

## SEPTEMBER 1, 2021

There is an abundance of great information in your curated lists of resources and relevant articles this week to help you stay on the cutting edge of trends and developments

But first, here we are on the first day of September and the Nielsen August Survey has officially wrapped up in our three PPM measured markets. Our radio industry has retained its audience levels very impressively through the Summer. In fact, nearly every summary data component in the full month of August finished higher than July! Only one of those metrics was off very slightly. This bodes well for us as we close our Summer and head into the Fall season. Here is the recap of the summary data for August Week 4 and for the full August Monthly:

### **Los Angeles (Metro 12+ Population 11,469,700)**

#### **AQH:**

July Monthly - 644,400  
[Aug Monthly - 647,100](#)

Aug Week 1 - 642,600  
Aug Week 2 - 637,500  
Aug Week 3 - 653,400  
[Aug Week 4 - 655,100](#)

#### **Cume:**

July Monthly - 10,244,800  
[Aug Monthly - 10,304,000](#)

Aug Week 1 - 10,244,700  
Aug Week 2 - 10,277,600  
Aug Week 3 - 10,463,000  
[Aug Week 4 - 10,230,900](#)

### **Riverside/San Bernardino (Metro 12+ Population 2,145,300)**

#### **AQH:**

July Monthly - 104,500  
[Aug Monthly - 108,900](#)

Aug Week 1 - 113,200  
Aug Week 2 - 104,500  
Aug Week 3 - 111,900  
[Aug Week 4 - 106,000](#)

**Cume:**

July Monthly - 1,929,800  
Aug Monthly - 1,881,700

Aug Week 1 - 1,936,500  
Aug Week 2 - 1,889,800  
Aug Week 3 - 1,863,500  
Aug Week 4 - 1,837,100

**San Diego (Metro 12+ Population 2,873,100)****AQH:**

July Monthly - 119,700  
Aug Monthly - 129,100

Aug Week 1 - 118,600  
Aug Week 2 - 131,800  
Aug Week 3 - 137,100  
Aug Week 4 - 129,000

**Cume:**

July Monthly - 2,363,700  
Aug Monthly - 2,399,900

Aug Week 1 - 2,434,600  
Aug Week 2 - 2,425,600  
Aug Week 3 - 2,358,700  
Aug Week 4 - 2,380,700

"Commit yourself to lifelong learning. The most valuable asset you'll ever have is your mind and what you put into it."

-Albert Einstein.

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS****Kantar Research Finds In-Game, Streaming, Podcasts Among Most Improved Media For 'Ad Equity'**

MediaPost September 1, 2021

[https://www.mediapost.com/publications/article/366448/kantar-research-finds-in-game-streaming-podcasts.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123527&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/366448/kantar-research-finds-in-game-streaming-podcasts.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123527&hashid=o5sexdpQRQeeqa1Ux78qbw)

### **L'Oréal's Shenan Reed On Advertising as a Service**

ANA September 1, 2021 (Originally June 29, 2021)

[https://www.ana.net/blogs/show/id/mm-blog-2021-06-loreal-shenan-reed-ganda?utm\\_medium=email&utm\\_source=smartbrief&utm\\_campaign=marketing-marketing\\_maestros-ba210823-0827](https://www.ana.net/blogs/show/id/mm-blog-2021-06-loreal-shenan-reed-ganda?utm_medium=email&utm_source=smartbrief&utm_campaign=marketing-marketing_maestros-ba210823-0827)

### **'The Emerging Story' In Advertising: 5 Trends You Need To Know.**

Inside Radio September 1, 2021

[http://www.insideradio.com/free/the-emerging-story-in-advertising-5-trends-you-need-to-know/article\\_22e13fe2-0af5-11ec-84b4-7330a66a17b9.html](http://www.insideradio.com/free/the-emerging-story-in-advertising-5-trends-you-need-to-know/article_22e13fe2-0af5-11ec-84b4-7330a66a17b9.html)

