

JUNE 16, 2021

It is finally June in Nielsen's world and Week 1 of the June Survey is actually the last week of May which includes the Memorial Day Holiday. In our PPM measured markets in June Week 1 we see that the Cume numbers hold solidly or even increase in all three markets. The holiday weekend typically has some adverse effect on TSL so we see some fluctuation in the AQH metric.

June marks the 16th month since the pandemic started impacting everyone's life in March of last year. We are gradually seeing audience estimates return to pre-pandemic levels so this comparison for current month results to March, 2020, has pretty much run its course and usefulness. As a result, this June Survey will be the last month that we will show these comparisons.

Here is the recap of June Week 1 in blue:

Los Angeles AQH

2020

March - 692,700
April - 455,600
May - 519,800
June - 570,700
July - 586,100 off 15.3%
August - 586,000 off 15.4%
Sept. - 570,600 off 17.6%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%
Dec. - 600,600 off 13.2%
Hol. - 563,900 off 18.5%

2021

Jan - 541,600 off 21.8%
Feb - 576,500 off 16.7%
Mar.- 606,100 off 12.5%
Apr. - 623,900 off 9.9%
May - 645,900 off 6.8%

Jan. Week 1 - 519,500 off 25%
Jan. Week 2 - 531,800 off 23.2%
Jan. Week 3 - 507,900 off 26.6%
Jan. Week 4 - 520,800 off 24.8%

Feb. Week 1 - 551,800 off 20.3%
Feb. Week 2 - 546,300 off 21.1%
Feb. Week 3 - 557,800 off 19.4%
Feb. Week 4 - 576,400 off 16.7%

Mar. Week 1 - 590,900 off 14.6%
Mar. Week 2 - 578,500 off 16.4%
Mar. Week 3 - 615,500 off 11.1%
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%
Apr. Week 2 - 612,400 off 11.5%
Apr. Week 3 - 620,100 off 10.5%
Apr. Week 4 - 627,100 off 9.5%

May Week 1 - 645,400 off 6.8%
May Week 2 - 645,400 off 6.8%
May Week 3 - 637,900 off 7.9%
May Week 4 - 654,900 off 5.5%

June Week 1- 627,200 off 9.5%

Los Angeles Cume

2020

March - 10,611,300
April - 9,080,100
May - 9,572,200
June - 9,941,100
July - 10,089,600 off 4.9%
August - 10,029,800 off 5.4%
Sept. - 9,999,500 off 5.7%
Oct. - 10,055,100 off 5.2%
Nov. - 10,133,900 off 4.4%
Dec. - 9,955,600 off 6.1%
Hol. - 9,936,300 off 6.3%

2021

Jan. - 9,587,700 off 9.6%
Feb. - 9,717,300 off 8.4%
Mar. - 9,817,600 off 7.5%
Apr. - 10,212,500 off 3.8%
May - 10,339,100 off 2.6%

Jan. Week 1 - 9,541,700 off 10%
Jan. Week 2 - 9,560,000 off 9.9%
Jan. Week 3 - 9,558,400 off 9.9%
Jan. Week 4- 9,690,700 off 8.6%

Feb. Week 1 - 9,660,500 off 8.9%
Feb. Week 2 - 9,776,500 off 7.8%

Feb. Week 3 - 9,603,500 off 9.4%
Feb. Week 4 - 9,828,900 off 7.3%

Mar. Week 1 - 9,647,900 off 9%
Mar. Week 2 - 9,582,400 off 9.6%
Mar. Week 3 - 9,965,900 off 6%
Mar. Week 4 - 10,074,100 off 5.1%

Apr. Week 1 - 10,328,400 off 2.7%
Apr. Week 2 - 10,069,400 off 5.1%
Apr. Week 3 - 10,230,100 off 3.6%
Apr. Week 4 - 10,222,300 off 3.7%

May Week 1 - 10,351,300 off 2.5%
May Week 2 - 10,385,500 off 2.1%
May Week 3 - 10,311,200 2.8%
May Week 4 - 10,308,400 off 2.9%

