

# A Proven Platform for Advertisers: **Radio OTA**

Over-the-air Radio delivers a powerful, reliable and proven approach to help advertisers reach consumers.

When's the last time you had to pay for over-the-air radio? Never. It's just there, ready whenever you need it. Flip on your car stereo, and boom – instant entertainment. That's probably why 9 out of 10 American adults still tune in every month.

Advertisers notice and are spending!



## Key Advertisers in **Radio OTA** for 2025



**FINANCE &  
INSURANCE**  
**\$2.0  
billion**

**Direct Life Insurance  
Carriers**  
**+1.4% increase in  
Radio OTA in 2025**



**RETAIL**  
**\$1.5  
billion**

**Mattress and Sleep  
Centers**  
**+3.1% increase in  
Radio OTA in 2025**



**RESTAURANTS**  
**\$1.1  
billion**

**Full Service  
Restaurants and Bars**  
**+4.5% increase in  
Radio OTA in 2025**

Source: BIA's 2025 U.S. Local Advertising Forecast, Issued March 2025

*For more vertical advertising insights:*

