

Merging OTA and Online: Radio Digital

In today's media landscape, where targeted advertising is essential, Radio Digital merges the extensive reach of Radio OTA with the precision of digital marketing. This combination enables businesses to tailor their messages to match specific listener preferences, enhancing their effectiveness.

Smart business categories are recognizing this potential!



BIA's Forecast of Key Business Categories for Radio Digital in 2025



FINANCE/INSURANCE

\$462.5 million

Investment & Retirement Advice:
\$94.9 spend in 2025.



RESTAURANTS & FOOD

\$252.5 million

Quick Service Restaurants/Fast
Food: \$93.6 million spend in 2025.



RETAIL

\$359.3 million

Furniture Stores: \$58.6 million
spend in 2025.



AUTOMOTIVE

\$230.5 million

Tier 3 - New Car Dealers: \$70.7
million spend in 2025.

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

BIA forecasts advertising spending across 242 radio markets. By tracking 16 media channels and 96 business sectors, we help you spot local opportunities before your competitors do.

For more vertical advertising insights:

