

NOVEMBER 10, 2021

Plenty of great information and resources for your consumption this week and if you are following the financial results being released by radio companies this week it is clear that radio revenues are recovering quickly and several companies are reporting revenues getting back to 2019 levels. The mix of revenue is also shifting with podcasting and digital showing strong growth numbers.

The positive news doesn't stop there as we turn to take a look at the Nielsen audience trend data in our PPM measured markets for November Week 2. Both the AQH and Cume numbers continue to impress with strong results. San Diego has now surpassed the AQH numbers from March, 2020. Riverside/San Bernardino looks like it still needs to add about 10K to their AQH number to reach the same milestone.

Here are the trend numbers for November Week 2:

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500
Oct Monthly - 660,800

Nov Week 1 - 704,700
Nov Week 2 - 679,200

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100

Nov Week 1 - 10,209,500
Nov Week 2 - 10,380,200

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600
Oct Monthly - 116,900

Nov Week 1 - 116,600
Nov Week 2 - 117,500

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900
Oct Monthly - 1,928,200

Nov Week 1 - 1,920,000
Nov Week 2 - 1,967,600

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

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300
Oct Monthly - 136,000

Nov Week 1 - 140,700
Nov Week 2 - 144,300

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600

Nov Week 1 - 2,414,100
Nov Week 2 - 2,504,800

“Our rapidly moving, information-based society badly needs people who know how to find facts rather than memorize them, and who know how to cope with change in creative ways. You don’t learn those things in school.”

– Wendy Priesnitz

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Pew: Radio News Reaches More Than A Third Of 18-29 Year Olds, More Than Half Of 30-49s.

Inside Radio November 10, 2021

http://www.insideradio.com/free/pew-radio-news-reaches-more-than-a-third-of-18-29-year-olds-more-than/article_9632057a-41fb-11ec-ab77-5f39cd5b7a62.html

Does The Demise of The Cookie Resurrect Media-Mix Modeling?

MediaPost November 10, 2021

https://www.mediapost.com/publications/article/368541/does-the-demise-of-the-cookie-resurrect-media-mix.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124258&has_hid=13ziehw8S-6SGyiO6JORFg

Sales of pregnancy tests are on the rise. That’s good news for retailers like Walmart and Target, Bank of America says

CNBC November 9, 2021

<https://www.cnbc.com/2021/11/09/baby-boom-ahead-bank-of-america-says-thats-good-news-for-these-stocks.html>

Study: On-Demand Is Helping Radio Become An At-Home Medium.

Inside Radio (Nielsen/Futuri) November 9, 2021

http://www.insideradio.com/free/study-on-demand-is-helping-radio-become-an-at-home-medium/article_89391bfc-4132-11ec-9f93-f36041002689.html

Unpacking Holiday Trends: What Retailers Need to Know

StreetFight November 9, 2021

https://streetfightmag.com/2021/11/09/unpacking-holiday-trends-what-retailers-need-to-know/?mc_cid=2d87f7b860&mc_eid=281a8bbec8

Internet Advertising Is About to Change. Here's What Consumers Need to Know.

The third-party cookies that have tracked internet users for years are going away. Is that a good thing?

Consumer Reports November 9, 2021

<https://www.consumerreports.org/advertising-marketing/internet-advertising-is-about-to-change-third-party-cookies-a6221885875/>

Facebook Parent Meta To Limit Ad Targeting Options For Health, Race, Ethnicity And More

MediaPost November 9, 2021

https://www.mediapost.com/publications/article/368521/facebook-parent-meta-to-limit-ad-targeting-options.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124252&hashid=MvrWDWYNRcOEFJu_y2GIhQ

Study: 89% Of Car Buyers Want Broadcast Radio As Standard Equipment.

Inside Radio (Edison Research) November 9, 2021

http://www.insideradio.com/free/study-89-of-car-buyers-want-broadcast-radio-as-standard-equipment/article_dd502ac4-41a9-11ec-b782-5394296b70c0.html

Retail imports near record pace as LA ports remain highly congested

Chain Store Age November 8, 2021

https://chainstoreage.com/retail-imports-near-record-pace-la-ports-remain-highly-congested?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker&utm_keyword=

A Home Improvement Battle For Radio Listeners

Radio + Television Business Report November 8, 2021

<https://www.rbr.com/mm-spot-10-radio-110721/>

4 strategies for brand marketing and digital audio

Spotify Advertising undated

<https://ads.spotify.com/en-US/news-and-insights/brand-marketing-for-digital-audio/>

How the infrastructure bill will impact the auto industry

EV charging and vehicle safety deadlines are key parts of the bipartisan deal.