### **While In-Car Audio Changes Benefit Drivers – And Advertisers - Radio Remains King Of The Road.**

Inside Radio (Audacy's Advertising Insights) September 1, 2021

[http://www.insideradio.com/free/while-in-car-audio-changes-benefit-drivers-and-advertisers---radio-remains-king-of/article\\_b8169478-0af4-11ec-9ae5-bf2187c43727.html](http://www.insideradio.com/free/while-in-car-audio-changes-benefit-drivers-and-advertisers---radio-remains-king-of/article_b8169478-0af4-11ec-9ae5-bf2187c43727.html)

### **Marketron Updates Sales Meetings in a Box**

Radio Ink September 1, 2021

[https://radioink.com/2021/09/01/marketron-updates-sales-meetings-in-a-box/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/09/01/marketron-updates-sales-meetings-in-a-box/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Hey, Media Consultant. For Whom Do You Sell?**

The Center For Sales Strategy (Jim Hopes) September 1, 2021

[https://blog.thecenterforsalesstrategy.com/hey-media-consultant-for-whom-do-you-sell?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=154806114&hsenc=p2ANqtz--co5mUtu5IXB-QZMVugAxaq2RpZ5ySjYs6BQWr-Y42BoWceJJHhhyKyhOkvsh0oXbtdGqU8qCsHKYs8ThXzx4eZXph8Q&utm\\_content=154806114&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/hey-media-consultant-for-whom-do-you-sell?utm_campaign=subscriber&utm_medium=email&hsmi=154806114&hsenc=p2ANqtz--co5mUtu5IXB-QZMVugAxaq2RpZ5ySjYs6BQWr-Y42BoWceJJHhhyKyhOkvsh0oXbtdGqU8qCsHKYs8ThXzx4eZXph8Q&utm_content=154806114&utm_source=hs_email)

### **Podcast Listeners By the Numbers**

#### **Three studies show podcast listeners are part of an audience advertisers may want to reach**

RadioWorld August 31, 2021

[https://www.radioworld.com/news-and-business/programming-and-sales/podcast-listeners-by-the-numbers?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=EDBB2398-CEC2-41A5-BB6B-175B1319111B&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/programming-and-sales/podcast-listeners-by-the-numbers?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=EDBB2398-CEC2-41A5-BB6B-175B1319111B&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **Westwood One On Podcast Listeners: They're Young, Employed, Educated And Upscale.**

Inside Radio (Westwood One) August 31, 2021

[http://www.insideradio.com/podcastnewsdaily/westwood-one-on-podcast-listeners-theyre-young-employed-educated-and-upscale/article\\_08239506-0a7d-11ec-91f3-b39067fde49a.html](http://www.insideradio.com/podcastnewsdaily/westwood-one-on-podcast-listeners-theyre-young-employed-educated-and-upscale/article_08239506-0a7d-11ec-91f3-b39067fde49a.html)

### **What Do Ad Buyers Want From You?**

Radio Ink August 31, 2021

[https://radioink.com/2021/08/31/what-do-ad-buyers-want-from-you/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/08/31/what-do-ad-buyers-want-from-you/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

Holiday 2021 Insights: Consumers Plan to Shop Earlier as Pandemic Carries On  
eMarketer (Shopkick) August 31, 2021

**ATTACHMENT:** [Shopkick Holiday 2021 Insights Study](#)

### **6 Ways to Improve Your Sales Outreach Strategy**

The Center For Sales Strategy (Amanda Meade) August 31, 2021

[https://blog.thecenterforsalesstrategy.com/6-ways-to-improve-your-sales-outreach-strategy?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=154449959&\\_hsenc=p2ANqtz-nBL4-Yke9IYhRXsvTDfMQIV1iaNme75weF8slUbE9oHxkMUpXJXsUx0bnE\\_7oBpo3P7a5Wel3HiSAMsRI8J5xrEegbg&utm\\_content=154449959&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/6-ways-to-improve-your-sales-outreach-strategy?utm_campaign=subscriber&utm_medium=email&_hsmt=154449959&_hsenc=p2ANqtz-nBL4-Yke9IYhRXsvTDfMQIV1iaNme75weF8slUbE9oHxkMUpXJXsUx0bnE_7oBpo3P7a5Wel3HiSAMsRI8J5xrEegbg&utm_content=154449959&utm_source=hs_email)

