

Radio/TV station annual outlook,

2024 Justin Nielson •Market Intelligence



The US broadcast station industry is forecast to reach \$36.19 billion in total advertising revenue in 2024, up 9.3% from \$33.10 billion in 2023, primarily from the influx of record political ad spending in a presidential election year. Core ad categories, including automotive, retail and travel, have continued to see softness due to high interest rates and inflationary pressures dampening consumer spending on big-ticket items. Pharmaceuticals, telecom and professional services continue to outperform other ad categories.

The local ad market continues to be stronger than the national side of the spot ad business for broadcast stations with their ties to the local community. Ad agencies and major brands are shifting budgets to digital native platforms as content shifts from linear to streaming. S&P Global Market Intelligence Kagan's 2024 projection shows \$24.95 billion from TV stations — including core national and local spot, political and digital/online — and \$11.24 billion from radio stations, which includes national and local spot and digital, excluding network and off-air.

TV station ratings have been flat to down so far in 2024, as consumers continued to shift from linear to streaming video platforms, although local news and live sports have remained appointment viewing.

Note: TV station ratings from Comscore do not include live station streams on virtual multichannel video programming distributors or the station's own mobile apps or connected TV distribution strategies.

Over the five-year projection period of 2024–2029, political advertising will be spent disproportionately on local stations in swing-state markets and those with higher expected population growth — Arizona, Colorado, Florida, Georgia, Idaho, Montana, Nevada, North Carolina, South Carolina, Texas and Utah — which are forecast to rise more than the national average.

Spending in the 2024 presidential election year is expected to surpass prior records, with Kamala Harris vs. Donald Trump raising hundreds of millions in campaign funds. Political ad spending on US Senate, gubernatorial and congressional district races are also expected to exceed prior elections, in addition to the presidency. Political ad spending on TV stations is expected to reach \$4.09 billion, up 14.1% from the last presidential election year in 2020.

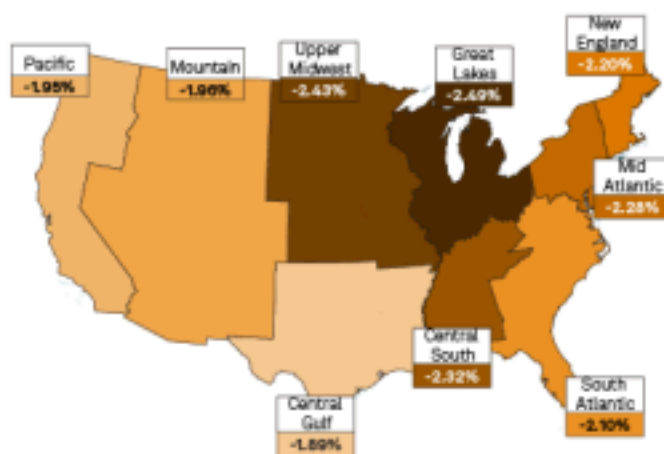
Our five-year forecast for TV stations considers the oscillations between even/election and odd/non-election years and calls for \$3.81 billion in the next midterm election year 2026, and \$4.33 billion in the following presidential election year 2028.

By the end of the projection period in 2029, we expect the total TV station advertising revenue to

reach \$22.35 billion, including \$17.62 billion in national and local core spot, \$1.04 billion in political and \$3.69 billion in digital/online revenue.

Based on our TV market-level ad projections, the top five fastest-growing or least-declining US markets by 2024–2029 CAGR are Austin, Texas, at negative 1.09%; Dallas-Ft. Worth, Texas, at negative 1.49%; Phoenix (Prescott), Arizona, at negative 1.61%; Salt Lake City, Utah, at negative 1.62%; and Boise, Idaho, at negative 1.64%.

TV station ad revenue growth projections



2024-2029 CAGR **-2.15%**

Total TV station ad revenue (\$M)

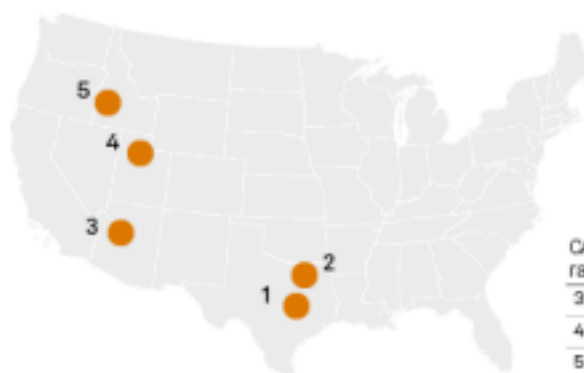


Total TV station ad revenue growth (%)



