketers: Meet Mexican Americans

ANA May 12, 2021

https://www.ana.net/blogs/show/id/mm-blog-2021-05-us-marketers-meet-mexican-americans?st3=210517mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210517-marketing360-am-non&zs=FANij1&zl=LV8e7

Salespeople: Mind Your Manners -- And Maybe Use LinkedIn

MediaPost May 12, 2021

https://www.mediapost.com/publications/article/363210/salespeople-mind-your-manners-and-maybe-use-li.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122387&hashid=13ziehw8S-6SGyiO6J0RFg

Why Your Current Sales Structure is Not Producing the Activity You Need

The Center For Sales Strategy May 17, 2021

https://blog.thecenterforsalesstrategy.com/why-your-current-sales-structure-is-not-producing-the-activity-you-need?utm_campaign=subscriber&utm_medium=email&hsmi=127707691&hsenc=p2ANqtz-WTUNC-ISIGFQ3O4P8p6HkYiZGjMF0Mp-QjItYlWp95oMHPRHmgqQ7F600jgFEVMmgq5kNL_3gLi1oVqTRd_P2LAWAg&utm_content=127707691&utm_source=hs_email

Ad Agency Execs Says Clients Are Pushing Them To Audio.

Inside Radio (IAB) May 17, 2021

http://www.insideradio.com/free/ad-agency-execs-says-clients-are-pushing-them-to-audio/article_46ac3fa8-b6d6-11eb-b4c7-d7e8d1633a0c.html

Core retail sales stall in April but are up 28.8% year-over-year

Chain Store Age May 14, 2021

https://chainstoreage.com/core-retail-sales-stall-april-are-288-year-over-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Hungry for Sales

Radio Ink (Charlie Sislen) May 17, 2021

https://radioink.com/2021/05/17/hungry-for-sales/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

IAB: Podcast Advertising To Surpass \$1B This Year

MediaPost May 12, 2021

https://www.mediapost.com/publications/article/363201/iab-podcast-advertising-to-surpass-1b-this-year.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122367&hashid=IZA7uSulTnimoAz9RMXvmQ

Improve Your Sales Conversations Using These 4 Tips

SalesFuel May 15, 2021

<https://salesfuel.com/improve-your-sales-conversations-using-these-4-tips/>

5 Tips for Finding Sales Leads Online

SalesFuel May 15, 2021

<https://salesfuel.com/5-tips-for-finding-sales-leads-online/>

Ad Agency Executives Tell IAB Podcast Upfront That Clients Are Pushing Them To Audio.

Inside Radio May 14, 2021

http://www.insideradio.com/podcastnewsdaily/ad-agency-executives-tell-iab-podcast-upfront-that-clients-are-pushing-them-to-audio/article_2591fca-b4c8-11eb-8ff7-7b08bf05a13c.html

Why Are Salespeople So Afraid of Change?

OV Blog April 20, 2021

<https://openviewpartners.com/blog/product-led-sales-change#.YKQY931KhTZ>

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

Radio Forecast To Grow 12% In 'Banner Year' For Traditional Media.

Inside Radio (eMarketer) May 19, 2021

http://www.insideradio.com/free/radio-forecast-to-grow-12-in-banner-year-for-traditional-media/article_03d46046-b872-11eb-ae60-f738756f6466.html

Why Salespeople Find Meetings With Their Manager a Waste of Time

The Center for Sales Strategy May 19, 2021

https://blog.thecenterforsalesstrategy.com/why-salespeople-find-meetings-with-their-manager-a-waste-of-time?utm_campaign=subscriber&utm_medium=email&hsmi=128189581&hsenc=p2ANqtz-9KiNxqmTgUJnKUIyhdcSZpeRK-wzjBH0I77TMB_oSPyBd1WtgkHINcayjCceW8ZuSj63ywpIMWk2EchOTGyGCfgx5AmA&utm_content=128189581&utm_source=hs_email

More Lawmakers Sign Resolution Opposing Creation Of Radio Royalty.

Inside Radio May 17, 2021

http://www.insideradio.com/free/more-lawmakers-sign-resolution-opposing-creation-of-radio-royalty/article_8aba3ba2-b751-11eb-954c-df7fc5979be3.html

TV Is The Worst (And The Best) Advertising Medium

MediaPost May 14, 2021

https://www.mediapost.com/publications/article/363295/tv-is-the-worst-and-the-best-advertising-medium.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122387&hashid=13ziehw8S-6SGyiO6J0RFg

Use Digital Content to Help Your Radio Listeners Ease Back Into Live Events

Jacobs Media Strategies May 17, 2021

https://jacobsmedia.com/use-digital-content-to-help-your-radio-listeners-ease-back-into-live-events/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=c3913e25e7-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-c3913e25e7-179898762

The Unspoken Word At The IAB Podcast Upfront: Subscriptions.

