

DECEMBER 22, 2021

The Nielsen December Survey for our PPM measured markets has wrapped up and the results continue to show that Radio is alive and doing very well. Below are the summary data results for both the December Full Month and for December Week 4. The full survey results will start to be released next Tuesday, December 28.

Lots of important articles and resources for you again this week including the latest BIA Local Advertising Forecasts for 2022.

Wishing you all the best for a wonderful Holiday Season!

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 Monthly - 662,200

Dec Week 1 - 680,800
Dec Week 2 - 684,400
Dec Week 3 - 595,900
Dec Week 4 - 687,700

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 Monthly - 10,414,000

Dec Week 1 - 10,261,300
Dec Week 2 - 10,525,700
Dec Week 3 - 10,501,000
Dec Week 4 - 10,368,100

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 Monthly - 114,800

Dec Week 1 - 125,200
Dec Week 2 - 118,000
Dec Week 3 - 103,900
Dec Week 4 - 112,000

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 Monthly - 1,904,700

Dec Week 1 - 1,900,100
Dec Week 2 - 1,901,500
Dec Week 3 - 1,876,600
Dec Week 4 - 1,940,500

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 Monthly - 131,500

Dec Week 1 - 136,800
Dec Week 2 - 136,900
Dec Week 3 - 120,800
Dec Week 4 - 131,500

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 Monthly - 2,518,600

Dec Week 1 - 2,533,700
Dec Week 2 - 2,527,400
Dec Week 3 - 2,506,600
Dec Week 4 - 2,506,600

“There is no end to education. It is not that you read a book, pass an examination, and finish with education. The whole of life, from the moment you are born to the moment you die, is a process of learning.”

– Jiddu Krishnamurti.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Gifts, Jewelry And Bubbly -- The Holidays Are Bringing Lots Of Ads To Podcasts.

Inside Radio (Magellan AI) December 21, 2021

http://www.insideradio.com/free/gifts-jewelry-and-bubbly---the-holidays-are-bringing-lots-of-ads-to/article_35291e0c-62a9-11ec-8643-0f9e7c1eb368.html

A Spot Radio Sputter Ahead of Santa’s Big Day

RBR-TVBR December 21, 2021

<https://www.rbr.com/a-spot-radio-sputter-ahead-of-santas-big-day/>

December Continues To Show Big Gains In Downloads.

Inside Radio (PODTRAC) December 21, 2021

http://www.insideradio.com/podcastnewsdaily/december-continues-to-show-big-gains-in-downloads/article_64606b4e-6286-11ec-bb75-bf103eaefbfa.html

The Risks Of Being Too Data-Driven

MediaPost December 20, 2021

https://www.mediapost.com/publications/article/369607/the-risks-of-being-too-data-driven.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124688&hashid=MvrWDWYNRcOEFJu_y2GIhQ

Key Sales Statistics That'll Help You Sell Smarter in 2022

The Center For Sales Strategy (Amanda Meade) December 20, 2021

https://blog.thecenterforsalesstrategy.com/key-sales-statistics-thatll-help-you-sell-smarter-in-2022?utm_campaign=subscriber&utm_medium=email&_hsmi=197830868&_hsenc=p2ANqtz-8a5H7jPOpH8slMqxnlGylrdX6kJHV1Btlr8g5n1ngEDeFFHf90j5fV6AcKauRyZ166urOefqGaNSGIlqI2mqaxamZ4pg&utm_content=197830868&utm_source=hs_email

Radio Ad Spend Up 23% In November As More Listeners Hit The Road.

Inside Radio (Standard Media Index) December 20, 2021

http://www.insideradio.com/free/radio-ad-spend-up-23-in-november-as-more-listeners-hit-the-road/article_e8996f28-616e-11ec-a9ba-df45b41dc9aa.html

Magellan: Top 15 Podcast Advertisers Spent 15% More In November; Better Help Stayed In Top Spot.

Inside Radio December 20, 2021

http://www.insideradio.com/free/magellan-top-15-podcast-advertisers-spent-15-more-in-november-better-help-stayed-in-top/article_177c4b22-616e-11ec-aacf-5b6fd7ffc62b.html

Growing Sales In A Tight Labor Market – Part 2

Radio Ink December 20, 2021

https://radioink.com/2021/12/20/growing-sales-in-a-tight-labor-market-part-2/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Real Truth Behind Buyer Decisions Today

Radio Ink (Loyd Ford) December 20, 2021

https://radioink.com/2021/12/20/the-real-truth-behind-buyer-decisions-today/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Just One Thing

Radio Ink (Rick Fink) December 20, 2021

https://radioink.com/2021/12/20/just-one-thing/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Majority of consumers have strong intent to buy vehicle in next 12 months, finds survey

The Economic Times December 19, 2021

https://economictimes.indiatimes.com/industry/auto/auto-news/majority-of-consumers-have-strong-intent-to-buy-vehicle-in-next-12-months-survey/articleshow/88369918.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
<https://economictimes.indiatimes.com/industry/auto/auto-news/majority-of-consumers-have-strong-intent-to-buy-vehicle-in-next-12-months-survey/articleshow/88369918.cms>