Region	2022 (\$M)	2023 (\$M)	2024 (\$M)	2025 (\$M)	2026 (\$M)	2027 (\$M)	2028 (\$M)	2029 (\$M)	2024-2029 CAGR (%)
Central Gulf	3,090.1	2,911.5	3,193.8	2,829.2	3,073.9	2,879.3	3,258.8	2,893.4	-1.89
Pacific	4,195.1	3,833.5	4,311.7	3,845.3	4,290.0	3,898.5	4,389.9	3,907.3	-1.95
Mountain	1,753.7	1,588.3	1,822.7	1,603.1	1,828.8	1,637.9	1,896.6	1,651.1	-1.96
South Atlantic	4,786.2	4,313.5	4,988.7	4,351.9	4,999.4	4,448.4	5,190.6	4,484.6	-2.10
New England	985.1	974.2	992.3	875.8	984.9	887.2	1,007.5	887.8	-2.20
Mid-Atlantic	3,518.9	3,178.8	3,631.3	3,191.7	3,609.8	3,236.0	3,693.3	3,236.2	-2.28
Central South	1,145.9	1,035.8	1,179.4	1,036.7	1,189.5	1,049.4	1,195.9	1,048.7	-2.32
Upper Midwest	1,449.6	1,306.2	1,488.2	1,305.0	1,473.9	1,319.1	1,508.5	1,315.9	-2.43
Great Lakes	3,248.9	2,922.4	3,358.7	2,924.5	3,339.3	2,963.4	3,435.7	2,961.2	-2.49

Top TV station markets by CAGR



1	Austin, TX		2	Dallas-Ft. Worth, TX	
	Market rank: 35			Market rank: 5	
	2024 revenues	2029 revenues		2024 revenues	2029 revenues
	\$153.9M	\$145.7M		\$882.5M	\$818.9M
2024-2029 CAGR:		-1.09%	2024-2029 CAGR:		-1.49%
CAGR rank	Market rank	Market name	2024 revenues (\$M)	2029 revenues (\$M)	2024-2029 CAGR (%)
3	11	Phoenix (Prescott), AZ	482.2	444.5	-1.61
4	29	Salt Lake City, UT	199.8	184.0	-1.62
5	98	Boise, ID	41.6	38.3	-1.64

As of September 2024.

CAGR = compound annual growth rate.

Kagan estimates of Nielsen rated TV station market national, local, and digital advertising revenues

(does not include retransmission consent fees).

Sources: S&P Global Market Intelligence Kagan estimates; industry data.

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Radio ads are predominantly local and focus on the auto, retail, travel and entertainment categories, which have been impacted by higher interest rates and price inflation, primarily from higher labor and operating costs. In addition, radio's smaller share of political ad revenue compared to TV makes it more reliant on core ad trends and the auto and retail categories that have been challenged and shifted ad budgets to digital native alternatives.

Radio station owners are fighting for listeners and relevance among satellite radio, streaming music and podcasting options from Amazon.com Inc., Apple Inc., Spotify Technology SA, Sirius XM Holdings Inc. and Pandora Media LLC. Radio listenership has been declining with fewer commuters during prime in-car radio time. Another challenge for radio is new autos, specifically electric vehicles and hybrids, that deprioritize AM/FM in the dashboard and, in some cases, lack an AM antenna.

National radio spot ad revenue is forecast to decline 6.0% to \$1.81 billion in 2024 and decline 5.8% to \$1.71 billion in 2025. The decline is between 5.3% to 4.3% over the remaining years in the forecast period to \$1.41 billion by 2029. Radio's core local spot ad market is projected to contract less at 5.0% to \$7.81 billion in 2024, decline 4.8% in 2025, down 4.0% in 2026 and then slightly fall 3.8% to 2.5% over the remaining forecast period to \$6.52 billion by 2029.

Radio station owners are investing in streaming, podcast and digital marketing service initiatives, with digital revenue expected to rise 6.4% in 2024 to \$1.62 billion, 6.3% in 2025 to \$1.72 billion and range between 6.1% to 5.7% growth through the rest of the projection period to \$2.16 billion in 2029. Off-air is forecast to grow 3.3% in 2024 to \$2.34 billion and 3.1% in 2025 to \$2.41 billion, with live events, a growing segment for the radio industry, reaching \$2.68 billion by the end of 2029.

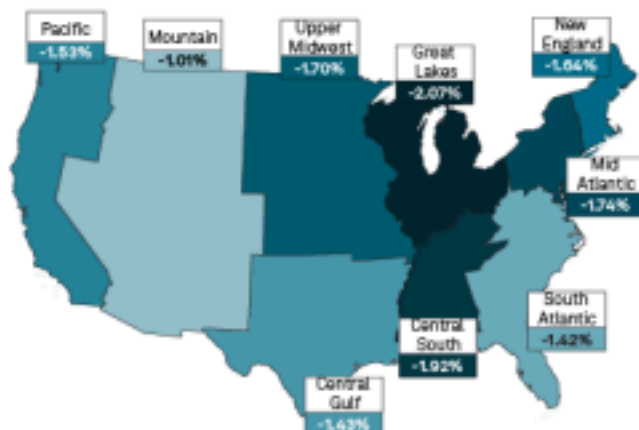
Radio's lower ad cost, local audience and relatively high return on investment compared to other media are its strengths, while digital investments point to future growth opportunities, with the national and local spot ad market for radio expected to decline over the forecast period.

