

[http://www.insiderradio.com/free/network-radio-provides-more-incremental-reach-than-digital-and-social-media/article\\_3ceca9dc-cda4-11eb-81b1-cb50ed2d1a8c.html](http://www.insiderradio.com/free/network-radio-provides-more-incremental-reach-than-digital-and-social-media/article_3ceca9dc-cda4-11eb-81b1-cb50ed2d1a8c.html)

# Network Radio Provides More Incremental Reach Than Digital And Social Media.

Jun 15, 2021



With TV audiences dwindling, marketers are turning to radio to amplify their message.

According to MoffettNathanson, since 2011, non-live cable audiences are down -49%. Broadcast network non-live audiences are down -44%. The research firm reports that pay TV penetration has dropped from 89% of U.S. homes in 2009 to 60% today.

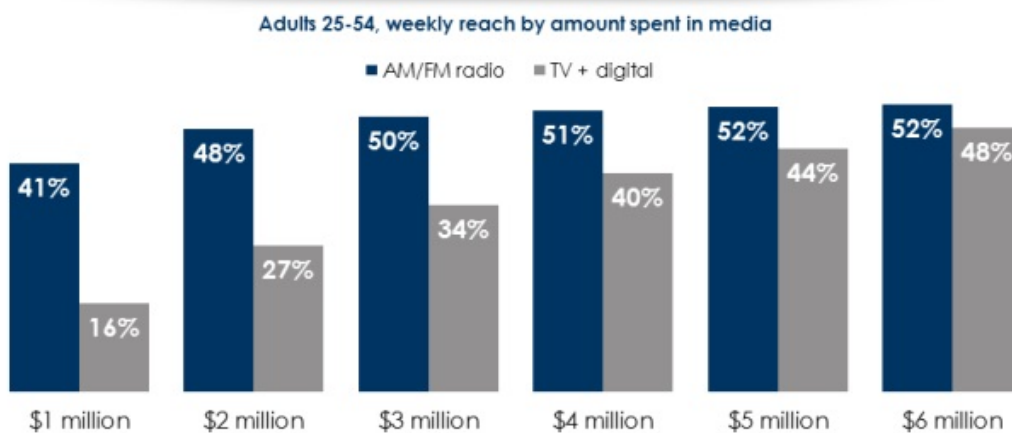
"Even older demos of people 50+ years old, historically relatively stable consumers of television, are watching less cable TV," MoffettNathanson says in its report. "Likewise, broadcast networks are seeing sinking results, now projected to be down 16% in total viewers in the second quarter. That's an 18% drop in 18-49, and 15% lost in those 50 and older."

In a blog post, Cumulus Media/Westwood One Chief Insights Officer Pierre Bouvard says while some advertisers are shifting ad dollars to digital and social media because of the TV audience erosion, it results in no increase in incremental reach. An 80% TV/20% digital media buy saw no benefit to shifting to 30% digital/social, according to Nielsen Media. Additionally, a Nielsen Media Impact analysis reveals that a 20% addition of CTV (connected TV) weight only results in an 8% lift.

According to the Nielsen Commspoint media planning tool, network radio generates greater reach versus the same investment in TV and digital.

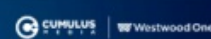
A three-million-dollar investment in network radio generates a weekly national reach of 50%, +47% greater than the same investment in digital and TV (34%). Adding network radio into any media generates an outsized lift in incremental reach.

### Regardless of investment level, AM/FM radio delivers more reach than TV + digital



**How to read:** A \$2 million weekly investment achieves a 27% reach in TV + digital and a 48% reach in AM/FM radio.

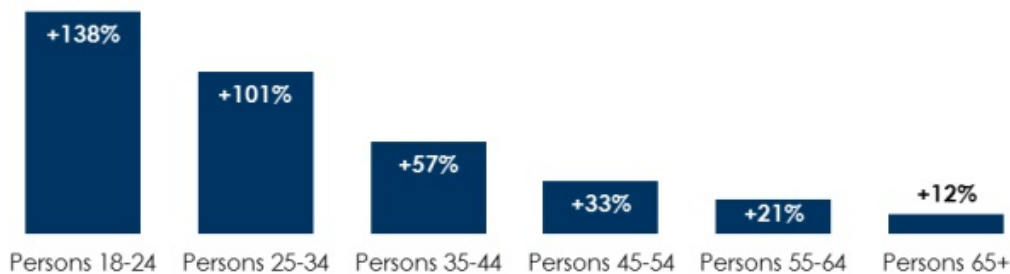
Source: Nielsen Commspoint Research US 2020, adults 25-54, 1 week net reach by GRP level. Budget determined using CPM estimates for Spot TV, Broadcast Network TV, Syndication, Cable TV, Network Display Ads, Premium Display Ads, Untargeted Video, Targeted Video, Mobile Average, and Mobile Premium from Intermedia Dimensions, Media Dynamics Inc., 2020. Assuming a \$5,000 CPM for Network Radio, a \$35.475 CPM for Digital and a \$45.751 CPM for Television. Assuming equal spend between TV and Digital platforms.



Radio's largest advertiser P&G has been able to generate incremental reach using AM/FM radio. On average, network radio is generating a +38% lift in P&G's TV reach across their brands. Network radio also drives significant incremental reach in younger demos. P&G network ads generates +57% in reach among Persons 35-54; +101% increase in Persons 25-34; and +138% lift in Persons 18-24 reach.

## Across 14 P&G brands, average incremental reach lift increases in younger demographics

Nielsen Media Impact incremental reach lift %: TV only vs. TV + AM/FM radio, average of 14 P&G December 2020 campaigns



**How to read:** Among persons 35-44 across 14 brands, P&G's AM/FM radio campaign generates a +57% average lift in incremental reach.

Source: Nielsen Media Impact December 2020 : TV budget and TV ad occurrence based on Nielsen Ad Intel. AM/FM radio ad occurrences based on Media Monitor's Creative Tracking Report, December 2020 campaigns in 94 Media Monitor's measured markets.

nielsen

CUMULUS

Westwood One