



Diverse-owned media

Audience reach and profiles

February 2022



In collaboration with





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Diverse-owned and diverse-targeted media considerations

Diverse-owned does not necessarily infer diverse-targeted. As an example, there are several Spanish language local affiliates with Asian American ownership. In some cases, diverse-owned media delivers audiences beyond their own identity group.





A better media future for all

The movement against racial injustice in 2020 transformed the way brands, marketers and consumers support diverse communities and businesses. Racially and ethnically diverse communities [called for action and advocacy](#) from the brands that aim to reach them. Advertisers and agencies met that call with commitments to increase their investment of ad dollars with diverse-owned media companies.

Industry leaders from agency holding companies to major consumer brands have [pledged to spend record amounts](#) of upfront dollars with diverse-owned media. In 2021, for example, 20 of the top advertisers [pledged 2%-5 % of their ad spend](#) to Black-owned media. These long-term commitments have the potential to transform business for diverse owners and bring authentic brand partnerships to their audiences. With the demand for ad time on diverse-owned networks and stations greater than ever, how can we support diverse media owners, increase their visibility with advertisers and agencies and provide the metrics they need to do business? Nielsen's Diverse Media Equity program aims to do all three.

Driving equity for diverse-owned media

Nielsen is committed to advancing the growth of diverse-owned media through breaking barriers to measurement, proactively surfacing performance data and complementary metrics as well as support initiatives.

COLLABORATE	ELEVATE	RESOURCE	SUPPORT
 <p>Collaborate with industry organizations such as ANA AIMM, Media Framework MAVEN and clients to surface and validate ownership across the media landscape</p>	 <p>Break barriers to measurement, including pricing and policy revisions to increase visibility for Diverse Media Owners</p>	 <p>Develop and release diverse-owned media guides free to the industry to facilitate investment</p>	 <p>Accelerate Nielsen outreach, measurement and support for diverse-owned media including Nielsen Next Level Suppliers consulting, NMSDC certification reimbursement fund and workshops</p>



Supporting diverse-owned media

1 Identify diverse-owned media suppliers

We began by exploring the scope of diverse ownership across media types, working with expert partners like [Media Framework's MAVEN](#) and ANA's [Alliance for Inclusive Multicultural Marketing \(AIMM\)](#), to identify commercial, ad-supported media suppliers with minority owner certifications.

2 Elevate visibility of diverse-owned suppliers in ad-buying systems

In 2021, Nielsen reviewed its policies for measuring, monitoring and reporting station data for identified diverse-owned suppliers in an effort to uncover and remove barriers to visibility. For example, in Nielsen's local television service, many local full power, commercial, ad-supported TV stations have chosen to be measured and license their ratings and impressions data to support sales efforts in the market. For stations that are not reported, Nielsen can still proactively monitor and capture their viewership data. Nielsen's aim is to proactively reduce barriers for all diverse-owned suppliers by supporting the evolution from monitoring to [measurement](#) and reporting.

3 Provide resources to advance growth of diverse-owned media

Nielsen is expanding support to diverse-owned media suppliers, such as pro bono consulting for qualified suppliers through the Nielsen Next Level Suppliers program. Nielsen and P&G are establishing a certification reimbursement program with the National Minority Supplier Development Council (NMSDC). The NMSDC certification can help diverse-owned media suppliers by:

- Giving the media supplier industry-standard credentials to attract investment from those seeking to spend with diverse-owned media
- Allowing the advertiser to include their diverse media ad spend as part of their company's commitments to diversity, equity and inclusion (a focus area of many public companies' environmental, social and governance programs).

Supporting media buyers

1 Increase diverse-owned media monitoring

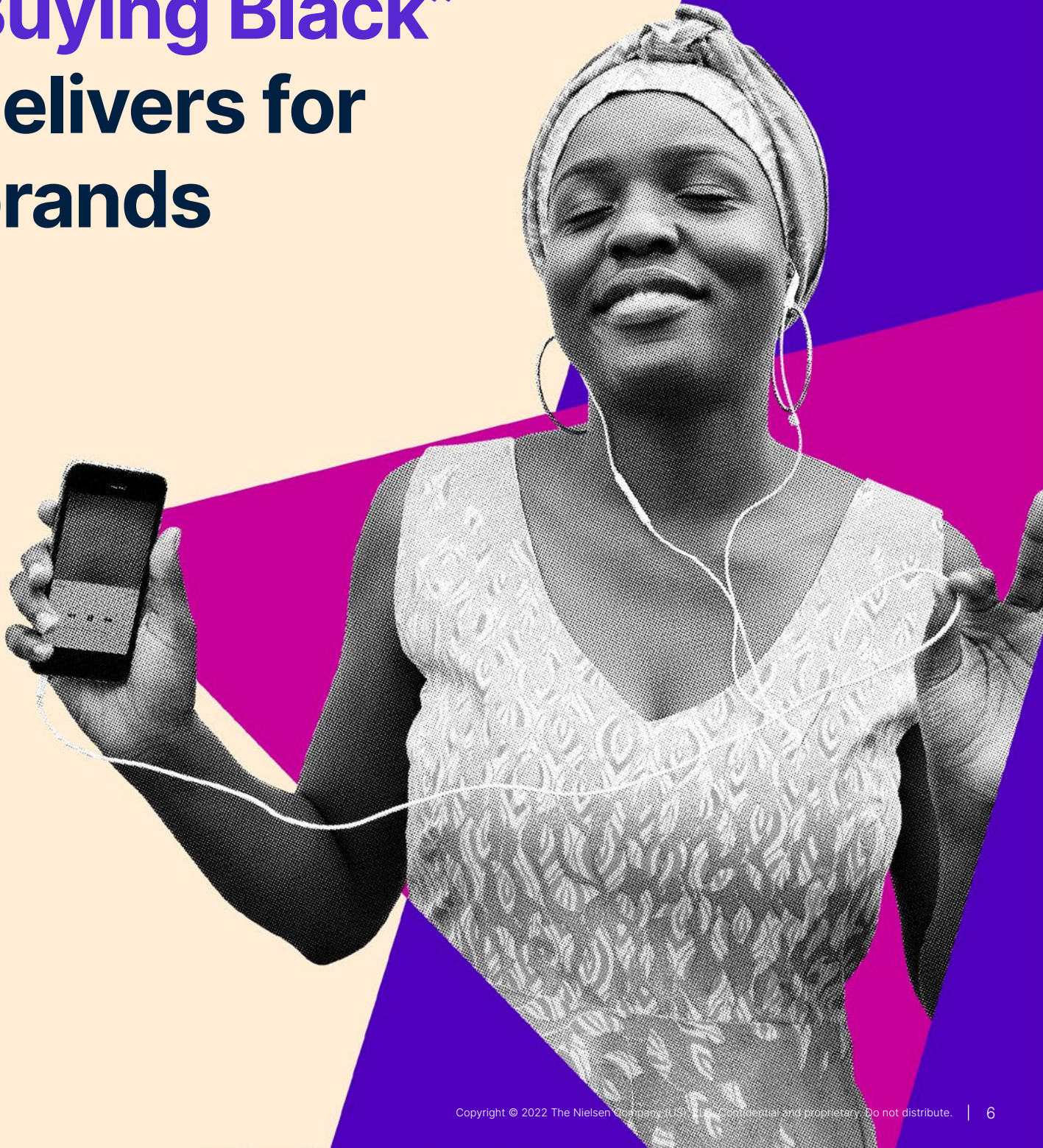
Nielsen is continuing to invest in first-step monitoring of more commercial, diverse-owned suppliers to meet this historic demand with the aim of making planning and buying of diverse-owned media seamless in planning and buying tools. In national television, for example, media clients traditionally come to Nielsen when they feel ready to be measured and reported. To be more proactive and to support media buyers, Nielsen has expanded monitoring of certified diverse-owned networks to accelerate the path to reporting while reducing the lift for diverse media owners. This data will be delivered to the industry in aggregate and free-of-charge, supporting media buyers' need for metrics.

2 Provide an expanded view of the value of diverse-owned media

The above-mentioned monitoring data, combined with the entities already measured and reported externally, has been pulled together in this Diverse-Owned Media report for television and radio. It's a one-stop shop for media buyers with a view into the reach and impact of diverse-owned media facilitating increased investment from media agencies and advertisers.



What “Buying Black” delivers for brands

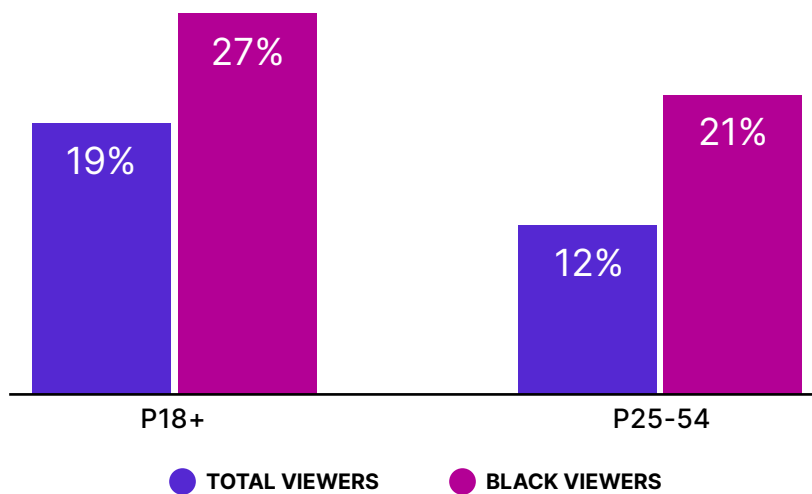


Pushing for prime shelf space, [new online marketplaces](#) and spending campaigns—a large part of 2020’s movement also centered on funneling more of Black America’s buying power to [support Black-owned businesses](#). “Buying Black” isn’t just a priority for diverse consumers, it’s an increasing focus among advertisers across the media industry.

The role of Black-owned media has continued to evolve in the nearly 200 years since Freedom’s Journal went to print. Today, the need for trusted voices to herald the issues, trends and triumphs of Black America remains clear. After the reckoning of 2020, [brands and advertisers](#) acknowledged Black-owned media as an integral missing piece in their efforts to not only reach, but to advocate for Black communities.

Nielsen research shows that Black audiences are driving demand for content where their identity is [represented on screen](#). And Black-owned media plays an important part in providing representative content to the diverse Black community. Black-owned networks are more than two-and-a-half-times more likely to attract Black audiences. But even with a 27% reach among Black viewers, historically, Black-owned outlets have not always been a part of the media plans designed to reach Black consumers.

The reach of Black-owned national TV (Total day reach %)



Source: Nielsen Reach %, Diverse Ownership - Black National TV, October 2021 (09/27/2021 - 10/31/2021), Live+7

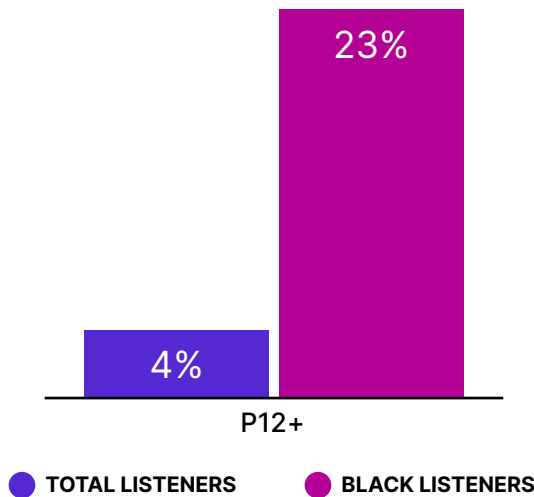


Calls for both improved representation and investment with Black-owned media don't just apply to television. The same trend is true for Black-owned radio, with a reach among Black listeners that's six times higher than their total market reach during key weekday drive times.



