

DECEMBER 15, 2021

As usual there is a rich collection of articles and resources for sales, management and forecasting in this week's curated lists. One article in particular to point out that is of special interest to both sales and management is in the sales section. It is a very important reinforcement from Marketron to our Radio + Digital presentation and a perfect follow up piece for your clients. It is entitled: *Radio And Digital Ads: Not Only Better Together, But Radio Makes Digital More Effective.*

Now let's review the latest Nilesen audience trend data for our PPM measured markets for December Week 3. There is some wobble in the numbers this week and it is important to remember that December Week 3 is actually the Thanksgiving Holiday week. There is minimal reduction in Cume so it looks like there was mostly some disruption in TSL leading to a corresponding but modest reduction in AQH persons. All things considered December should finish strong as we head into the Holiday Survey.

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
Dec Week 2 - 684,400
Dec Week 3 - 595,900

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
Dec Week 2 - 10,525,700
Dec Week 3 - 10,501,000

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
Dec Week 2 - 118,000
Dec Week 3 - 103,900

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
Dec Week 2 - 1,901,500
Dec Week 3 - 1,876,600

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 Monthly - 141,400

Dec Week 1 - 136,800
Dec Week 2 - 136,900
Dec Week 3 - 120,800

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
Dec Week 2 - 2,527,400
Dec Week 3 - 2,506,600

'Learning is the only thing the mind never exhausts, never fears, and never regrets.'

—Leonardo Di Vinci

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

AD AGE WORLD'S LARGEST ADVERTISERS PUMP UP SPENDING

They're back: The top 100 advertisers cut spending by 7.1% in 2020 amid the global pandemic. But ad spending is accelerating now as marketers rebuild and rebound

Ad Age December 14, 2021

https://adage.com/article/datacenter/worlds-top-advertisers-pump-spending/2379416?adobe_mc=MCMID=03175291643412126742839576405119911443|MCORGID=138FFF2554E6E7220A4C98C6@AdobeOrg|TS=1639493415&CSAuthResp=1::5427944:285215427:24:success:5C47F16B605C597B9919DD7E918A8500

New Acast-Nielsen Survey Shows Podcasts 'Are The New Soundtrack Of Our Lives.'

Inside Radio December 14, 2021

http://www.insideradio.com/podcastnewsdaily/new-acast-nielsen-survey-shows-podcasts-are-the-new-soundtrack-of-our-lives/article_0c6cb404-5d06-11ec-b36f-175761fe0723.html

Tune In, Then Order In: Podcast Listeners Twice As Likely To Use Food Delivery Services.

Inside Radio (Nielsen) December 14, 2021

http://www.insideradio.com/free/tune-in-then-order-in-podcast-listeners-twice-as-likely-to-use-food-delivery-services/article_e66fdd74-5cb7-11ec-a823-2be4d4edbc1e.html

ATTACHMENT: [US Podscape Infographic](#)

Fewer consumers plan to shop Super Saturday this year

Chain Store Age December 14, 2021

https://chainstoreage.com/fewer-consumers-plan-shop-super-saturday-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Consumer sentiment rebounds in early December; inflation biggest concern

Chain Store Age December 10, 2021

https://chainstoreage.com/consumer-sentiment-rebounds-early-december-inflation-biggest-concern?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

New Study Shows Digital Advertising Significantly Drives More Brand Word Of Mouth And Conversation Than Social Advertising On Facebook

CisionPRNewswire December 13, 2021

<https://www.prnewswire.com/news-releases/new-study-shows-digital-advertising-significantly-drives-more-brand-word-of-mouth-and-conversation-than-social-advertising-on-facebook-301442309.html>

Boosted: Spot Radio's Anti-Viral Activity

Radio + Television Business Report December 13, 2021

<https://www.rbr.com/mm-spot-10-r-121321/>

Downloads Jumped 21% Last Week From 2020 According To Podtrac.

Inside Radio December 13, 2021

http://www.insideradio.com/podcastnewsdaily/downloads-jumped-21-last-week-from-2020-according-to-podtrac/article_b542e6e8-5c3e-11ec-948b-931ef7ff15e3.html

Despite Reduced Inventory, Continuing To Advertise Paid Off For Auto Dealers.

Inside Radio December 13, 2021

http://www.insideradio.com/free/despite-reduced-inventory-continuing-to-advertise-paid-off-for-auto-dealers/article_927c34aa-5bf0-11ec-bb4f-2fcd17c61c2a.html

Radio And Digital Ads: Not Only Better Together, But Radio Makes Digital More Effective.