### **Retail Is Dead. Radio Is Dead. (Why Both Are Wrong)**

Jacobs Media Strategies (Fred Jacobs) August 31, 2021

<https://jacobsmedia.com/retail-is-dead-radio-is-dead-why-both-are-wrong/>

### **Lucky Charms taps into audio marketing trend by dropping magical melodies**

The Drum August 31, 2021

[https://www.thedrum.com/news/2021/08/31/lucky-charms-taps-audio-marketing-trend-dropping-magical-melodies?utm\\_campaign=Newsletter\\_Daily\\_US&utm\\_source=pardot&utm\\_medium=email](https://www.thedrum.com/news/2021/08/31/lucky-charms-taps-audio-marketing-trend-dropping-magical-melodies?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email)

### **Recruitment, B2B Are Top Growth Categories For Radio In 2021.**

Inside Radio August 30, 2021

[http://www.insideradio.com/free/recruitment-b2b-are-top-growth-categories-for-radio-in-2021/article\\_1274f374-096a-11ec-9875-2f635ee7675b.html](http://www.insideradio.com/free/recruitment-b2b-are-top-growth-categories-for-radio-in-2021/article_1274f374-096a-11ec-9875-2f635ee7675b.html)

### **B2B Marketers Are Ramping Up Their Podcast Ad Spending.**

Inside Radio (Magellan AI) August 30, 2021

[http://www.insideradio.com/podcastnewsdaily/b2b-marketers-are-ramping-up-their-podcast-ad-spending/article\\_cd1747d4-09b7-11ec-b795-6f98b2e10856.html](http://www.insideradio.com/podcastnewsdaily/b2b-marketers-are-ramping-up-their-podcast-ad-spending/article_cd1747d4-09b7-11ec-b795-6f98b2e10856.html)

### **Survey: Customers are ready to spend as work, school await**

Chain Store Age August 30, 2021

[https://chainstoreage.com/survey-customers-are-ready-spend-work-school-await?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/survey-customers-are-ready-spend-work-school-await?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Small Businesses Increasing Digital Ad Spend, Not Seeing Benefits: Study**

MediaPost August 30, 2021

[https://www.mediapost.com/publications/article/366360/small-businesses-increasing-digital-ad-spend-not.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123496&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/366360/small-businesses-increasing-digital-ad-spend-not.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123496&hashid=Xbl3-p0DS1exdHSa15Xu_g)

### **Home Depot Returns As a Spot Radio User**

Radio-Television Business Report August 30, 2021

<https://www.rbr.com/home-depot-returns-as-a-spot-radio-user/>

### **Latinos Accounted For 50%+ U.S. Growth In Past Decade**

MediaPost August 27, 2021

[https://www.mediapost.com/publications/article/366320/latinos-accounted-for-50-us-growth-in-past-dec.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123493&has\\_hid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/366320/latinos-accounted-for-50-us-growth-in-past-dec.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123493&has_hid=nPO6kNh8ToCb2_NBH4Mycg)

### **Is your brand on mute? Why the world's biggest companies are investing millions in sound.**

Consumers are listening to more and more audio, and companies are investing in sonic branding to capture them.

FastCompany August 26, 2021

<https://www.fastcompany.com/90669062/is-your-brand-on-mute-why-the-worlds-biggest-companies-are-investing-in-sound>

### **Brand Loyalty Among Auto Consumers Falls To Six-Year Low**

MediaPost August 30, 2021

[https://www.mediapost.com/publications/article/366391/brand-loyalty-among-auto-consumers-falls-to-six-ye.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123502&hash\\_id=au6Zkol8RxyZjDFsyTiFwg](https://www.mediapost.com/publications/article/366391/brand-loyalty-among-auto-consumers-falls-to-six-ye.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123502&hash_id=au6Zkol8RxyZjDFsyTiFwg)

### **BIA: Automotive Ads Should Focus On Service, Parts And Trade-Ins.**

Inside Radio (BIA Advisory Services) August 30, 2021

[http://www.insideradio.com/free/bia-automotive-ads-should-focus-on-service-parts-and-trade-ins/article\\_8a0720f2-0969-11ec-8a6b-0b283a291200.html](http://www.insideradio.com/free/bia-automotive-ads-should-focus-on-service-parts-and-trade-ins/article_8a0720f2-0969-11ec-8a6b-0b283a291200.html)