Black-owned radio connects with Black listeners throughout the day

(Total reach %)



Source: Nielsen Audio National Regional Database, Total Weekly Reach of Black-owned radio stations, P12+ Weekday Drive Times (M-F 6a-10a +3p-7p), Spring 2021

Increasingly, Black consumers are taking control of both the economic and media influence they wield and using it to invest in Black experiences, Black communities and Black content. As a collective, the Black community represented nearly **\$1.6 trillion of buying power** last year. Paired with a unique ability to influence and drive culture at home and abroad, Black viewers remain a distinctly valuable class of U.S. audiences—and Black-owned media knows how to reach them.



A unique connection to Black America

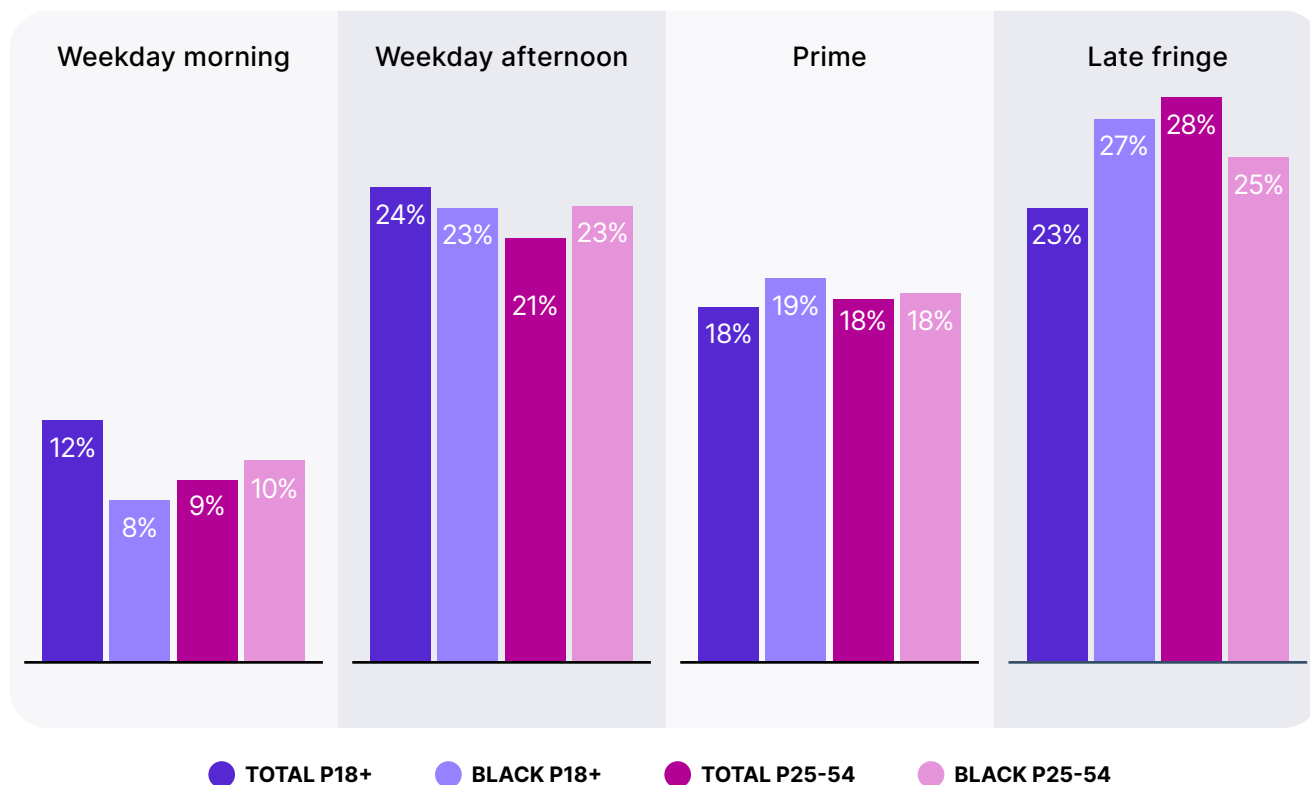
Buying ads with Black-owned media provides advertisers an opportunity to engage with companies that have a unique role in the media landscape, attracting an engaged group of media consumers with **influence and impact**. Black people are 14% of the U.S. population, but they account for 43% of the time that people spend with Black-owned national TV, watching 70 million hours in an average month.

Nielsen data shows the people who watch content on Black-owned networks subscribe to cable at higher rates, with viewers 18% more likely than the general market to have a traditional cable package. Black-owned network audiences are actually less likely to use **TV-connected devices** or subscription streaming services than TV households overall. Black-owned media are also engaging with audiences throughout the day, not just during prime time. Black 25-54 year-old viewers delivered a larger share of viewing during weekday afternoons in October 2021, outpacing overall TV viewing during those dayparts.



Black-owned networks deliver value throughout the day

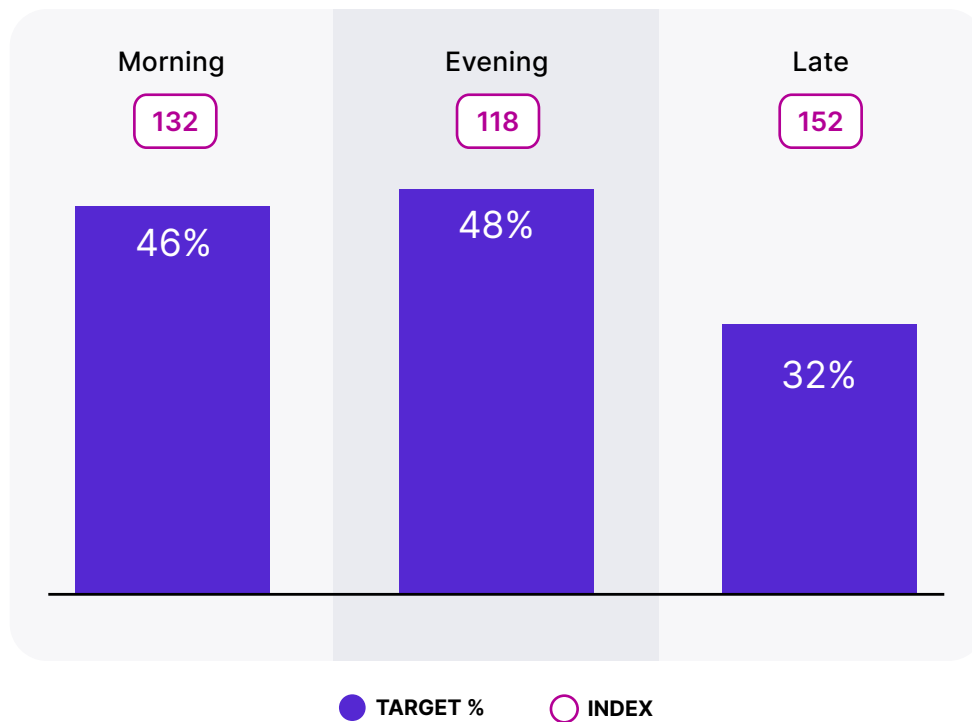
Share of viewing by daypart



Source: Nielsen Share of Viewing by Daypart, Diverse Ownership - Black National TV, October 2021 (09/27/2021 - 10/31/2021), Live+7