Between 2024 and 2029, we expect radio station local and national spot ad revenue, including digital, to decline at a CAGR of 1.60% in rated markets, with non-rated markets declining at a negative 3.89% CAGR.

Total radio revenue, including national and local spot, digital, off-air and network revenue, is expected to decline slightly at a five-year negative CAGR of 1.45% from an estimated \$14.42 billion in 2024 to \$13.40 billion by the end of 2029.

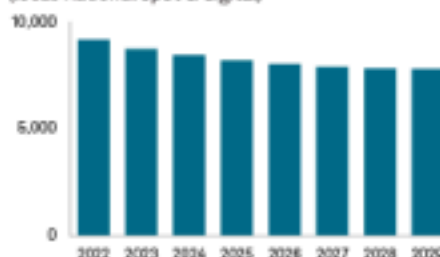
Based on our radio market-level ad projections, the top five fastest-growing or least-declining US markets by 2024–2029 CAGR are Boise, Idaho, at negative 0.51%; Seattle-Tacoma, Washington, at negative 0.66%; Myrtle Beach, South Carolina, at negative 0.74%, Denver-Boulder, Colorado, at negative 0.76%; and Tampa-St. Petersburg-Clearwater, Florida, at negative 0.83%.

Radio station ad revenue growth projections

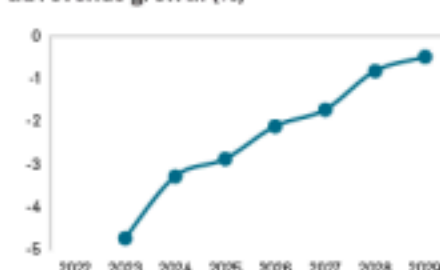


2024-2029 CAGR **-1.60%**

Rated market total (\$M)
(local/national spot & digital)

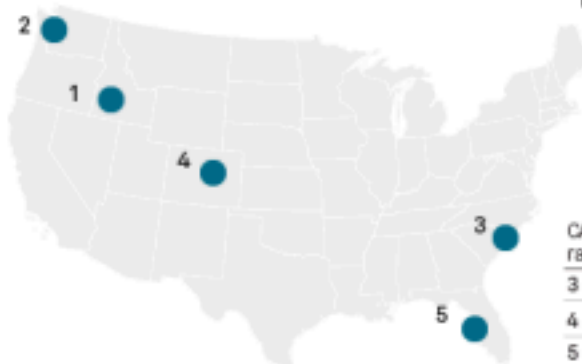


Rated market total radio station
ad revenue growth (%)



Region	2024-2029								CAGR (%)
	2022 (\$M)	2023 (\$M)	2024 (\$M)	2025 (\$M)	2026 (\$M)	2027 (\$M)	2028 (\$M)	2029 (\$M)	
Mountain	824.3	598.6	582.9	569.9	561.4	555.1	553.7	554.1	-1.01
South Atlantic	1,424.8	1,363.0	1,321.3	1,286.2	1,261.6	1,242.3	1,234.3	1,230.3	-1.42
Central Gulf	1,177.1	1,126.4	1,091.7	1,062.4	1,042.0	1,025.9	1,019.2	1,016.0	-1.43
Pacific	1,690.2	1,608.9	1,556.7	1,512.8	1,481.9	1,457.5	1,446.9	1,441.4	-1.53
New England	465.7	443.5	428.9	416.5	407.6	400.5	397.1	394.9	-1.64
Upper Midwest	558.8	531.9	514.3	499.3	488.4	479.5	475.1	472.1	-1.70
Mid Atlantic	1,619.2	1,538.8	1,485.6	1,440.6	1,408.2	1,382.1	1,369.2	1,361.1	-1.74
Central South	365.0	347.1	334.9	324.5	316.7	310.3	306.7	304.0	-1.92
Great Lakes	1,235.4	1,169.7	1,125.8	1,087.8	1,059.7	1,036.5	1,023.2	1,019.8	-2.07

Top radio station markets by CAGR



1	Boise, ID	2	Seattle-Tacoma, WA
	Market rank: 84		Market rank: 12
	2024 revenues		2029 revenues
	\$22.7M		\$22.1M
	2024-2029 CAGR: -0.51%		2024-2029 CAGR: -0.66%

CAGR rank	Market rank	Market name	2024 revenues (\$M)	2029 revenues (\$M)	2024-2029 CAGR (%)
3	126	Myrtle Beach, SC	9.2	8.9	-0.74
4	19	Denver-Boulder, CO	143.5	138.1	-0.76
5	16	Tampa-St. Petersburg-Clearwater, FL	108.0	103.6	-0.83

As of September 2024.

CAGR = compound annual growth rate.

Kagan estimates of Nielsen Audio rated radio station market national, local, and digital advertising revenues

(does not include network and off-air revenues).

Sources: S&P Global Market Intelligence Kagan estimates; industry data.

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