Inside Radio May 17, 2021

http://www.insideradio.com/podcastnewsdaily/the-unspoken-word-at-the-iab-podcast-upfront-subscriptions/article_269fce68-b736-11eb-830b-67ce00db57b5.html

Another Nielsen Critic: iSpot Says Ad Ratings Rose During COVID

Broadcasting+Cable May 14, 2021

<https://www.nexttv.com/news/another-nielsen-critic-ispot-says-ad-ratings-rose-during-covid>

Radio Climbing Back From Pandemic Devastation

Radio Ink May 14, 2021

<https://radioink.com/2021/05/14/radio-climbing-back-from-pandemic-devastation/>

BIA: Radio Revenue Falls to \$9.7B in 2020

Radio+TV Business Report May 14, 2021

<https://www.rbr.com/bia-radio-revenue-falls-to-9-7b-in-2020/>

Radio Ad Dollars In 2021 Projected To Rise To \$11.7 Billion

MediaPost May 14, 2021

https://www.mediapost.com/publications/article/363310/radio-ad-dollars-in-2021-rise-to-117-billion.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122376&hashid=mJekFDXrQpCzlaeSPZoRTw

Jon Bon Jovi, Don Henley Called Antitrust “Co-Conspirators”

An outfit representing some 10,000 radio stations wants to depose star musicians in a heavyweight legal battle.

The Hollywood Reporter May 14, 2021

<https://www.hollywoodreporter.com/business/business-news/jon-bon-jovi-antitrust-conspirator-1234953308/>

Ford To Wire Alexa Voice Commands Into 700,000 Vehicles This Year.

Inside Radio May 17, 2021

http://www.insideradio.com/free/ford-to-wire-alexa-voice-commands-into-700-000-vehicles-this-year/article_287ef57a-b6d6-11eb-b70c-6ba5a951103d.html

New Dentsu Initiative Directs Money To Minority-Owned Media.

Inside Radio (WSJ) May 14, 2021

http://www.insideradio.com/free/new-dentsu-initiative-directs-money-to-minority-owned-media/article_bb22402c-b6d5-11eb-95d6-af59b45724d0.html

Digital Audio Proves Resilient During The Pandemic

Forbes May 12, 2021

<https://www.forbes.com/sites/forrester/2021/05/12/digital-audio-proves-resilient-during-the-pandemic/?sh=311732121555>

Which 'Impressions' Are You Counting? Were 'Media' Measurement Opportunities Missed?

MediaPost May 12, 2021

https://www.mediapost.com/publications/article/363234/which-impressions-are-you-counting-were-media.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122367&hashid=IZA7uSulTnimoAz9RMXvmQ

Starks Cites Local News as a Pillar

Says it influences regulation and will play important public interest role for years to come

Radio World May 14, 2021

https://www.radioworld.com/news-and-business/business-and-law/starks-cites-local-news-as-a-pillar?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=35EF3C15-5403-44B7-BADB-B15AE09FF5F3

NIELSEN'S TV RATINGS MESS COULD BE TIPPING POINT IN ITS DOMINANCE

Shift toward streaming deals and new competitors present a very real threat to its 70-year lead

Ad Age May 14, 2021

<https://adage.com/article/special-report-tv-upfront/nielsens-tv-ratings-mess-could-be-tipping-point-its-dominance/2335811>

Regulation of Online Platforms and the Effect on Advertising – Including Section 230 Reforms

Broadcast Law Blog (David Oxenford) May 14, 2021

https://www.broadcastlawblog.com/2021/05/articles/regulation-of-online-platforms-and-the-effect-on-advertising-including-section-230-reforms/?utm_source=David+Oxenford%2C+Esq++Broadcast+Law+Blog&utm_campaign=8a95f14b9b-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-8a95f14b9b-70422897

Ad Measurement & Revenue Attribution

The biggest challenges in ad measurement and revenue attribution, and how marketers are confronting them.

eMarketer webinar held May 13, 2021. Below is the presentation deck:

ATTACHMENT: [eMarketer Infutor Data Solutions Analyst Webinar](#)

Bridging Radio's Programming and Sales Gap Takes 'True Partnership.'

Inside Radio (Research Director - Sisen) May 14, 2021

http://www.insideradio.com/free/bridging-radios-programming-and-sales-gap-takes-true-partnership/article_6165130a-b47f-11eb-bb65-ff14309d6ae4.html

FCC Collects Feedback on Using Internet for EAS Alerts

Online alerts would present technical challenges to pure-play streaming services

Radio World May 17, 2021

https://www.radioworld.com/news-and-business/business-and-law/fcc-collects-feedback-on-using-internet-for-eas-alerts?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=05AF320B-B4CD-4780-AE0C-A9C814B9653E

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