Beyond entertainment, markets with Black-owned outlets cater to Black audiences that value local news coverage. In top local markets with a Black-owned affiliate, Black viewers are 51% more likely to be heavy local television viewers, especially when it comes to local news.

NEWS Black audiences in markets with Black-owned TV stations prioritize local news



Read as: In markets with Black-owned media, 46% of Black viewers typically watch morning news. Black viewers in these markets are 32% more likely to report watching local morning news.

Source: Nielsen Scarborough Supplemental Study USA+ 2021, Custom Combined Base of qualifying DMAs 1-48 with Black-owned Local TV Station(s), Programs typically watched on TV (broadcast/cable)



Tuning into radio's potential



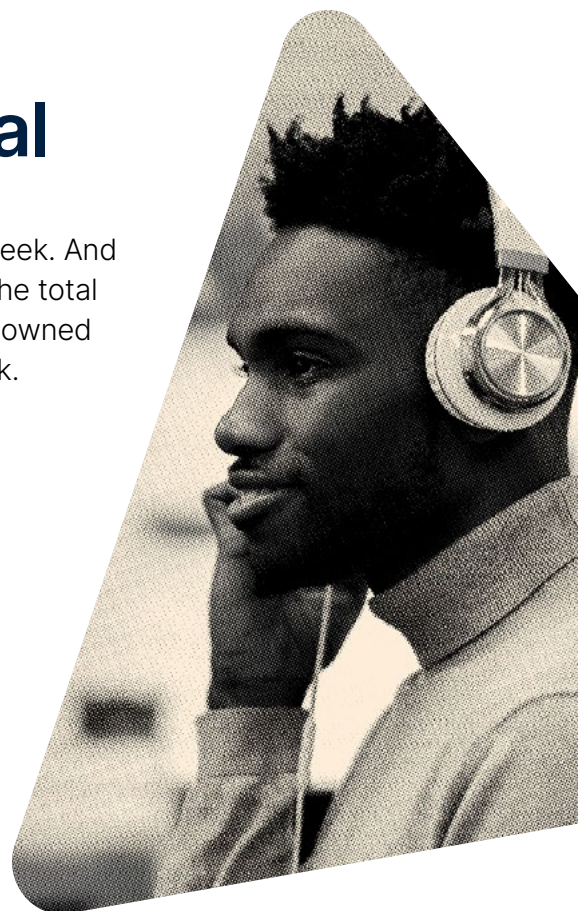
Radio reaches 92% of the U.S. Black population each week. And Black-owned radio stations account for nearly 30% of the total radio reach among Black adults. Across the U.S., Black-owned radio stations reach more than 6.4 million Black listeners each week.

Reach and time spent with Black-owned radio

Black P12+	Weekly cume	Weekly time spent (hh:mm)
Total U.S.	6,401,900	5:15
Metros 1-25 (13 metros)	4,055,400	4:15
Metros 26-50 (12 metros)	1,409,400	5:30
Metros 51+ (45 metros)	917,500	8:00

Read as: 14 metros within the 26-50 rank are home to Black-owned radio stations.

Source: Nielsen Audio National Regional Database, Total Weekly Reach of Black-owned radio stations, Black P12+ Mon-Sun 6a-12m, Spring 2021



As brands and agencies incorporate more diverse owners into their media plans, it's important that they consider that bigger doesn't necessarily mean better. Black-owned radio stations in major markets reach nearly 10% of listeners. But in some of the smallest metros, Black-owned stations attract sizable market share and considerable listener engagement. Black listeners outside the top 50 metros average almost twice as much time with Black-owned radio stations each week than listeners across the U.S.

Weekly time spent listening to Black-owned radio (hh:mm)



Total U.S.
P12+
4:30



Metros 51+
Black P12+
8:00

Source: Nielsen Audio National Regional Database, Total Weekly Time Spent of Black-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Black-owned radio stations reach more than

 **6.4 million**

Black listeners each week.



The opportunity for a variety of advertisers is there—especially in key categories where Black consumers are open to new brands. For example, home and personal care brands can work with Black-owned radio stations to build their brand awareness among Black consumers who are more likely to switch to a new brand based on reputation, according to [Nielsen Scarborough](#). In the year ahead, investing with Black-owned stations presents opportunities for brands to build trust, credibility and their customer base.

Black radio listeners

Value reputation

Home care:



84% more likely
to switch based on new
brand reputation

Personal care:



37% more likely
to switch based on new
brand reputation

Are open to new providers

Cell phone carriers:



44% more likely
to switch in next 12 months

Auto insurance:




15% more likely
to switch in next 12 months

Source: Nielsen Scarborough Supplemental Study USA+ 2021, Custom Combined Base of qualifying DMAs 26-50 with Black-owned Radio Stations, Black Radio Listeners 1st Quintile

Reaching Black audiences and beyond

Black-owned networks are more likely to attract Black audiences, but Black-owned does not always mean Black-targeted. Advertising on Black-owned media can also extend reach to other audiences. People are looking for content where they can see themselves represented, but also as an opportunity to experience other cultures and follow great stories. A recent Nielsen survey found **87% of respondents** were interested in seeing more content featuring people from *outside* their identity group. And across media types, buying Black-owned media can also deliver a variety of diverse audience segments for advertisers.

