

DECEMBER 1, 2021

Welcome to December! There is a good collection of curated articles and resources for your perusal this week. But before we check out that intel, let's take a look at the latest Nielsen audience trends for December Week 1 in our PPM measured markets....and it looks like Santa has dropped an early treat in you stockings with solid results:

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 Monthly - 678,200

Dec Week 1 - 680,800

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100
Nov Monthly - 10,281,100

Dec Week 1 - 10,261,300

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 Monthly - 119,700

Dec Week 1 - 125,200

Cume:

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

Oct Monthly - 1,928,200
Nov Monthly - 1,936,300

Dec Week 1 - 1,900,100

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 Monthly - 141,400

Dec Week 1 - 136,800

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600
Nov Monthly - 2,481,400

Dec Week 1 - 2,533,700

Life is a classroom. Only those willing to be lifelong learners will move to the head of the class.

– Zig Ziglar

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Survey Finds Retailers Are Warming Up To Advertising On Podcasts And Digital Radio.

Inside Radio (Advertiser Perceptions) December 1, 2021

http://www.insideradio.com/podcastnewsdaily/survey-finds-retailers-are-warming-up-to-advertising-on-podcasts-and-digital-radio/article_162f4580-52cd-11ec-84425723f70a6588.html

Viewers Are Spending Less Time Watching TV, Movies

Research indicates consumers are spending more time playing video games and listening to music and podcasts

tvtech December 1, 2021

<https://www.tvtechnology.com/news/viewers-are-spending-less-time-watching-tv-movies>

Podcast CPMs Rose Six Percent In November Compared To A Year Ago.

Inside Radio (AdvertiseCast) December 1, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-cpms-rose-six-percent-in-november-compared-to-a-year-ago/article_cd8c758c-52cc-11ec-9484-4b22d801e5a4.html

Dealers Spent More On Auto Ads In First Half, But Radio's Feeling Supply Chain Pinch.

Inside Radio (NADA) December 1, 2021

http://www.insideradio.com/free/dealers-spent-more-on-auto-ads-in-first-half-but-radio-s-feeling-supply-chain/article_90d9cb50-527a-11ec-95ae-9b61a30ea310.html

Why Aren't Local Advertisers Buying More Digital Audio? Low Awareness, Says New Study.

Inside Radio (Borrell Associates) November 29, 2021

http://www.insideradio.com/free/why-aren-t-local-advertisers-buying-more-digital-audio-low-awareness-says-new-study/article_83052f9c-50ef-11ec-8338-035b563c06a1.html

Navigate Difficult Conversations With These Tips

SalesFuel November 27, 2021

<https://salesfuel.com/navigate-difficult-conversations-with-these-tips/>

Holidays Shouldn't Mean Missing Quota

SalesFuel November 27, 2021

<https://salesfuel.com/holidays-shouldnt-mean-missing-quota/>

4 Steps to Crafting the Perfect Elevator Pitch

SalesFuel November 27, 2021

<https://salesfuel.com/4-steps-to-crafting-the-perfect-elevator-pitch/>

What Happened to Pandora?

Radio Ink (Pierre Bouvard) November 30, 2021

<https://radioink.com/2021/11/30/what-happened-to-pandora/>

Podcast Listening Soars According To Latest Edison 'Share Of Ear' Data.

Inside Radio (Edison Research) November 30, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-listening-soars-according-to-latest-edison-share-of-ear-data/article_59f46744-5207-11ec-b127-ebfa88564779.html

Latest 'Share Of Ear' Shows AM/FM At 40%, With Streaming's Cut Now 15%.

Inside Radio (Edison Research) November 30, 2021

http://www.insideradio.com/free/latest-share-of-ear-shows-am-fm-at-40-with-streamings-cut-now-15/article_4b8a7d50-51ae-11ec-8b4a-7707bb09d9e2.html

Are Audio Listeners More Engaged Than Other Media Consumers? Neuroscience Says Yes.

Inside Radio November 30, 2021

http://www.insideradio.com/free/are-audio-listeners-more-engaged-than-other-media-consumers-neuroscience-says-yes/article_2970ede4-51ae-11ec-a44a-1796a21ab314.html

Black Friday Blitz Has Retailers Bringing The Noise To Radio.

Inside Radio (Media Monitors) November 30, 2021

http://www.insideradio.com/free/black-friday-blitz-has-retailers-bringing-the-noise-to-radio/article_8cde4f4e-51ad-11ec-a917-33296ace656f.html

Consumer Capacity For Holiday Spend Uneven Again

MediaPost November 30, 2021

https://www.mediapost.com/publications/article/369014/consumer-capacity-for-holiday-spend-uneven-again.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124460&hashid=nPO6kNh8ToCb2_NBH4Mycg

The Most Important Skill Before The Close

Radio Ink (Loyd Ford) November 29, 2021

https://radioink.com/2021/11/29/the-most-important-skill-before-the-close/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Black Friday store traffic up year-over-year; down from pre-pandemic levels

Chain Store Age November 29, 2021

https://chainstoreage.com/black-friday-store-traffic-year-over-year-down-pre-pandemic-levels?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