Automotive News November 8, 2021

https://www.autonews.com/regulation-safety/how-infrastructure-bill-will-impact-auto-industry?utm_source=daily&utm_medium=email&utm_campaign=20211108&utm_content=hero-headline

Digital Ads Are Getting Much More Expensive as E-Commerce Booms

StreetFight November 8, 2021

https://streetfightmag.com/2021/11/08/digital-ads-are-getting-much-more-expensive-as-e-commerce-booms/?mc_cid=c28dfc9bb4&mc_eid=ef64904596

Benefit from Your Market's New Profile

Radio Ink (Charlie Sislen) November 8, 2021

https://radioink.com/2021/11/08/benefit-from-your-markets-new-profile/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Raising Prices Without Losing Customers

Radio Ink (Rick Fink) November 8, 2021

https://radioink.com/2021/11/08/raising-prices-without-losing-customers/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Get Creative With Prospecting

Radio Ink (Loyd Ford) November 8, 2021

https://radioink.com/2021/11/08/get-creative-with-prospecting/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

3 Simple Sales Prospecting Tips

SalesFuel November 6, 2021

<https://salesfuel.com/37879-2/>

Why Prospects Refuse Meetings & How To Change Their Minds

SalesFuel November 6, 2021

<https://salesfuel.com/why-prospects-refuse-meetings-howto-change-their-minds/>

What Makes A Great Long-Distance Teammate?

SalesFuel November 6, 2021

<https://salesfuel.com/what-makes-a-great-long-distance-teammate/>

U.S. vehicle sales begin long journey to recovery

Automotive News November 5, 2021

<https://www.autonews.com/sales/us-vehicle-sales-begin-long-journey-recovery>

4 Mistakes Ecommerce Marketers Make When Measuring ROAS

MediaPost November 5, 2021

https://www.mediapost.com/publications/article/368437/4-mistakes-ecommerce-marketers-make-when-measuring.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124234&hashid=nPO6kNh8ToCb2_NBH4Mycg

Young Adult Hispanics: Reframed Mindset For Coveted Cohort

MediaPost November 4, 2021

https://www.mediapost.com/publications/article/368397/young-adult-hispanics-reframed-mindset-for-covete.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124234&hashid=nPO6kNh8ToCb2_NBH4Mycg

Black podcast audience is an untapped market, according to new research

Campaign November 4, 2021

<https://www.campaignlive.com/article/black-podcast-audience-untapped-market-according-new-research/1732281>

15 essential sales skills and qualities, according to experts

Zendesk Blog October 15, 2021

<https://www.zendesk.com/blog/sales-skills/>

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

Radio Forecast 2022: Bill Wilson Sees Full Rebound For Struggling Ad Categories.

Inside Radio November 9, 2021

http://www.insideradio.com/free/radio-forecast-2022-bill-wilson-sees-full-rebound-for-struggling-ad-categories/article_b1ae25dc-4132-11ec-9445-23470d25eeb7.html

Brands Say They've Recovered From The Pandemic, But Risks Persist, Experian Reports

MediaPost November 9, 2021

https://www.mediapost.com/publications/article/368518/brands-say-theyve-recovered-from-the-pandemic-bu.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124254&hashid=mJekFDXrQpCzlaeSPZoRTw

Magellan To Offer Third-Party Download Verification Data To Ad Buyers.

Inside Radio November 9, 2021

http://www.insideradio.com/podcastnewsdaily/magellan-to-offer-third-party-download-verification-data-to-ad-buyers/article_e5f60e82-4181-11ec-9f9e-275ee8b61134.html

Nielsen Begins Testing 'One' Methodology Internally, Sees Gracenote In The Metaverse

MediaPost November 9, 2021

https://www.mediapost.com/publications/article/368496/nielsen-begins-testing-one-methodology-internall.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124248&hashid=0GmwUb-VQzGI9svJRWtNRa

How Long Will The Sports Betting Ad Windfall Last?

Inside Radio November 9, 2021

http://www.insideradio.com/free/how-long-will-the-sports-betting-ad-windfall-last/article_ea8485f0-4131-11ec-90dd-9b694c0be71d.html

Sales Leaders' Top Challenges— Setting Clear Expectations

The Center For Sales Strategy (Kurt Simaz) November 9, 2021

https://blog.thecenterforsalesstrategy.com/sales-leaders-top-challenges-setting-clear-expectations?utm_campaign=subscriber&utm_medium=email&hsmi=180775539&hsenc=p2ANqtz-97HyfwTYJwiSz6VfS-IVPLS-wBb4wU4jOIuytPGGUEHgVSpbGqs4vAXUGv1m6oQXqW0ThLzbLASKNjTFgZ9riRtcOD-Q&utm_content=180775539&utm_source=hs_email

How to Foster Healthy Disagreement in Your Meetings

Harvard Business Review November 9, 2021

<https://hbr.org/2021/11/how-to-foster-healthy-disagreement-in-your-meetings>

CRB Chief Judge Exits As Clock Ticks Toward Possible Appeal Of Radio Rate Decision.