Black-owned local radio's impact



Total metro reach P12+	Weekly cume	Average quarter-hour reach	% total U.S. population reached	Weekly average station reach	Weekly time spent (hh:mm)
Total U.S.	11,487,100	414,900	5%	52,500	4:30
Metros 1-25 (13 metros)	6,617,900	182,200	7%	110,300	3:15
Metros 26-50 (12 metros)	1,902,600	57,900	6%	29,300	3:45
Metros 51-100 (15 metros)	887,500	54,000	3%	11,800	7:45
Metros 101+ (30 metros)	1,210,400	61,800	4%	10,300	6:15

Source: Nielsen Audio National Regional Database, Total Weekly Reach of Black-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Black-owned radio stations reach

11.5 million total listeners across the U.S.
each week including 7% of all listeners in the top 25 metros.



In national television, all viewers watched more than 162 million hours of content from Black-owned networks in an average month—more than double what Black audiences alone watched. In fact, buying Black-owned media can also deliver a variety of diverse audience segments for advertisers.

Diverse audiences are engaging Black-owned networks

Time spent with Black-owned national TV

	P18+ hours viewed (millions)	P25-54 hours viewed (millions)
Total	162.5	50.7
Black	70.0	32.0
Hispanic	4.7	1.6
Asian	1.8	0.4

Source: Nielsen Time Spent in Hours, Diverse Ownership - Black National TV, October 2021 (09/27/2021 - 10/31/2021), Live+7

Black-owned networks deliver diverse audiences

Black-owned national TV diverse audience reach

	Total day		Prime	
	P18+	P25-54	P18+	P25-54
Total	47,709,000	14,639,000	24,290,000	6,816,000
Black	8,695,000	3,681,000	5,280,000	2,238,000
Hispanic	4,303,000	1,879,000	1,722,000	661,000
Asian	1,916,000	807,000	813,000	335,000

Source: Nielsen Diverse Ownership - Black National TV Reach, October 2021 (09/27/2021 - 10/31/2021), Live+7

At the local television level, there is significant reach to the total marketplace delivered by Black-owned stations that should prompt advertisers to consider these suppliers in their general ad budgets as well as buys specifically targeting diverse consumers.

Black-owned local TV sum of reach

P18+	Total	Black	Hispanic	Asian
DMAs 1-48 (6 DMAs)	61,643	9,531	19,781	424
DMAs 49-100 (10 DMAs)	3,140,037	399,495	233,664	274,518
DMAs 101+ (12 DMAs)	2,893,181	302,965	249,101	65,996

P25-54	Total	Black	Hispanic	Asian
DMAs 1-48 (6 DMAs)	21,411	2,844	8,879	205
DMAs 49-100 (10 DMAs)	1,134,130	181,113	113,153	100,474
DMAs 101+ (12 DMAs)	1,137,634	145,536	140,884	36,730

DMA = Designated Market Area

Read as: 10 markets within rank 49-100 are home to Black-owned TV stations.

Source: Nielsen Diverse Ownership - Black Local TV Sum of Reach, October 2021 (09/27/2021 - 10/31/2021), Live+7

Black-owned local TV average reach

	Average station reach P18+	Average station reach P25-54
DMAs 1-48 (6 DMAs)	7,286	2,379
DMAs 49-100 (10 DMAs)	191,867	65,316
DMAs 101+ (12 DMAs)	144,720	52,989

Source: Nielsen Ownership - Black Local TV Average Reach, October 2021 (09/27/2021 - 10/31/2021), Live+7

Black-owned local TV top dayparts

DMAs 49-100

P18+	Sum of reach	Average station reach
Mon-Sun prime	1,895,88	111,868
Mon-Fri 9a-4p	1,109,054	66,515
Mon-Fri 5p-6:30p	768,323	54,411
Mon-Fri 6:30p-7p	474,432	33,138

Source: Nielsen Local TV Black-owned Stations - Sum of Reach by daypart, Sep 2021

SPOTLIGHT

Who is the Black-owned radio listener?

In DMAs 1-10



4X more likely
to be Black



51% spent more than \$150 on groceries in the past 7 days



13% are planning to go back to school for a degree or certification in the next 12 months



10% more likely
to have a child in college



68% more likely to be planning to refinance a home mortgage in the next 12 months



35% have made a contribution to a religious organization in the past 12 months

Working from home and increasingly working for themselves



6% are small business owners

7% are self-employed

16% work from home (most of the time or always)

22% are planning a job change in the next 12 months

They are interested in investing



2X more likely to be planning to buy a new or existing home or condo

37% more likely to be planning to invest in a new home computer

27% more likely to be planning to invest in a streaming media player (Roku, Apple TV, etc.)

Top Categories Shopped

(ranked by index)



Jewelry
119



Shoes
143



Music/video
114

Read as: The Black-owned radio listener is 19% more likely to have shopped for jewelry than the general population.

Source: Nielsen Scarborough USA+ 2020 and 2021, Listeners of Black-owned radio Station(s) in qualifying DMAs

Source: Nielsen Scarborough USA+ 2020 and 2021, Listeners of Black-owned radio Station(s) in qualifying DMAs

Sourcing & methodology

Diverse-owned and diverse-targeted media considerations

Diverse-owned does not necessarily infer diverse-targeted. As an example, there are several Spanish language local affiliates with Asian American ownership. In some cases, diverse-owned media delivers audiences beyond their own identity group.

For this analysis, Nielsen defined diverse-owned media as ad-supported commercial media outlets with minority-owned certification as identified by Media Framework MAVEN. Details on certified diverse-owned media are licensed from Media Frameworks MAVEN Diversity program. The insights in this analysis are based on Nielsen coverage of diverse-owned television networks and local full power TV stations as of Fall 2021 and diverse-owned local radio stations as of Spring 2021.

National television

Nielsen Reach, Live+7, Media Framework's MAVEN Diversity certified/validated Black-owned national cable networks, P18+, P25-54, October 2021 (09/27/2021 - 10/31/2021)

Local television

Nielsen Local TV Sum of Reach across qualifying designated market areas (DMAs) with Media Framework's MAVEN Diversity certified/validated full power, commercial ad-supported Black-, Hispanic-, Asian American- and Native American-owned stations, Total Day (M-Su, 3a-3a), P18+, P25-54, Sep 2021. Delivery under 100 viewers not reported.

