

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

In a world filled with distractions, today's local radio provides a unique blend of real-time information and entertainment, all while nurturing connections within the community.

Radio's enduring value makes it an excellent tool for advertisers seeking opportunities to engage effectively and authentically with their target audiences.



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



FINANCE & INSURANCE

\$2.1 billion

Direct Life Insurance Carriers

+3.3% increase in Radio OTA in 2025



RETAIL

\$1.5 billion

Mattress and Sleep Centers

+3.6% increase in Radio OTA in 2025



RESTAURANTS/FOOD

\$1.1 billion

Quick Service Restaurants/Fast Food

+4.9% increase in Radio OTA 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.

