

2023
DIGITAL REVENUE
GROWS 6.8%,
BOLSTERING INDUSTRY GROWTH

SPECIAL REPORT FOR **RAB**

Sponsored by  **Marketron**

COPYRIGHT © 2024 Borrell ASSOCIATES INC. ALL RIGHTS RESERVED

161 John Jefferson Road, Building C, Suite 202
Williamsburg, Virginia 23185
Phone: 757-221-6641 | www.borrelassociates.com



Acknowledgements

This report contains a great deal of research intended to guide the industry. Credit goes mostly to the hundreds of radio executives who generously share their data, strategies and insights. Kudos is also due RAB staffers, who have led the way by embracing research that asks tough questions, enabling the industry to remain competitive. Special thanks is extended to Marketron, a friend to the radio industry for more than four decades who continued that support by underwriting this report.

Borrell Associates Leadership Team

Gordon Borrell, CEO

Gordon@borrellassociates.com

Jim Brown, President

Jim@borrellassociates.com

Corey Elliott, EVP of Local Market Intelligence

Corey@borrellassociates.com

Shawn Drake, Senior Software Developer

Drake@borrellassociates.com

Marketron is thrilled to partner once again with RAB and Borrell on bringing you this benchmarking report. Digital opportunities continue to expand, setting the radio broadcast industry up for meaningful growth in 2024.

Our commitment to developing simple, innovative, and profit-generating solutions is stronger than ever. As the leading provider of digital advertising technology for radio broadcasters, our solutions have met and exceeded the benchmarks you will see in this report for many of our customers. Our unique combination of simple, streamlined workflows, superior training and sales enablement services, as well as a committed solutions team generates meaningful results for linear + digital at scale.

We'd like to share with you two of our customers' favorite resources to help you and your team reach your revenue goals in 2024 and beyond. Please see below, and click through to these free tools.

If your team is looking to expand your share of wallet and increase overall revenue with digital, please reach out. We would be happy to show you how Marketron can be a partner in supporting your growth.

Sincerely,



Jimshade Chaudhari, CEO

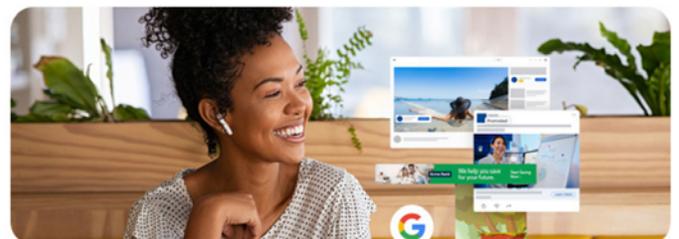
Marketron



On-demand Webinar

The “Money” Talk: How to Design Digital Sales Comp and Commission to Incentivize Sellers and Grow Revenue

aspire.marketron.com/the-money-talk



Interactive

Create the Ideal Digital Ad Mix for Your Advertisers

aspire.marketron.com/ad-mix

BORRELL™ MIAMI 2024



MARCH 10, 11, 12

Harnessing the Power

of AI, Hyperlocal News, Digital Revenue, and more
in Local Media and Advertising



**PAUL
ROETZER**

CEO & Founder
Marketing AI Institute



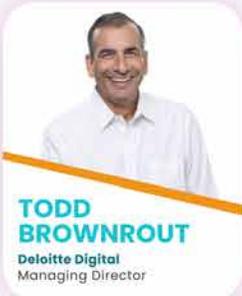
**CHARLENE
LI**
Author
The Disruption Mindset