June Week 1 - 10,314,800 off 2.8%

Riverside/San Bernardino AQH

2020

March - 128,900
April - 96,200
May - 105,000
June - 115,100
July - 108,600 off 15.7%
August - 109,400 off 15.1%
Sept. - 102,100 off 20.7%
Oct. - 106,000 off 17.7%
Nov. - 105,600 off 18%
Dec. - 108,200 off 16%
Hol. - 95,600 off 25.8%

2021

Jan. - 91,500 off 29%
Feb. - 101,800 off 21%
Mar. - 105,800 off 17.9%
Apr. - 111,300 off 13.7%
May - 111,900 off 13.2%

Jan. Week 1 - 88,900 off 31%
Jan. Week 2 - 86,400 off 32.9%

Jan. Week 3 - 85,800 off 33.4%
Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%
Feb. Week 2 - 98,000 off 23.9%
Feb. Week 3 - 98,200 off 23.8%
Feb. Week 4 - 101,900 off 20%

Mar. Week 1 - 101,600 off 21.1%
Mar. Week 2 - 105,500 off 18%
Mar. Week 3 - 110,400 off 14.4%
Mar. Week 4 - 105,900 off 17.8%

Apr. Week 1 - 111,400 off 13.6%
Apr. Week 2 - 108,300 off 15.9%
Apr. Week 3 - 113,200 off 12.2%
Apr. Week 4 - 112,400 off 12.8%

May Week 1 - 114,600 off 11%
May Week 2 - 113,800 off 11.7%
May Week 3 - 108,300 off 16%
May Week 4 - 110,900 off 14%

June Week 1 - 109,500 off 15%

Riverside/San Bernardino Cume

2020

March - 2,012,400
April - 1,727,400
May - 1,846,500
June - 1,924,800
July - 1,968,100 off 2.2%
August - 1,948,500 off 3.1%
Sept. - 1,909,800 off 5%
Oct. - 1,891,200 off 6%
Nov. - 1,901,700 off 5.5%
Dec. - 1,920,900 off 4.5%
Hol. - 1,866,700 off 7.2%

2021

Jan. - 1,824,500 off 9.3%
Feb. - 1,941,100 off 3.5%
Mar. - 1,919,700 off 4.6%
Apr. - 1,948,200 off 3.2%

May - 1,951,300 off 3%

Jan. Week 1 - 1,831,600 off 8.9%
Jan. Week 2 - 1,792,800 off 10.9%
Jan. Week 3 - 1,790,600 off 11%
Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%
Feb. Week 2 - 1,930,300 off 4%
Feb. Week 3 - 1,945,000 off 3.3%
Feb. Week 4 - 1,967,800 off 2.2%

Mar. Week 1 - 1,903,700 off 5.4%
Mar. Week 2 - 1,876,800 off 6.7%
Mar. Week 3 - 1,930,600 off 4.1%
Mar. Week 4 - 1,967,600 off 2.2%

Apr. Week 1 - 1,935,000 off 3.8%
Apr. Week 2 - 1,919,100 off 4.6%
Apr. Week 3 - 1,960,000 off 2.6%
Apr. Week 4 - 1,978,600 off 1.7%

May Week 1 - 1,968,700 off 2.2%
May Week 2 - 1,989,800 off 1.1%
May Week 3 - 1,902,700 off 5.5%
May Week 4 - 1,944,100 off 3.4%

June Week 1 - 1,989,200 off 1.1%

San Diego AQH

2020

March - 142,700
April - 98,000
May - 109,400
June - 120,100
July - 126,000
August - 128,500 (off 10%)
Sept. - 125,000 (off 12.4%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)
Hol. - 119,700 (off 16.11%)

2021

Jan. - 114,200 (off 19.97%)

Feb. - 117,700 (off 17.5%)

Mar. - 119,900 (off 16.0%)

Apr. - 122,000 (off 14.5%)

May - 122,200 (off 14.4%)