Local radio

Nielsen Audio National Regional Database, Weekly Sum of Reach, Average Reach, Time Spent across metros with Media Framework's MAVEN Diversity certified/validated commercial ad-supported Black-, Hispanic-, Asian American- and Native American-owned stations, P12+ Mon-Sun 6a-12m, Spring 2021. Delivery under 100 listeners not reported.

Nielsen Scarborough USA+ 2020 & 2021 Custom Combined Base of qualifying markets with diverse-owned stations where available.

▶ For more information about Nielsen solutions for diverse-owned media, please contact dei.team@nielsen.com.

APPENDIX

Diverse-owned media reach and audience profiles



DIVERSE-OWNED MEDIA REACH AND AUDIENCE PROFILES

Hispanic-owned media



The U.S. Latino population has increased 25% over the last 10 years, and Hispanic-owned media is working to keep pace with this growing audience. Hispanic-owned local television caters strongly to their community, with U.S. Latino viewers accounting for 94% of the P25-54 reach to these stations.



The power of the Hispanic audience



\$2.6 TRILLION
in spending power annually



254.1 BILLION
minutes of viewing power -
September 2021

Source: Selig Center for Economic Growth; Nielsen Media Impact viewing minutes - September 2021

Hispanic-owned local TV delivers targeted audiences

Hispanic-owned local TV average reach

	Average station reach P18+	Average station reach P25-54
DMAs 1-48 (3 DMAs)	184,521	58,481
DMAs 49-100 (2 DMAs)	3,758	1,620
DMAs 101+ (3 DMAs)	55,420	20,569

DMA = Designated Market Area

Read as: Three markets within the 1-48 rank are home to Hispanic-owned TV stations.

Source: Nielsen Local TV Hispanic-owned stations - Average Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

Adding a Hispanic-owned local TV station in DMAs 1-48 adds

2.4% reach to an existing buy (P18+)



Hispanic-owned local TV sum of reach

P18+	Total	Black	Hispanic	Asian
DMAs 1-48 (3 DMAs)	976,286 13%	16,287 5%	860,670 24%	57,631 10%
DMAs 49-100 (2 DMAs)	7,515 1%	1,710 1%	3,081 4%	—
DMAs 101+ (3 DMAs)	265,031 61%	1,571 33%	49,740 39%	1,910 24%

P25-54	Total	Black	Hispanic	Asian
DMAs 1-48 (3 DMAs)	323,592 8%	5,194 1%	303,791 13%	11,454 14%
DMAs 49-100 (2 DMAs)	3,239 1%	1,341 1%	1,649 3%	—
DMAs 101+ (3 DMAs)	99,243 61%	773 31%	27,521 40%	520 30%

How to read: A Hispanic-owned local TV station in markets 101+ delivers an average reach of 61% among adults.

Source: Nielsen Local TV Hispanic-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

Hispanic-owned local TV top dayparts

DMAs 1-48

P18+	Sum of reach	Average station reach
Mon-Sun prime	657,923	139,946
Mon-Fri 9a-4p	327,452	57,970
Mon-Fri 7p-8p	191,931	38,545
Mon-Fri 5p-7p	149,140	30,419

Source: Nielsen Local TV Hispanic-owned stations -Sum of Reach by Daypart by Market Range, Sep 2021

Hispanic-owned local TV in small DMAs delivers big diversity

In DMAs 101+, Hispanic-owned local TV reaches:

- 61% of Adults 18+
- 24% of Asian Americans
- 33% of Black
- 39% of Hispanic
- 4% Other

Source: Nielsen Local TV Hispanic-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

SPOTLIGHT

Who is the Hispanic-owned local TV viewer?

All DMAs where Hispanic-owned stations are present



2X more likely to be Hispanic in all markets combined



55% of viewers of content from Hispanic-owned TV in all markets are in the **two heaviest TV-viewing quintiles**



3X more likely to be Hispanic in markets 1-48

More likely to contribute to the following organizations than the general population:



Religious
29% more likely



Healthcare/medical organizations
27% more likely

Shop local and more likely to shop for the following categories

(ranked by index)



Bridal
296



Fine jewelry
296



Toys/games
203



Pet supply
195

Read as: The Hispanic-owned local TV viewer is almost 3x more likely to shop for bridal and 95% more likely for pet supplies than the general population.

Source: Nielsen Scarborough USA+ 2020 and 2021, custom combined stations in qualifying markets

Hispanic-owned local radio reach



All persons 12+	Weekly cume	Average quarter-hour reach	Weekly average station reach	% total U.S. population reached	Weekly time spent (hh:mm)
Total U.S.	11,756,200	367,200	35,400	5%	3:45
Metros 1-25 (19 metros)	9,103,800	238,700	103,500	10%	3:15
Metros 26-50 (12 metros)	729,400	22,100	11,600	2%	3:45
Metros 51-100 (23 metros)	836,400	40,100	6,200	3%	6:00
Metros 101+ (24 metros)	818,800	47,500	5,800	2%	7:15

Hispanic persons 12+	Weekly cume	Average quarter-hour reach	Weekly average station reach	% total U.S. Hispanic population reached	Weekly time spent (hh:mm)
Total U.S.	8,370,800	287,400	35,500	24%	4:15
Metros 1-25 (21 metros)	7,121,400	220,000	65,900	27%	3:45
Metros 26-50 (12 metros)	1,105,300	57,200	8,800	21%	6:30
Metros 51+ (47 metros)	384,800	20,500	4,000	10%	6:45

Read as: 25 metros within rank 101+ are home to Hispanic-owned radio stations.