### **The Key to Successful Virtual Selling: Creating an Engaging Buyer Experience**

CustomerThink (Mark Magnacca) August 24, 2021 10217 views

[https://customerthink.com/the-key-to-successful-virtual-selling-creating-an-engaging-buyer-experience/?ct\\_subscriber=yes](https://customerthink.com/the-key-to-successful-virtual-selling-creating-an-engaging-buyer-experience/?ct_subscriber=yes)

### **Here Are The Digital Services Most In Demand Among Local Advertisers.**

Inside Radio (Borrell) August 30, 2021

[http://www.insideradio.com/free/here-are-the-digital-services-most-in-demand-among-local-advertisers/article\\_c5bb7724-0969-11ec-8e15-d35ab1266e56.html](http://www.insideradio.com/free/here-are-the-digital-services-most-in-demand-among-local-advertisers/article_c5bb7724-0969-11ec-8e15-d35ab1266e56.html)

### **eMarketer: Podcast Listening Will Grow 10% In 2021.**

Inside Radio (eMarketer) August 30, 2021

[http://www.insideradio.com/free/emarketer-podcast-listening-will-grow-10-in-2021/article\\_693dfbac-0969-11ec-b6a1-6f6f889448d3.html](http://www.insideradio.com/free/emarketer-podcast-listening-will-grow-10-in-2021/article_693dfbac-0969-11ec-b6a1-6f6f889448d3.html)

### **Consumer sentiment remains low as August winds down**

Chain Store Age August 30, 2021

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

### **August Auto Sales Fall; Lots Of Customers, Not Enough Computer Chips**

Forbes August 29, 2021

<https://www.forbes.com/sites/jimhenry/2021/08/29/august-auto-sales-fall-lots-of-customers-not-enough-computer-chips/?sh=78e43bc43006>

### **Used car prices skyrocket due largely to chip shortage**

NBC2 News August 28, 2021

<https://nbc-2.com/news/2021/08/26/used-car-prices-skyrocket-due-largely-to-chip-shortage/>

### **Events Are Back – Time to Cash In!**

Radio Ink (Charlie Sislen) August 30, 2021

[https://radioink.com/2021/08/30/events-are-back-time-to-cash-in/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/08/30/events-are-back-time-to-cash-in/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Interesting Questions That Help You Learn & Stand Out**

SalesFuel August 28, 2021

<https://salesfuel.com/interesting-questions-that-help-you-learn-stand-out/>

### **Outdated Sales Tactics to Leave Behind**

SalesFuel August 28, 2021

<https://salesfuel.com/outdated-sales-tactics-to-leave-behind/>

### **Land More Sales Using Outcome Selling**

SalesFuel August 28, 2021

<https://salesfuel.com/land-more-sales-using-outcome-selling/>

### **Survey: Virus Fears Weighing On Labor Day.**

Inside Radio (Numerator) August 27, 2021

[http://www.insideradio.com/free/survey-virus-fears-weighing-on-labor-day/article\\_64ff254c-077b-11ec-a14c-a3a1797bbeed.html](http://www.insideradio.com/free/survey-virus-fears-weighing-on-labor-day/article_64ff254c-077b-11ec-a14c-a3a1797bbeed.html)

### **Are Local Advertisers Growing Too Reliant On Digital? Agencies Think So**

MediaPost August 26, 2021

<https://www.mediapost.com/publications/article/366265/are-local-advertisers-growing-too-reliant-on-digit.html>

### **Nearly half of consumers prefer to shop in-person — here's why**

Chain Store Age August 26, 2021

[https://chainstoreage.com/nearly-half-consumers-prefer-shop-person-heres-why?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/nearly-half-consumers-prefer-shop-person-heres-why?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **Radio Positions Advertisers For Bigger Share of African-Americans' \$1 Trillion+ Buying Power.**

Inside Radio (The Media Audit) August 26, 2021

[http://www.insideradio.com/free/radio-positions-advertisers-for-bigger-share-of-african-americans-1-trillion-buying-power/article\\_5b9fd4c4-0631-11ec-bad7-afd308e64d8f.html](http://www.insideradio.com/free/radio-positions-advertisers-for-bigger-share-of-african-americans-1-trillion-buying-power/article_5b9fd4c4-0631-11ec-bad7-afd308e64d8f.html)