Jan. Week 1 - 112,300 off 21.3%

Jan. Week 2 - 111,500 off 21.9%

Jan. Week 3 - 105,200 off 26.3%

Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%

Feb. Week 2 - 111,800 off 21.7%

Feb. Week 3 - 113,100 off 20.7%

Feb. Week 4 - 113,900 off 20.2%

Mar. Week 1 - 117,000 off 18.0%

Mar. Week 2 - 119,000 off 16.6%

Mar. Week 3 - 118,700 off 16.8%

Mar. Week 4 - 124,700 off 12.6%

Apr. Week 1 - 122,500 off 14.2%

Apr. Week 2 - 124,000 off 13.1%

Apr. Week 3 - 119,800 off 16.0%

Apr. Week 4 - 121,700 off 14.7%

May Week 1 - 120,400 off 15.6%

May Week 2 - 122,600 off 14.1%

May Week 3 - 122,100 off 14.4%

May Week 4 - 123,600 off 13.4%

June Week 1 - 121,300 off 15.0%

San Diego Cume

2020

March - 2,549,000

April - 2,133,900

May - 2,303,400

June - 2,408,600

July - 2,438,900

August - 2,418,400 (off 5.1% from March)

Sept. - 2,382,700 (off 6.5%)

Oct. - 2,398,000 (off 5.9%)

Nov. - 2,361,900 (off 7.3%)

Dec. - 2,388,500 (off 6.3%)

Hol. - 2,344,600 (off 8.0%)

2021

Jan. - 2,287,800 (off 10.2%)

Feb. - 2,302,200 (off 9.7%)

Mar. - 2,314,400 (off 9.2%)

Apr. - 2,319,500 (off 9.0%)

May - 2,329,600 (off 8.6%)

Jan. Week 1 - 2,377,200 (off 6.7%)

Jan. Week 2 - 2,296,200 (off 9.9%)

Jan. Week 3 - 2,163,800 (off 15.1%)

Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)

Feb. Week 2 - 2,342,600 (off 8.1%)

Feb. Week 3 - 2,324,000 (off 8.8%)

Feb. Week 4 - 2,299,500 (off 9.8%)

Mar. Week 1 - 2,305,100 (off 9.6%)

Mar. Week 2 - 2,314,400 (off 9.2%)

Mar. Week 3 - 2,321,300 (off 8.9%)

Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)

Apr. Week 2 - 2,354,300 (off 7.6%)

Apr. Week 3 - 2,265,200 (off 11.1%)

Apr. Week 4 - 2,382,800 (off 6.5%)

May Week 1 - 2,392,700 (off 6.1%)

May Week 2 - 2,298,900 (off 9.8%)

May Week 3 - 2,344,100 (off 8.0%)

May Week 4 - 2,282,800 (off 10.4%)

June Week 1 - 2,418,900 (off 5.1%)

There are lots of high school and college graduations taking place this month and a common theme of the commencement speakers is that graduation does not mark the end of learning, but rather sets you up for a lifetime of learning. Learning is essential to success because things change and that requires you to be innovative to be successful. As we launch into this week's collection of curated resources and articles, consider this quote from William Pollard, the American physicist and an Episcopal priest:

"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

William Pollard

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

YouTube is banning alcohol, gambling, and politics from its 'most prominent' ad slot

THE VERGE June 14, 2021

<https://www.theverge.com/2021/6/14/22533451/youtube-advertising-alcohol-gambling-politics-drugs-ban-masthead>

During and Post-Pandemic, Radio Drives Traffic to Job Recruitment Advertising.