How to Close the Sales Year With Little Stress & Lots of Success

SalesFuel December 18, 2021

<https://salesfuel.com/how-to-close-the-sales-year-with-little-stress-lots-of-success/>

The Gen Z Frenzy: Dueling Studies Show They Want Ease Of Use When Shopping

MediaPost December 17, 2021

https://www.mediapost.com/publications/article/369568/the-gen-z-frenzy-dueling-studies-show-they-want-e.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124674&hashid=akE-7z-LS1W9CYmV5M9xXA

Radio is the Best Policy for Insurance

RAB Radio Matters December 15, 2021

<https://www.radiomatters.org/index.php/2021/12/15/radio-is-the-best-policy-for-insurance/#more-4440>

NRF: Core retail sales up 14.8% YOY in November

Chain Store Age December 15, 2021

https://chainstoreage.com/nrf-core-retail-sales-148-yoy-november?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS A+Day+Breaker&utm_keyword=

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

eMarketer: Digital's Ad Spend Expected To Approach \$200B For 2021.

Inside Radio December 22, 2021

http://www.insideradio.com/free/emarketer-digitals-ad-spend-expected-to-approach-200b-for-2021/article_269db3ba-62ff-11ec-b18f-abde97ccae82.html

Survey: It's Not Creating The Podcast That's The Challenge, It's Promoting It.

Inside Radio (the Podcast Host) December 22, 2021

http://www.insideradio.com/free/survey-it-s-not-creating-the-podcast-that-s-the-challenge-it-s-promoting-it/article_44d8f768-62ff-11ec-bec3-87dd3081cbaa.html

BIA Forecasts 6% Growth For Radio In Updated Local Ad Forecast.

Inside Radio December 21, 2021

http://www.insideradio.com/free/bia-forecasts-6-growth-for-radio-in-updated-local-ad-forecast/article_5b38f92a-6243-11ec-9eb2-2b8279b869bd.html

WHY THE LOCAL AD SPENDING OUTLOOK FOR 2022 HAS IMPROVED

Ad Age December 21, 2021

<https://adage.com/article/digital-marketing-ad-tech-news/2022-local-ad-spending-outlook-improves/2389801>

Local TV Ad Revenue To Soar 28% To \$21.37B In 2022, Boosted By Political, Olympics Ads

(note the BIA predictions for Radio at the end of the article)

MediaPost December 21, 2022

https://www.mediapost.com/publications/article/369632/local-tv-ad-revenue-to-soar-28-to-2137b-in-2022.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124707&hashid=CKfKjD-IQuCPkoXp87oXHg

Is Radio's Fight With GMR Coming to an End?

Radio Ink December 21, 2021

<https://radioink.com/2021/12/21/is-radios-fight-with-gmr-coming-to-an-end/>

Alpha Version of Nielsen One Launches With Disney, Magna

Broadcasting + Cable December 21, 2021

<https://www.nexttv.com/news/alpha-version-of-nielsen-one-launches-with-disney-magna>

Radio Has Tentative Agreement With GMR; Settlement Would End Long-Running Legal Fight.

Inside Radio December 21, 2021

http://www.insideradio.com/free/radio-has-tentative-agreement-with-gmr-settlement-would-end-long-running-legal-fight/article_9e807ce8-61cc-11ec-a8d8-f75bdf7c946.html

7 Ways to Clean Your Radio Station's Digital House During Downtime

Jacobs Media Strategies (Seth Resler) December 20, 2021

https://jacobsmedia.com/7-ways-clean-radio-stations-digital-house-during-downtime/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=1834412fd8-CTD+EmailOnly&utm_medium=email&utm_term=0_5007ff924d-1834412fd8-179898762

Oxenford: 'Get Ready For The Upcoming Onslaught Of Political Advertising.'

Broadcast Law Blog (David Oxenford) December 20, 2021

<https://www.broadcastlawblog.com/2021/12/articles/candidate-filing-deadline-for-the-primaries-in-the-texas-2022-elections-just-passed-what-should-your-station-no-matter-where-it-is-be-doing-to-prepare-for-the-coming-election-advertising-d/>

Report: As Digital Audio Ad Dollars Climb, So Do Concerns About Brand Safety.

Inside Radio (Integral Ad Science) December 17, 2021

http://www.insideradio.com/free/report-as-digital-audio-ad-dollars-climb-so-do-concerns-about-brand-safety/article_a6b77982-5f1c-11ec-bcb7-4bf0540e62ce.html

Ad Market Expands For Ninth Consecutive Month, Posts Best November Ever

MediaPost December 17, 2021

https://www.mediapost.com/publications/article/369529/ad-market-expands-for-ninth-consecutive-month-pos.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124680&hashid=Y1PEPj99RXCjj6hr8RtU_Q

Radio Should Be Seen as a Platform

Tieline's Doug Ferber says distribution channels must be packaged to succeed

RadioWorld December 17, 2021

https://www.radioworld.com/news-and-business/news-makers/radio-should-be-seen-as-a-platform?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=4AC046C6-3FEA-4AD8-9563-8E09F77815E3&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

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