CGP: Black Friday sales hit record \$34.9 billion, boosted by Thanksgiving closures

Chain Store Age November 29, 2021

https://chainstoreage.com/cgp-black-friday-sales-hit-record-349-billion-boosted-thanksgiving-closures?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

'The consumer has more voice' How advertising has become more 'complicated' since the '70s

Union-Bulletin November 27, 2021

https://www.union-bulletin.com/news/business/the-consumer-has-more-voice-how-advertising-has-become-more-complicated-since-the-70s/article_ad82be18-4fbb-11ec-ab89-a70864b2a6bc.html

Six myths of holiday shopping 2021 busted

Chain Store Age November 24, 2021

https://chainstoreage.com/six-myths-holiday-shopping-2021-busted?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

The largest online fraud product categories are ...

Chain Store Age (Riskified) November 24, 2021

https://chainstoreage.com/largest-online-fraud-product-categories-are?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

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

Marketing Spending Rebounds, Poised For Sustained Growth

MediaPost December 1, 2021

https://www.mediapost.com/publications/article/369026/marketing-spending-rebounds-poised-for-sustained.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124478&hashid=0GmwUb-VQzGl9svJRwTNRa

Digital Advertising Has a Promising 2022 in Store — for Those Who Get Ready for It

STREETFIGHT December 1, 2021

<https://streetfightmag.com/2021/12/01/digital-advertising-has-a-promising-2022-in-store-for-those-who-get-ready-for-it/>

How to Build a High Performing Sales Team

The Center For Sales Strategy (Susan McCullin) December 1, 2021

https://blog.thecenterforsalesstrategy.com/how-to-build-a-high-performing-sales-team?utm_campaign=subscriber&utm_medium=email&_hsmi=189802992&_hsenc=p2ANqtz-8xeqEgU5hqrpfyHaaNyl-x4Wln6SHGzl9galznLGUNTOVGt1ECpXtTHnDoc4e2DEzupSogxMIgzx6MSusRNmjOE8oGFQ&utm_content=189802992&utm_source=hs_email

Latest ‘Share of Ear’ Provides New Audio Listening Insights

AM/FM radio streaming is growing, but there's a gap between perception and reality when markets think of ad-supported audio platforms

RadioWorld (Edison Research) December 1, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/latest-share-of-ear-provides-new-audio-listening-insights?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=1451FCE2-11CF-4970-9B83-C0A8E4ED5E32&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Where Does Your Radio Station’s Data Live?

Jacobs Media Strategies (Seth Resler) November 29, 2021

https://jacobsmedia.com/where-does-your-radio-stations-data-live/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=0ae8a45886-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-0ae8a45886-179898762

How to Update Your Selling Strategy for the New Year

SalesFuel November 27, 2021

<https://salesfuel.com/how-to-update-your-selling-strategy-for-the-new-year/>

Traditional, Streaming Sports TV Viewing Grows Overall, But Pay TV Subscribers Decline

MediaPost November 30, 2021

https://www.mediapost.com/publications/article/369022/traditional-streaming-sports-tv-viewing-grows-ove.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124462&has_hid=Xbl3-p0DS1exdHSa15Xu_g

Sales Leaders’ Challenges: Motivation and How to Motivate Your Team

The Center For Sales Strategy (Matt Sunshine) November 30, 2021

https://blog.thecenterforsalesstrategy.com/sales-leaders-challenges-motivation-and-how-to-motivate-your-team?utm_campaign=subscriber&utm_medium=email&_hsmi=189343165&_hsenc=p2ANqtz-9Daw-a0I0m3nM-il6SbdejgUuarBnVg79rur7nW2WZ4BxrMRYJIHed6obLvzOwgqnujz8CA_hS-BGmeQ7aQZNFOEmow&utm_content=189343165&utm_source=hs_email

Group Black and She Media Announce Partnership to Channel Ad Budgets to Black-Owned Media

Adweek November 30, 2021

[https://www.adweek.com/media/group-black-and-partnership/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Media New_sletter_211130064925&lyt_id=1385784](https://www.adweek.com/media/group-black-and-partnership/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Media_New_sletter_211130064925&lyt_id=1385784)

Why I Wish McKinsey Would Analyze Broadcast Radio

Jacobs Media Insights (Fred Jacobs) November 30, 2021

<https://jacobsmedia.com/why-i-wish-mckinsey-would-analyze-broadcast-radio/>

Insider Intelligence's Digital Advertising Trends to Watch in 2022

Digital Ad Spending Keeps Rising While Ad Measurement Debate Reaches New Stage

eMarketer November 29, 2021

<https://www.emarketer.com/content/insider-intelligence-digital-advertising-trends-watch-2022>

The Listen And Learn Tour

Radio Ink (Buzz Knight) November 29, 2021

https://radioink.com/2021/11/29/the-listen-and-learn-tour/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Connected TV usage expands across all generations

eMarketer November 19, 2021

<https://www.emarketer.com/content/ctv-usage-expands-across-all-generations?ecid=NL1009>

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