Inside Radio (AnalyticOwl) June 16, 2021

http://www.insideradio.com/free/during-and-post-pandemic-radio-drives-traffic-to-job-recruitment-advertising/article_11f7c23e-ce6c-11eb-88c3-27d7e44122c5.html

Retail sales slip in May but show strong year-over-year growth

Chain Store Age June 15, 2021

https://chainstoreage.com/retail-sales-slip-may-show-strong-year-over-year-growth?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Buyers, Sellers 'Massively' Differ On OTT Advertising's Status, Just 36% Of Viewers Satisfied With OTT Ads

MediaPost June 14, 2021

https://www.mediapost.com/publications/article/364175/buyers-sellers-massively-differ-on-ott-advertis.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122682&hashid=Xbl3-p0DS1exdHSa15Xu_g

The Best Places to Research a Prospect Before a Sales Call

The Center For Sales Strategy June 15, 2021

https://blog.thecenterforsalesstrategy.com/the-best-places-to-research-a-prospect-before-a-sales-call?utm_campaign=subscriber&utm_medium=email&hsmi=133935339&hsenc=p2ANqtz-9GeBLGtPCksHmu9SWnrPi4QISSetl-aAup8QS4OSWhaAGQojKDOv_4rYUmhS2U84xcdkGnX7rIPH1FajfJO-6rOs7GA&utm_content=133935339&utm_source=hs_email

Survey: Americans are ready to spend on some fun

Chain Store Age June 14, 2021

https://chainstoreage.com/survey-americans-are-ready-spend-some-fun?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

California Reopens Today: Here's What That Means For Concerts

Billboard June 15, 2021

ATTACHMENT: [California Reopens Today: Here's What That Means For Concerts](#)

Indeed, We Have A Big Spot Radio Dollar Generator!

Radio+Television Business Report June 14, 2021

<https://www.rbr.com/mm-r-061421/>

Magna: Digital Audio Ad Spending Pacing To Grow Even More Than First Thought In 2021.

Inside Radio (MAGNA) June 14, 2021

http://www.insideradio.com/podcastnewsdaily/magna-digital-audio-ad-spending-pacing-to-grow-even-more-than-first-thought-in-2021/article_255c66d4-cd33-11eb-b11a-f7110572f157.html

Facebook and Its Advertisers Feel Pinch of Apple's Privacy Drive

Recent changes in IOS operating system have diminished Facebook's ad targeting abilities

WSJ June 12, 2021

<https://www.wsj.com/articles/facebook-and-its-advertisers-feel-pinch-of-apples-privacy-drive-11623502980>

Auto Experts On Why Dealers Need To Advertise Even When Vehicle Inventory Is Low.

Inside Radio (J.D. Power) June 14, 2021

http://www.insideradio.com/free/auto-experts-on-why-dealers-need-to-advertise-even-when-vehicle-inventory-is-low/article_16c1726e-ccdd-11eb-8a48-6f95d9b39cbb.html

Consumer sentiment rebounds in early June

Chain Store Age June 11, 2021

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

Establishing Authority with Your Prospects 101

SalesFuel June 12, 2021

<https://salesfuel.com/establishing-authority-with-your-prospects-101/>

Sales Qualification: How to Qualify and What to do Next

SalesFuel June 12, 2021

<https://salesfuel.com/sales-qualification-how-to-qualify-and-what-to-do-next/>

Selling By Video Isn't Going Away

SalesFuel June 12, 2021

<https://salesfuel.com/selling-by-video-isnt-going-away/>

Retail sales to exceed \$4.44 trillion in 2021, as NRF revises annual forecast upward

Chain Store Age June 9, 2021

https://chainstoreage.com/retail-sales-exceed-444-trillion-2021-nrf-revises-annual-forecast-upward?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

Radio Is Where Realtors Will Find Home Sellers.

Inside Radio (Media Audit) June 11, 2021

http://www.insideradio.com/free/radio-is-where-realtors-will-find-home-sellers/article_078f9d6c-ca7f-11eb-a2e1-5f290deea143.html

GroupM: PACs Now Rank As One Of The Biggest Standalone Ad Categories

MediaPost June 10, 2021

https://www.mediapost.com/publications/article/364083/groupm-pacs-now-rank-as-one-of-the-biggest-standa.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122642&hashid=CKfKjD-IQuCPkoXp87oXHg

MasterCard: Back-to-school sales to top pre-pandemic levels

Chain Store Age June 10, 2021

https://chainstoreage.com/mastercard-back-school-sales-top-pre-pandemic-levels?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

U.S. online sales forecast revised upward

Chain Store Age (eMarketer) June 10, 2021

https://chainstoreage.com/us-online-sales-forecast-revised-upward?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Next-Gen Radio Ad Sales Include Social Selling And Prospecting Automation Tools.

