



Results From Day One Of Nielsen's First Three-Minute Qualifier PPMs.

Feb 25, 2025



With Nielsen's January 2025 PPM survey period — covering Jan. 9-Feb. 5 — the first where three credited minutes vs. five are needed for an entire quarter-hour to receive credit, there are indications of how that change might impact certain formats from the eight non-embedded markets reporting on Day 1.

Comparing share delivery during the November survey, the last without an all-Christmas-station effect, adult contemporary seems to be benefiting from the change based on just this small sample, with notable gains for AC stations in Los Angeles, San Francisco, Dallas, and Houston. News/talk or all-news station shares were up in New York, Los Angeles, San Francisco, and Philadelphia, although this could be due to a busy news cycle, driven by the devastating L.A. fires and President Trump's first weeks in office.

Both Day 2's report, and Nielsen's format trends for all 48 PPM markets, are likely to shed more light on any clear trends.

For Day 1, the leaderboard shows three crowns for AC, two each for news/talk and sports, and one for all news.

San Francisco (5)

			DEC 24	HOL 24	JAN 25
1	KQED-FM <i>News/Talk</i>		10.1	9.5	10.7
2	KCBS-AM <i>News</i>		6.1	6.4	6.9
3	KOIT-FM <i>Adult Cont.</i>		7.2	11.6	6.1
4	KDFC-FM <i>Classical</i>		6.3	5.4	5.2
5	KLLC-FM <i>Hot AC</i>		3.3	2.8	3.9
6	KMVQ-FM <i>CHR</i>		4.4	4.5	3.9
Nielsen JAN 25, 6+ Metro Share			StationRatings.com		

News/talk pubcaster KQED returns to the top, following Bonneville AC KOIT's having ended its six-survey reign during the Holiday book. While KOIT drops to third behind Audacy news KCBS-AM/KFRC-FM, it's still up 13% from pre-Christmas-format November. Classical pubcaster KDFC remains fourth-ranked, while Audacy hot AC sister KLLC moves from ninth to a tie for fifth with Bonneville CHR sister KMVQ.



For media and partnership opportunities, please contact mmueller@kusc.org.