Source: Nielsen Audio National Regional Database, Total Weekly Reach, Time Spent Hispanic-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Hispanic-owned radio reach and time spent listening (TSL)

Hispanic persons 12+	Weekly cume	Average quarter-hour reach	% total U.S. Hispanic population reached	Weekly time spent (hh:mm)
Weekday prime (M-F 6a-7p)	6,707,200	360,000	21%	3:30
Morning drive (M-F 6a-10a)	3,200,700	313,800	16%	2:00
Afternoon drive (M-F 3p-7p)	4,375,600	366,000	17%	1:45
Weekday drive times (M-F 6a-10a, 3p-7p)	5,543,800	340,100	19%	2:30
Weekends (SA-SU 6a-7p)	4,356,000	295,200	18%	1:45

Source: Nielsen National Regional Database, Spring 2021; Total Weekly Reach of Hispanic-owned radio stations, Various Dayparts

SPOTLIGHT

Who is the Hispanic-owned radio listener?

All U.S. markets



5% of all audiences are reached by **Hispanic-owned radio**



Hispanic-owned radio reaches nearly **12 million** people 12+ in the U.S.

Source: Nielsen National Regional Database, Spring 2021

Hispanic-owned radio stations



27% of Hispanic radio listening goes to **Hispanic-owned stations** in the top 25 Hispanic radio metros



Hispanics spend, on average, **30 more minutes** listening to Hispanic-owned stations than all audiences.

In the top 10 DMAs

Hispanic-owned radio listeners



Are **2X more likely** to be Hispanic



44% fall inside the **two heaviest radio-listening quintiles**



15% are **planning to change jobs** in the next 12 months



42% have **some college education** or more



26% say that radio advertising provides me with **useful information** on new products and services

More likely to have shopped for the following categories in the past three months (ranked by index)



Music and video
211



Toys/games
191



Shoes
178



Clothing
124

Read as: The Hispanic-owned radio listener is more than 2x as likely to have shopped for music and video and 91% more likely for toys/games than the general population.

Nielsen Scarborough USA+ 2020 and 2021, custom combined stations in qualifying markets

DIVERSE-OWNED MEDIA REACH AND AUDIENCE PROFILES

Asian American- owned media



Asian American community



\$1.3 TRILLION
in buying power annually



72.5 BILLION
minutes of viewing power -
September 2021

Source: Selig Center for Economic Growth; Nielsen Media Impact viewing minutes - September 2021

The following analysis focuses on Asian American-owned, full power local TV. Asian American-owned does not necessarily indicate Asian American-targeted. It is important to note, Asian American-owned local TV has a unique profile primarily in low power TV*, offering tailored opportunities to engage Asian Americans in small communities, both rural and within larger markets.

Asian American-owned local TV average reach

	Average station reach P18+	Average station reach P25-54
DMA 1-48 (3 DMAs)	79,185	37,698

DMA = Designated Market Area

Read as: Three markets within the 1-48 rank are home to Asian American-owned TV stations.

Source: Nielsen Local TV Asian American-owned Stations - Average Reach, Total Day (M-Su, 3a-3a), Sep 2021

Asian American-owned local TV sum of reach

P18+	Total	Black	Hispanic	Asian
DMA 1-48 (3 DMAs)	237,554 4%	31,854 2%	121,156 29%	17,259 2%
DMA 49+ (2 DMAs)	100,527 17%	4,383 14%	5,245 10%	32,934 10%

P25-54	Total	Black	Hispanic	Asian
DMA 1-48 (3 DMAs)	113,094 5%	12,501 1%	89,559 35%	6,443 2%
DMA 49+ (2 DMAs)	16,056 4%	—	—	10,977 5%

Source: Nielsen Local TV Asian American-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

Asian American-owned local TV top dayparts

DMA 1-48

P18+	Sum of reach	Average station reach
Mon-Sun prime	104,165	49,029
Mon-Fri 9a-4p	50,761	16,920
Mon-Fri 7p-8p	29,553	14,777
Mon-Fri 5p-7p	37,210	18,605

Source: Nielsen Local TV Asian American-owned Stations - Sum of Reach by daypart, Sep 2021

* Low power local TV (LPTV) stations operate at lower power levels and transmit over a smaller area than full power TV stations. LPTV stations are operated by diverse groups and organizations, including high schools, colleges, religious groups, businesses and others.

Asian American-owned local TV reaches diverse audiences

Asian American-owned local full power TV in markets 1-48 reaches

- 35% of Hispanics 25-54+
- 29% of Hispanics 18+

Source: Nielsen Local TV Asian American-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

SPOTLIGHT

Who is the Asian American-owned local TV viewer?

All DMAs where Asian American-owned stations are present



43% have a household **income of \$50,000 or more**



37% of viewers to Asian American-owned local television fall into the **heaviest two TV-viewing quintiles**



62% more likely to be planning a home/condo sale in the next year

In DMAs 1-48 where Asian American-owned stations are present



33% of viewers to Asian American-owned local TV are **planning to look for a new job** in the next 12 months (4x more likely than the general population)



3X more likely to be refinancing a home mortgage

Asian American-owned local TV viewers value the in-store shopping experience especially for the following categories

(ranked by index)



Clothing
150



Sporting goods
141



Pet supply
139



Games
136

Read as: The Asian American-owned local TV viewer, in markets 1-48 where Asian American-owned stations are present, is 50% more likely to shop for clothing than the general population.

Source: Nielsen Scarborough USA+ 2021, viewers of Asian American-owned Local TV Station(s) in qualifying DMAs

Asian American-owned local radio reach



All Persons 12+	Weekly cume	Average quarter-hour reach	Weekly average station reach	Weekly time spent (hh:mm)
Total U.S.	865,800	26,500	10,400	3:45
Metros 1-25 (13 metros)	479,500	6,000	19,200	1:30
Metros 26-50 (2 metros)	25,300	300	1,500	1:30
Metros 51-100 (3 metros)	60,000	3,400	3,200	7:15
Metros 101+ (4 metros)	122,400	5,100	3,500	5:15

Read as: 8 metros within rank 1-25 are home to Asian American-owned radio stations.

Source: Nielsen Audio National Regional Database, Total Weekly Reach, Time Spent Asian American-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Asian American-owned radio reach and time spent listening (TSL)

All Persons 12+	Weekly cume	Average quarter-hour reach	Weekly time spent (hh:mm)
Weekday prime (M-F 6a-7p)	653,400	33,700	3:15
Morning drive (M-F 6a-10a)	282,600	33,000	2:15
Weekday drive times (M-F 6a-10a, 3p-7p)	514,900	32,300	2:30


Source: Nielsen National Regional Database, Spring 2021; Total Weekly Reach of Asian American-owned radio stations, Various Dayparts


SPOTLIGHT

Who is the Asian American-owned radio listener?