Inside Radio (RAB) June10, 2021

http://www.insideradio.com/free/next-gen-radio-ad-sales-include-social-selling-and-prospecting-automation-tools/article_218a87a4-c9bc-11eb-a9e3-4f9a3786fbb0.html

Most Car Dealers Say Digital Retailing Vital to Their Survival

WardsAuto June 7, 2021

<https://www.wardsauto.com/dealers/most-car-dealers-say-digital-retailing-vital-their-survival>

Here's Why This Digital Ad Report Is Crucial For Modern Retailers

Forbes June 9, 2021

<https://www.forbes.com/sites/jonathantreiber/2021/06/09/why-the-iab-2021-digital-ad-ecosystem-report-is-crucial-for-modern-retailers/?sh=7acecdcb396c>

Ford, Subaru Lead Automakers In TV Spending, Up 56% In May

MediaPost June 9, 2021

https://www.mediapost.com/publications/article/364053/ford-subaru-lead-automakers-in-tv-spending-up-56.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122632&hashid=Y1PEPj99RXCjj6hr8RtU_Q

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Legacy Pay TV Companies Approach A Breaking Point

MediaPost June 15, 2021

https://www.mediapost.com/publications/article/364187/legacy-pay-tv-companies-approach-a-breaking-point.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122683&hashid=GkaoK9PSSKGhs-uNohSxFw

Podcast Consumption Is Growing. Nielsen Credits Influx Of Light-Listening Newcomers.

Inside Radio (Nielsen-Scarborough) June 16, 2021

http://www.insideradio.com/free/podcast-consumption-is-growing-nielsen-credits-influx-of-light-listening-newcomers/article_36bceedc-ce6c-11eb-adb9-57a7375cb4f1.html

Improving Sales Performance - IMPACT Your People: Recruitment & Selection

The Center for Sales Strategy June 16, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-people-recruitment-selection?utm_campaign=subscriber&utm_medium=email&hsmi=134183508&hsenc=p2ANqtz-U8dNTQ-gG6o8m3qCwK4qpXIH6rs7QuuRhAq5dnQEhslx-vIIHbDMZvkrYYzoXWBUvvZrMIDBsj58NQh1l-KvLJjNYGg&utm_content=134183508&utm_source=hs_email

How Your Radio Station Can Harness Word-Of-Mouth

Jacobs Media Strategies (Fred Jacobs) June 16, 2021

<https://jacobsmedia.com/how-your-radio-station-can-harness-word-of-mouth/>

Survey Says Full Speed Ahead for Mobile Devices and Apps

Gen Z listeners may be harsher critics of their home station's app

RadioWorld June 13, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/survey-says-full-speed-ahead-for-mobile-devices-and-apps?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=B03B75C1-A2BF-4276-B05C-76B1B7B186F2&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Media on the mend

AXIOS June 15, 2021

<https://www.axios.com/media-job-cuts-newsroom-rebounding-6d89dfba-31df-40d4-b70e-caff87aa8e2e.html>

Odds Are Radio Hosts Are Talking About Gambling On Sports.

Inside Radio June 15, 2021

http://www.insideradio.com/free/odds-are-radio-hosts-are-talking-about-gambling-on-sports/article_e6d7dbb0-cda4-11eb-bbb8-4716956ae61b.html

Seismic Behavioral Changes and Your Brand

Coleman Insights Media Research (Jay Nachlis) June 15, 2021

<https://colemaninsights.com/coleman-insights-blog/seismic-behavioral-changes-and-your-brand>

Survey Says Podcast Use Increases, Although Many Still Not Onboard

Rapid growth in smart speaker ownership appears to be slowing down

RadioWorld June 9, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/survey-says-podcast-use-increases-although-many-still-not-onboard?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=6CCCC389-003A-42BC-9C6C-37CF90A57D63&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