Inside Radio (Marketron) December 13, 2021

http://www.insideradio.com/free/radio-and-digital-ads-not-only-better-together-but-radio-makes-digital-more-effective/article_dde5b976-5bef-11ec-bb01-272bbaee4071.html

Senator Warren Calls For Federal Probe Of Facebook Over 'Potential Reach' Metrics

MediaPost December 10, 2021

https://www.mediapost.com/publications/article/369351/senator-warren-calls-for-federal-probe-of-facebook.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124601&hashid=Xbl3-p0DS1exdHSa15Xu_g

Media Sales: Where to Spend Your Time and Energy in 2022

The Center For Sales Strategy (Elissa Naufal) December 13, 2021

https://blog.thecenterforsalesstrategy.com/media-sales-where-to-spend-your-time-and-energy-in-2022?utm_campaign=subscriber&utm_medium=email&hsmi=194814627&hsenc=p2ANqtz--Gv4EOKwTEN5I8NTOHrEzjpvIC49QPH9qhgRcbCGwTcZ1rq5fbvqCsLY6TKhAMPuOKyMt-dy1pUu9DBtPzUgrCPKLTa&utm_content=194814627&utm_source=hs_email

Prospecting Via Email

Radio Ink (Michael Doyle) December 13, 2021

https://radioink.com/2021/12/13/prospecting-via-email/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Become Self-Disciplined

Radio Ink (Rick Fink) December 13, 2021

https://radioink.com/2021/12/13/become-self-disciplined/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Sellers Need Growth + Daily Confidence

Radio Ink (Loyd Ford) December 13, 2021

https://radioink.com/2021/12/13/sellers-need-growth-daily-confidence/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Reps with Resilience Rule

SalesFuel December 11, 2021

<https://salesfuel.com/ reps-with-resilience-rule/>

Digital and Social Tips for Post-2020 Sales Events: Part 1

SalesFuel December 11, 2021

<https://salesfuel.com/digital-and-social-tips-for-post-2020-sales-events-part-1/>

Digital and Social To-Dos During Events (and After)

SalesFuel December 11, 2021

<https://salesfuel.com/digital-social-to-dos-during-events-and-after/>

November Was Bad For Auto Industry: Cars Sales Down By 19%, 2-Wheeler Sales Down By 34%; Here's The Reason Why?

trak.in December 11, 2021

<https://trak.in/tags/business/2021/12/11/november-was-bad-for-auto-industry-cars-sales-down-by-19-2-wheeler-sales-down-by-34-heres-the-reason-why/>

The Rise of Digital Marketing: A Game-Changer

All successful businesses must have a strong digital marketing strategy to bring in more clients and more revenue.

Newsweek December 10, 2021

<https://www.newsweek.com/rise-digital-marketing-game-changer-1654889>

Radio Is Where Hispanic Homebuyers Feel at Home.

Inside Radio (The Media Audit) December 9, 2021

http://www.insideradio.com/free/radio-is-where-hispanic-homebuyers-feel-at-home/article_3169de30-58bf-11ec-91d9-0f2bf7572fc1.html

Avoid These 6 Proven Deal-Breakers to Convert More B2B Sales

LinkedIn December 8, 2021

<https://www.linkedin.com/business/sales/blog/b2b-sales/whats-blocking-sales-in-b2b-sales>

10 Tips to Avoid Burnout While Working in Sales

Badger Maps undated

<https://www.badgermapping.com/blog/10-tips-to-avoid-burnout-while-working-in-sales/>

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

Outlook 2022: What We Can Expect From Advertising & Media

Forbes December 15, 2021

<https://www.forbes.com/sites/bradadgate/2021/12/15/outlook-2022-what-we-can-expect-from-advertising--media/?sh=61e597e671e3>

The Ups and Downs of Audio in 2021 – By the Numbers

amplifi media December 15, 2021

https://www.amplifimedia.com/blogstein/the-ups-and-downs-of-audio-in-2021-by-the-numbers?mc_cid=9bdbab8261&mc_eid=30f6902dce

'Exponential' Growth Forecast For Sports Betting Sector.

Inside Radio (MediaPost) December 15, 2021

http://www.insideradio.com/free/exponential-growth-forecast-for-sports-betting-sector/article_896193d0-5d7e-11ec-8c31-db7c728c10f0.html

Will 2022 Be “The Year Of The Churn?”