### **Email Etiquette Mistakes to Avoid When Sending Cold Emails**

The Center for Sales Strategy August 26, 2021

[https://blog.thecenterforsalesstrategy.com/email-etiquette-mistakes-to-avoid-when-sending-cold-emails?utm\\_medium=email&hsmi=153058817&hsenc=p2ANqtz-96xRCbe8DrT1IQFFogwkQbmH0ahvX\\_q7DrNx0EKfBXVdoXGauq772yBMmB4dX-GrIq5HrmKLB7GV19SCqOaRDvQBDAQ&utm\\_content=153058817&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/email-etiquette-mistakes-to-avoid-when-sending-cold-emails?utm_medium=email&hsmi=153058817&hsenc=p2ANqtz-96xRCbe8DrT1IQFFogwkQbmH0ahvX_q7DrNx0EKfBXVdoXGauq772yBMmB4dX-GrIq5HrmKLB7GV19SCqOaRDvQBDAQ&utm_content=153058817&utm_source=hs_email)

### **Differences In Listener Attention And Benefits Show 'All Audio Is Not Alike.**

Inside Radio (SignalHill Insights) August 26, 2021

[http://www.insideradio.com/free/differences-in-listener-attention-and-benefits-show-all-audio-is-not-alike/article\\_9d1161f2-0631-11ec-b26f-ff017f4a331c.html](http://www.insideradio.com/free/differences-in-listener-attention-and-benefits-show-all-audio-is-not-alike/article_9d1161f2-0631-11ec-b26f-ff017f4a331c.html)

### **Good News For Local-Direct Salespeople**

Radio Ink (Borrell & Associates) August 26, 2021

[https://radioink.com/2021/08/26/good-news-for-local-direct-salespeople/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/08/26/good-news-for-local-direct-salespeople/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

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

### **MRC Strips Accreditation from Nielsen's National and Local TV Measurement Services Penalty comes after months of disputes over company's audience figures**

Adweek September 1, 2021

[https://www.adweek.com/convergent-tv/mrc-strips-accreditation-from-nielsen-national-and-local-tv-measurement-services/?utm\\_content=position\\_1&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=BreakingNews\\_Newsletter\\_210901135010&lyt\\_id=1385784](https://www.adweek.com/convergent-tv/mrc-strips-accreditation-from-nielsen-national-and-local-tv-measurement-services/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BreakingNews_Newsletter_210901135010&lyt_id=1385784)

### **For Nielsen Ratings Complaints And Potential Competitors Is Nothing New**

Forbes September 1, 2021

<https://www.forbes.com/sites/bradadgate/2021/09/01/for-nielsen-ratings-complaints-and-potential-competitors-is-nothing-new/?sh=30e569be1bed>

### **Is MRC Accreditation Of Audience Ratings Still Relevant?**

Inside Radio September 1, 2021

[http://www.insideradio.com/free/is-mrc-accreditation-of-audience-ratings-still-relevant/article\\_dc6dee8e-0af4-11ec-84c3-73444f907acf.html](http://www.insideradio.com/free/is-mrc-accreditation-of-audience-ratings-still-relevant/article_dc6dee8e-0af4-11ec-84c3-73444f907acf.html)

### **Court Decision Finds No California Performance Right in Pre-1972 Sound Recordings – Why It Was Still an Issue**

Broadcast Law Blog (David Oxenford) September 1, 2021

[https://www.broadcastlawblog.com/2021/09/articles/court-decision-finds-no-california-performance-right-in-pre-1972-sound-recordings-why-it-was-still-an-issue/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=10da5653c8-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-10da5653c8-70422897](https://www.broadcastlawblog.com/2021/09/articles/court-decision-finds-no-california-performance-right-in-pre-1972-sound-recordings-why-it-was-still-an-issue/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=10da5653c8-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-10da5653c8-70422897)

### **Five Million More Paid Audio Subscribers Predicted In 2021.**

Inside Radio September 1, 2021

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