



PUBLIC SERVICE ANNOUNCEMENTS

ANALYSIS OF 2018 TV AND RADIO PSA AIRINGS

During 2018, Connect360 reported to its clients over 2.2 million PSA airings, resulting in 13 billion impressions and \$611 million in donated media values. In analyzing the television and radio airings, we confirm that the majority of airings occur during waking hours, dispelling a common misconception that PSAs air only in the overnight hours when most are sleeping. This analysis also highlights PSA usage by media market and spot lengths.

Analysis Highlights:

- Waking hour airings: 76% of television PSA airings and 57% of radio PSA airings occurred during waking dayparts
- Prime airings: 16% of television PSA airings occurred between Fringe and Prime time (with 4% occurring during Prime time) and a total of 25% of radio airings occurred during morning and evening drive, the television equivalent of Prime time
- Media market airings:
 - Top 25 markets: 13% of TV airings and 18% of radio airings occurred in the top 25 markets
 - Top 50 markets: 25% of TV airings and 41% of radio airings occurred in the top 50 markets
 - Top 100 markets: 39% of TV airings and 65% of radio airings occurred in the top 100 markets
- TV Airings by PSA length:
 - :60 PSAs: 38% of total airings
 - :30 PSAs: 49% of total airings
 - :15 PSAs: 13% of total airings
 - :20 PSAs: 0% of total airings
- Radio airings by PSA length:
 - :60 PSAs: 33% of total airings
 - :30 PSAs: 60% of total airings
 - :15 PSAs: 6% of total airings
 - :20 PSAs: 1% of total airings



TV PSA Airings by Daypart

Early Morning	5:00AM – 8:59AM	17%
Daytime	9:00AM—3:59PM	32%
Early Fringe	4:00PM—7:59PM	12%
Prime Time	8:00PM—9:59PM	4%
Late Evening	10:00PM--12:59AM	11%
Late Night	1:00AM—4:59AM	24%

Radio PSA Airings by Daypart

Morning Drive	6:00AM—9:59AM	14%
Mid-Day	10:00AM—2:59PM	11%
Evening Drive	3:00PM —6:59PM	11%
Late Night	7:00PM—11:59PM	21%
Overnight	12:00AM—5:59AM	43%

TV PSA Airings by Media Markets

National	4%
Markets 1-10	7%
Markets 11-25	6%
Markets 26-50	12%
Markets 51-75	6%
Markets 76-100	8%
Markets 101-150	26%
Markets 151-210+	31%

Radio PSA Airings by Media Markets

Markets 1-10	8%
Markets 11-25	10%
Markets 26-50	23%
Markets 51-75	14%
Markets 76-100	10%
Markets 101-150	13%
Markets 151-210+	22%

Methodology:

This analysis includes an examination of 1,620,742 television airings and 611,449 radio airings during the period of January 1, 2018 through December 31, 2018. The radio daypart breakdown analyzed 121,222 Nielsen-reported radio airings where daypart information was provided.

About Connect360 Multimedia:

Connect360 is a media placement company connecting clients to target audiences through TV, radio, out-of-home and print PSAs, as well as digital and social media marketing.