



## **PUBLIC SERVICE ANNOUNCEMENTS**

### **ANALYSIS OF 2019 TV AND RADIO PSA AIRINGS**

During 2019, Connect360 reported to its clients over 2.5 million PSA airings, resulting in 13 billion impressions and \$615 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 55% of radio PSA airings occurred during waking dayparts
- Prime airings: 18% of television PSA airings occurred between Fringe and Prime time (with 5% 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 21% of radio airings occurred in the top 25 markets
  - Top 50 markets: 24% of TV airings and 46% of radio airings occurred in the top 50 markets
  - Top 100 markets: 39% of TV airings and 71% of radio airings occurred in the top 100 markets
- TV Airings by PSA length:
  - :60 PSAs: 39% of total airings
  - :30 PSAs: 47% of total airings
  - :15 PSAs: 13% of total airings
  - :20 PSAs: 1% of total airings
- Radio airings by PSA length:
  - :60 PSAs: 32% of total airings
  - :30 PSAs: 59% of total airings
  - :15 PSAs: 8% of total airings
  - :20 PSAs: 1% of total airings



### TV PSA Airings by Daypart

Early Morning	5:00AM – 8:59AM	20%
Daytime	9:00AM—3:59PM	27%
Early Fringe	4:00PM—7:59PM	13%
Prime Time	8:00PM—9:59PM	5%
Late Evening	10:00PM--12:59AM	12%
Late Night	1:00AM—4:59AM	23%

### Radio PSA Airings by Daypart

Morning Drive	6:00AM—9:59AM	14%
Mid-Day	10:00AM—2:59PM	10%
Evening Drive	3:00PM —6:59PM	11%
Late Night	7:00PM—11:59PM	20%
Overnight	12:00AM—5:59AM	45%

### TV PSA Airings by Media Markets

National	7%
Markets 1-10	7%
Markets 11-25	6%
Markets 26-50	11%
Markets 51-75	7%
Markets 76-100	8%
Markets 101-150	24%
Markets 151-210+	30%

### Radio PSA Airings by Media Markets

Markets 1-10	11%
Markets 11-25	10%
Markets 26-50	25%
Markets 51-75	14%
Markets 76-100	11%
Markets 101-150	16%
Markets 151-210+	13%

#### **Methodology:**

This analysis includes an examination of 1,741,805 television airings and 764,089 radio airings during the period of January 1, 2019 through December 31, 2019. The radio daypart breakdown analyzed 237,966 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.