Jacobs Media Strategies (Fred Jacobs) December 15, 2021

<https://jacobsmedia.com/will-2022-be-the-year-of-the-churn/>

Improving Opportunities for Minority Broadcasters

A Q&A with NABOB President Jim Winston to look at NABOB, its priorities and advocacy

RadioWorld December 15, 2021

https://www.radioworld.com/columns-and-views/guest-commentaries/improving-opportunities-for-minority-broadcasters?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=501C1264-C9AF-49FE-B8D2-0CF5352FB625&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Advertisers Cite Digital Supply Chain As Top Transparency Issue

MediaPost December 14, 2021

https://www.mediapost.com/publications/article/369434/advertisers-cite-digital-supply-chain-as-top-trans.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124629&has_hid=CKfKjD-IQuCPkoXp87oXHg

'An Innovative Audience Measurement Platform' To Consider?

RBR-TVBR December 14, 2021

<https://www.rbr.com/an-innovative-audience-measurement-platform-to-consider/>

MRC Auditing Nielsen's 'Digital Ad Ratings,' Adds Phases For Mobile And CTV

MediaPost December 15, 2021

<https://www.mediapost.com/publications/article/369436/mrc-auditing-nielsens-digital-ad-ratings-adds.html>

Move To Impressions-Based Measurement, Sports Betting Brighten '22 (TV) Outlook

TVNewsCheck December 14, 2021

<https://tvnewscheck.com/top-news/open-mike/article/move-to-impressions-based-measurement-sports-betting-brighten-22-outlook/>

The Inside Radio Q&A With Gordon Smith – Farewell Edition.

Inside Radio December 13, 2021

http://www.insideradio.com/free/the-inside-radio-q-a-with-gordon-smith-farewell-edition/article_b18328a4-5bf0-11ec-b41d-2fdbf900f997.html

Inside Radio’s ‘Farewell’ Interview With Gordon Smith, Part Two.

Inside Radio December 14, 2021

http://www.insideradio.com/free/inside-radio-s-farewell-interview-with-gordon-smith-part-two/article_c818461c-5cb8-11ec-b425-1f1d1e6bffe2.html

Wolk: Ad Measurement and Program Measurement Should Get Divorced

NEXT/TV December 13, 2021

<https://www.nexttv.com/news/wolk-ad-measurement-and-program-measurement-should-get-divorced>

Study Finds Corporate Values Increasingly Becoming ‘Additional Criteria For Media Buying.’

Inside Radio (Advertiser Perceptions) December 14, 2021

http://www.insideradio.com/free/study-finds-corporate-values-increasingly-becoming-additional-criteria-for-media-buying/article_9ed9a5da-5cb7-11ec-ae19-779657597fee.html

Why Stalled Out Smart Speaker Sales Will Hurt Radio Broadcasters

Jacobs Media Strategies (Fred Jacobs) December 13, 2021

<https://jacobsmedia.com/why-stalled-out-smart-speaker-sales-will-hurt-radio-broadcasters/>

Where’s Podcasting Heading In 2022? Triton’s Global Team Offers Some Predictions.

Inside Radio December 13, 2021

http://www.insideradio.com/podcastnewsdaily/where-s-podcasting-heading-in-2022-triton-s-global-team-offers-some-predictions/article_7deab162-5c3e-11ec-b7a6-f77530dca568.html

Recruitment: A Sales Manager’s Biggest Challenge

Radio + Television Business Report December 10, 2021

<https://www.rbr.com/media-sales-recruitment-challenges-2022/>

Kagan: Sports Betting And Political To Fuel Continued Ad Bounce-Back in 2022.

Inside Radio December 10, 2021

http://www.insideradio.com/free/kagan-sports-betting-and-political-to-fuel-continued-ad-bounce-back-in-2022/article_2740360c-598c-11ec-a1eb-77364e4e0e56.html

Report: Smart Speaker Market Growth May Have Peaked.

Inside Radio (CivicScience) December 10, 2021

http://www.insideradio.com/free/report-smart-speaker-market-growth-may-have-peaked/article_80143b6c-598b-11ec-9736-8f8d107bfce6.html

Agencies Agree; 2021 Was A Record Year For Ad Spending, With More Growth Expected In 2022

Forbes December 8, 2021

<https://www.forbes.com/sites/bradadgate/2021/12/08/agencies-agree-2021-was-a-record-year-for-ad-spending-with-more-growth-expected-in-2022/?sh=1e5fe0c97bc6>

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