National EAS Test Will Focus on Broadcast Chain

Stations must fill out Form One by July 6 in preparation

RadioWorld June 14, 2021

https://www.radioworld.com/news-and-business/headlines/national-eas-test-will-focus-on-broadcast-chain?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=5E842E1E-BC5B-4FAD-8231-C3C6C829E203&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Webcasting Royalties Going Up – Copyright Royalty Board Releases Rates and Terms for 2021-2025

Broadcast Law Blog (David Oxenford) June 14, 2021

https://www.broadcastlawblog.com/2021/06/articles/webcasting-royalties-going-up-copyright-royalty-board-releases-rates-and-terms-for-2021-2025/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=320d6ab819-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-320d6ab819-70422897

It's Time to Re-evaluate Your Radio Station's User Experience

Jacobs Media Strategies June 14, 2021

https://jacobsmedia.com/its-time-to-re-evaluate-your-radio-stations-user-experience/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=4c5316bcbb-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-4c5316bcbb-179898762

How To Avoid Becoming a Ransomware Target

Radio Ink June 14, 2021

<https://radioink.com/2021/06/14/how-to-avoid-becoming-a-ransomware-target/>

The Return Of Strategic Planning To Local Radio

Radio Ink (Loyd Ford) June 13, 2021

<https://radioink.com/2021/06/13/the-return-of-strategic-planning-to-local-radio/>

Radio's Growth Trend: An Ugly Portrait from MoffettNathanson

Radio+Television Business Report June 11, 2021

ATTACHMENT: [Radio's Growth Trend: An Ugly Portrait from Moffett Nathanson](#)

Coming in August: A National Emergency Alerting Test

Radio+Television Business Report June 11, 2021

<https://www.rbr.com/coming-in-august-a-national-emergency-alerting-test/>

Advertisers Adopt 'Holistic' Approach On Streaming

TVNewsCheck June 11, 2021

<https://tvnewscheck.com/top-news/digital/article/advertisers-adopt-holistic-approach-on-streaming/>

UCLA Anderson Forecast Remains Optimistic for Post-COVID-19 Recovery

UCLA Anderson School of Management June 2, 2021 - updated June 11, 2021

<https://www.anderson.ucla.edu/news-and-events/press-releases/ucla-anderson-forecast-remains-optimistic-for-post-covid-19-recovery>

Radio Hits a Bumpy Road in the Car Mediascape

TechSurvey 2021 says leading reasons are less time spent in vehicles and lifestyle changes

Radio World (more takeaways from Jacobs TechSurvey '21) June 10, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/radio-hits-a-bumpy-road-in-the-car-mediascape?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=9DB34404-9A68-4124-941C-518F4E176742&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Should Nielsen Change Quarter Hour Credit Rule?

Radio Ink (Buzz Knight) June 11, 2021

<https://radioink.com/2021/06/11/should-nielsen-change-quarter-hour-credit-rule/>

Despite Pandemic, TV Ad Revenues Shine In 2020

Radio+Television Business Report (BIA) June 10, 2021

<https://www.rbr.com/despite-pandemic-tv-ad-revenues-shine-in-2020/>

GroupM Nearly Doubles 2021 U.S. Ad Growth Projection, Revises 2020 Decline To Less Than A Point

MediaPost June 10, 2021

https://www.mediapost.com/publications/article/364023/groupm-nearly-doubles-2021-us-ad-growth-project.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122632&hashid=Y1PEPj99RXCjj6hr8RtU_Q

eMarketer Predicts Major Growth in Time Spent With Digital Audio, Podcasts Through 2023.

Inside Radio June 10, 2021

http://www.insideradio.com/free/emarketer-predicts-major-growth-in-time-spent-with-digital-audio-podcasts-through-2023/article_004985d6-c9bc-11eb-a32e-ab0de10edd3f.html

US adults will consume almost as much media in 2021, but TV viewing will backslide

eMarketer June 6, 2021

<https://www.emarketer.com/content/us-adults-will-consume-almost-much-media-2021-tv-viewing-will-backslide>

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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031