In DMAs 1-100

More likely to contribute to the following social causes than the general population:

 Social care
27% more likely

 Education
18% more likely



48% are in the heaviest radio-listening quintile



2X more likely than the general population to be heavy radio listeners



67% are employed full- or part-time



46% live in households with incomes of **\$100,000 or more**



60% have attended **some college** or more



23% more likely to be planning to go back to school for a degree than the general population

Top categories shopped (ranked by index)



Shoes
209



Bookstores
159



Sporting goods
151



Clothing
132

Read as: The Asian American-owned radio listener is 2x more likely to have shopped for shoes and 59% more likely for books than the general population.

Source: Nielsen Scarborough USA+ 2020 and 2021, Listeners of Asian American-owned radio Station(s) in qualifying DMAs

DIVERSE-OWNED MEDIA REACH AND AUDIENCE PROFILES

Native American- owned media



Native American community



\$140 BILLION
in buying power annually



35.6 BILLION
minutes of viewing power -
September 2021

Source: Selig Center for Economic Growth; Nielsen Media Impact viewing minutes - September 2021

Native Americans are [advocating for greater visibility](#) of their diverse cultures and accurate portrayals across the media. Brands and advertisers have an opportunity to support these communities and the Native American media owners serving in key markets while engaging both Native American and total populations.

Native American-owned local TV average reach

	Average station reach P18+	Average station reach P25-54
DMAs 1-48 (1 DMA)	236,491	77,131
DMAs 49+ (1 DMA)	273,259	95,980

Read as: 1 market within rank 1-48 is home to a Native American-owned TV station.

Source: Nielsen Local TV Native American-owned Stations - Average Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

Native American-owned local TV sum of reach

P18+	Total	Black	Hispanic	Asian
DMAs 1-48 (1 DMA)	585,414 49%	63,941 58%	39,036 25%	14,540 63%
DMAs 49-100 (1 DMA)	543,373 62%	52,069 81%	20,863 36%	2,128 57%

P25-54	Total	Black	Hispanic	Asian
DMAs 1-48 (1 DMA)	190,817 34%	29,940 54%	18,999 21%	6,890 50%
DMAs 49-100 (1 DMA)	197,547 51%	13,596 60%	12,731 31%	1,158 51%

Source: Nielsen Local TV Native American-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

Native American-owned local TV top dayparts

DMAs 49-100

P18+	Sum of reach	Average station reach
Mon-Sun prime	361,415	148,819
Mon-Fri 9a-4p	273,009	106,927
Mon-Fri 5p-6:30p	235,700	86,323
Mon-Fri 7a-9a	176,433	72,990

Source: Nielsen Local TV Native American-owned Stations - Sum of Reach by Market Range, Sep 2021

Native American-owned local TV has a diverse reach

Native American-owned local TV in DMAs 49-100 reach:

- 62% of Adults 18+
- 81% of Blacks
- 36% of Hispanics
- 57% of Asians

Source: Nielsen Local TV Native American-owned Stations - Sum of Reach by Market Range, Total Day (M-Su, 3a-3a), Sep 2021

SPOTLIGHT

Who is the Native American-owned local TV viewer?

In DMAs 1-100



29% more likely to be planning to retire in the next 12 months



26% more likely to be current or former military service



9% more likely to be planning to sell their home



7% are **self-employed**



11% work from **home**



11% are caregivers to an aging parent or relative



More than **3X more likely** to be a pet owner



47% spend **more than \$150** on groceries in the past week

More likely to contribute to the following social causes:



Military
117



Political causes
111

Read as: The Native American-owned local TV viewer is 17% more likely to contribute to military causes than the general population.

Top categories shopped in the past 3 months

(ranked by index)



Jewelry
127



Sporting goods
105



Shoes
104

Read as: The Native American-owned local TV viewer is 27% more likely to have shopped for jewelry than the general population.

Source: Nielsen Scarborough USA+ 2020 and 2021, viewers of Native American-owned local TV Station(s) in qualifying DMAs

Native American-owned local radio reach



All Persons 12+	Weekly cume	Average quarter-hour reach	Weekly average station reach	Weekly time spent (hh:mm)
Total U.S.	790,000	44,000	22,600	7:00
Metros 1-25 (1 metro)	38,500	500	12,800	1:45
Metros 26-50 (3 metros)	29,800	1,100	2,300	4:45
Metros 51-100 (3 metros)	327,100	16,200	46,700	6:15
Metros 101+ (7 metros)	56,400	3,000	4,000	6:45

Source: Nielsen Audio National Regional Database, Total Weekly Reach, Time Spent Native American-owned radio stations, P12+ Mon-Sun 6a-12m, Spring 2021

Native American-owned radio reach and time spent listening (TSL)

All Persons 12+	Weekly cume	Average quarter-hour reach	Weekly time spent (hh:mm)
Weekday Prime (M-F 6a-7p)	688,700	56,700	5:15
Morning drive (M-F 6a-10a)	406,900	54,700	2:45
Weekday drive times (M-F 6a-10a, 3p-7p)	604,300	54,500	3:30

Source: Nielsen National Regional Database, Spring 2021; Total Weekly Reach of Native American-owned radio stations, Various Dayparts

SPOTLIGHT

Who is the Native American-owned radio listener?

In DMAs 1-205



29% say they find radio advertising to provide **useful information on new products and services** and they are 14% more likely to say so



50% fall into the **heaviest radio-listening quintile**



60% have attended **some college** or more

Top categories shopped in the past three months

(ranked by index)



Sporting goods
152



Shoes
134



Clothing
117



Jewelry
115

Read as: The Native American-owned radio listener is 52% more likely to have shopped for sporting goods than the general population.

Source: Nielsen Scarborough USA+ 2020 and 2021, Listeners of Native American-owned radio Station(s) in qualifying DMAs

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

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