Inside Radio November 9, 2021

http://www.insideradio.com/free/crb-chief-judge-exits-as-clock-ticks-toward-possible-appeal-of-radio-rate-decision/article_44102548-4132-11ec-80bf-cb99525568c2.html

For 11% of Americans, Car Radio Need Not Be Present

Radio + Television Business Report November 9, 2021

<https://www.rbr.com/edison-radio-study-110921/?event=login>

Forecaster PQ Media: Radio + Podcast + Streaming = 'A Powerhouse Medium Like No Other.'

Inside Radio November 8, 2021

http://www.insideradio.com/podcastnewsdaily/forecaster-pq-media-radio-podcast-streaming-a-powerhouse-medium-like-no-other/article_d23c3b1c-40bb-11ec-9c2a-675e68ce7cf8.html

Radio Forecast: How Mary Berner Sees Ad Recovery Continuing In 2022.

Inside Radio November 8, 2021

http://www.insideradio.com/free/radio-forecast-how-mary-berner-sees-ad-recovery-continuing-in-2022/article_ea70cbce-4068-11ec-abd7-ff20bf7f4423.html

CTV: 56% Of Buyers Expect To Up Spend In Next 12 Mos., 92% Bought Programmatically In Past 12 Mos.

Media Post November 8, 2021

https://www.mediapost.com/publications/article/368462/56-of-buyers-expect-to-up-ctv-spend-in-next-12-mo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124229&has_hid=Y1PEPj99RXCjj6hr8RtU_Q

Jacobs Media To Offer Customized Tours For Radio Broadcasters At CES 2022.

Inside Radio November 8, 2021

http://www.insideradio.com/free/jacobs-media-to-offer-customized-tours-for-radio-broadcasters-at-ces-2022/article_aff6c7de-409d-11ec-8843-1b46f4243b19.html

Sales Pain Points You Need to Address in 2022

The Center For Sales Strategy (Amanda Meade) November 8, 2021

https://blog.thecenterforsalesstrategy.com/sales-pain-points-you-need-to-address-in-2022?utm_campaign=subscriber&utm_medium=email&hsmi=180347725&hsenc=p2ANqtz-_Wlf5ocuvOm0K0l6qkCiLOxT6T9ms7dvQxjYJVkArW0lfwYx3GSpaRrX68OXfvgos02BNfV_Eltl3a6lc2kqWJ0dAZ7A&utm_content=180347725&utm_source=hs_email

Funding To Support Local Media – Including Radio – Returns To Build Back Better Package.

Inside Radio November 8, 2021

http://www.insideradio.com/free/funding-to-support-local-media-including-radio-returns-to-build-back-better-package/article_6687211e-4068-11ec-b861-47905eca7a02.html

Will Radio Feel The Effects Of The Resignation Economy?

Jacobs Media Strategies (Fred Jacobs) November 8, 2021

<https://jacobsmedia.com/will-radio-feel-the-effects-of-the-resignation-economy/>

The Next Host-Read Ad You Hear May Be (Like The Host) AI-Generated.

Inside Radio November 8, 2021

http://www.insideradio.com/podcastnewsdaily/the-next-host-read-ad-you-hear-may-be-like-the-host-ai-generated/article_ee0ffbf4-40ba-11ec-9b36-d32acf891572.html

From Lowe's to Kroger, why traditional retailers are making media a must-buy for marketers

The Drum November 5, 2021

<https://www.thedrum.com/news/2021/11/05/lowe-s-kroger-why-traditional-retailers-are-making-media-must-buy-marketers>

Advertising Outpaces Growth In Consumer Spending On Audio Media, Time Spent Continues To Expand

MediaPost November 4, 2021

https://www.mediapost.com/publications/article/368354/advertising-outpaces-growth-in-consumer-spending-o.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124215&hashid=Y1PEPj99RXCjj6hr8RtU_Q

Automaker TV Spending, Impressions Fall In October

MediaPost November 4, 2021

https://www.mediapost.com/publications/article/368382/automaker-tv-spending-impressions-fall-in-october.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124237&hashid=au6ZkoL8RxyZjDFsyTiFwg

Price Increases Drive Growth In Digital Media Spending

MediaPost November 4, 2021

https://www.mediapost.com/publications/article/368396/price-increases-drive-growth-in-digital-media-spen.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124233&hshid=o5sexdpQRQeeqa1Ux78qbw

Google, Facebook, and Amazon to account for 64% of US digital ad spending this year

eMarketer November 3, 2021

<https://www.emarketer.com/content/google-facebook-amazon-account-over-70-of-us-digital-ad-spending>

4 WAYS MANAGERS SCREWUP ONE-ON-ONES

Leadership Freak November 4, 2021

<https://leadershipfreak.blog/2021/11/04/4-ways-managers-screwup-one-on-ones/>

Leading Local Insights Podcast: The Rise of Audio in the Local Ad Market

BIA Advisory Services November 4, 2021

<http://blog.biakelsey.com/index.php/2021/11/04/leading-local-insights-podcast-the-rise-of-audio-in-the-local-ad-market/>

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031