**JARED
WILLIG**
Chief Content Officer
Townsquare Media



**LORI
LOCKE**
Chief Accounting Officer
Warner Bros. Discovery, Inc.



**TODD
BROWNROUT**
Deloitte Digital
Managing Director



**ANDREW
SNOOK**
Director of Digital
Pattison Media



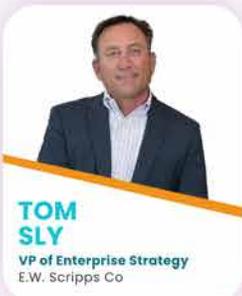
**MICHAEL
SHAPIRO**
CEO
TAPinto



**CHRIS
LORETTO**
EVP of Revenue and
Chief Digital Officer
Media News Group



**GORDON
BORRELL**
CEO
Correll Associates



**TOM
SLY**
VP of Enterprise Strategy
E.W. Scripps Co



**CONAN
GALLATY**
CEO
Times Publishing Company



**COREY
ELLIOTT**
EVP of Local
Market Intelligence
Borrell Associates



**AYDEN
ROCHE**
VP
Orange Umbrella



**JEFF
ULRICH**
Director of Sales
Enablement Services
Marketron



**CHRIS
FEHRMANN**
VP of Digital Products
Tegna

Discount code
RAB200
borrellmiami.com

Table of Contents

Background & Methodology	6
Executive Summary	7
Chapter 1: Digital Sales Grow to 21% of Industry Revenue	9
Figure 1.1: Radio's Digital + Core Local Revenue, 2014-2024	
Figure 1.2: Growth Averaged 3.9% for 8 Publicly Held Radio Companies	
Figure 1.3: Radio's Digital Ad Revenue and YOY Growth Rate, 2017-2024	
Figure 1.4: % of Radio Industry Ad Revenue Attributable to Digital Sales	
Chapter 2: Checking the Pulse of Local Radio Buyers	13
Figure 2.1: Media Usage & Spending in 2023, Plans for 2024	
Figure 2.2: Where Radio Buyers & Nonbuyers are Increasing Spending or Starting to Buy	
Figure 2.3: What Prompts Advertisers to Try Something New?	
Figure 2.4: Where Radio's Nondigital Customers Get Their Digital Fix	
Chapter 3: Insights from Station Managers	18
Figure 3.1: Opinions on Digital Strategy	
Figure 3.2: Growth Rate Affects 'Brilliant' Strategy Rating	
Figure 3.3: Digital Sales Ability Is Slipping	
Figure 3.4: 52% Offer Digital Training At Least Once a Week	
Figure 3.5: 43% See Hiring Digital-Only Reps as Having Biggest Impact	
Figure 3.6: How Digital Sales Commissions Are Based	
Figure 3.7: Less Forced Sales, More Reliance on Sales Reps' Advice	
Figure 3.8: Stations' Participation in Innovative Products	
Figure 3.9: What % of a Station's RADIO Customers Also Buy Digital?	
Figure 3.10: What % of a Station's DIGITAL Customers Also Buy Radio?	
Chapter 4: Benchmarking Radio Stations' Digital Revenue	24
Figure 4.1: Average Per-Station Digital Revenue by Market Size, 2023 vs. Prior Year	
Figure 4.2: Per-Cluster Digital Revenue by Market Size, 2023	
Figure 4.3: 2023 Digital Revenue for 849 Market Clusters	
Figure 4.4: YOY Digital Growth Rates by Market Size, 2022 & 2023	
Figure 4.5: Per-Cluster Share of Obtainable Digital Revenue by Market Size, 2023	
Figure 4.6: Share of In-Market Obtainable Digital Revenue in 2023 for 819 Radio Market Clusters	
Figure 4.7: Largest Sources of Digital Revenue for Radio Stations	
Figure 4.8: Change in 3 Key Categories of Revenue, 2021-2023	
Figure 4.9: % of Stations Selling Digital Services Slips in 2023	
Figure 4.10: Types of Digital Services That Stations Sell	
Figure 4.10: Insights on Stations' Streaming Video & OTT Sales	
Figure 4.11: Digital Deemed Less Profitable Than Radio, But . . .	
Figure 4.12: Most Report Digital Churn Rates Below 20% Annually	
Figure 4.13: How Stations are Preparing for Generative AI	
Conclusions	35
APPENDIX: 2023 Obtainable Digital Revenue Estimates Digital for 513 Markets	36

Background & Methodology

This is our 22nd year conducting surveys on local online operations and our 12th year compiling this report for RAB. This report analyzes data derived from four key sources:

- 1. MEDIA AD REVENUE:** Borrell's database of ad revenue and expenses for more than 11,000 local online operations in the U.S. and Canada. This includes 3,743 radio stations, most of them part of one of 849 multi-station market clusters. The Canadian stations represent less than 2% of the total. We solicit participation by telephone and email and supplement information with interviews. Participation is voluntary, confidential and without incentives, except in cases where we offer a free benchmarking report and insights. We do not disclose participating companies, nor do we reveal market-specific data in such a way as to identify participants. We have been collecting this data year-round since 2002.
- 2. LOCAL BUSINESS ADVERTISING EXPENDITURES:** Borrell's database of local ad-spending estimates for every U.S. Digital Marketing Region (DMR). A list of obtainable digital revenue in 2023 for each DMR appears in Appendix B. The methodology used to compile this data can be found at www.adspending.com.
- 3. SURVEY OF RADIO AD BUYERS:** Borrell's most recent survey of 571 local radio advertisers, culled from a survey of 1,866 local businesses via crosstab of those who buy radio advertising; the survey, encompassing more than 40 questions, was conducted from September-November 2023. More detail can be found on the "Survey" tab at borrellassociates.com.
- 4. SURVEY OF RADIO MANAGERS:** An online survey conducted in December 2023 of 181 respondents representing about 1,600 radio stations. Participants were offered incentives in the form of a chance to win an Amazon Echo Show device; one of two free passes to Borrell's annual conference; and a market-level advertising forecast for the first 200 respondents who completed the survey. Winners for the conference passes and the Amazon device were drawn at random after the survey ended. Of the total respondents, 11% were station owners, 51% were GMs or other senior-level executives, 17% were sales managers, 17% were sales reps and 3% were digital operations managers. We collectively call them "radio managers" in this report. Sixty-one percent of respondents were reporting for a single market, and 25% were reporting for two to three markets.

¹ Not all points of analysis cover 3,743 radio stations. Charts and tables display the "n = xxx" designation, whereby "xxx" refers to the number of stations included in that particular analysis.

² DMRs refer to a multi-county region where local advertisers tend to confine their digital advertising expenditures. There are 513 DMRs. For market definitions, visit <https://compass.borrellassociates.com/standard-market-definitions>

Executive Summary

Although most stations missed their double-digit digital growth targets in 2023, industrywide digital sales still rang in at a healthy \$1.9 billion last year. It represented 6.8% growth over 2022's very robust sales. Last year's growth rate was remarkable for another reason: It outpaced that of overall local digital advertising, which clocked in at 5.4% last year. That meant radio gained share over local competitors in the digital marketplace.

In 2023, average digital revenue for a radio station came close to a half-million dollars, while the average digital revenue for a market cluster broke \$2 million for the first time.

Digital products now account for \$1 in every \$5 of revenue and are increasingly important to the industry's financial performance. From 2014 to 2019, net industry revenues (core + digital) shrank at a CAGR of -2.5%. Since 2020, faster growth for digital sales has spurred total industry revenue to grow and stabilize, exhibiting a positive 6.4% CAGR for core + digital revenue.

The biggest driver of digital sales continues to be banner advertising. Runners-up are services and re-sold products such as Search Engine Marketing, SEO, Social Media Management and Streaming Video/OTT. Sales of OTT spots continue to grow. In fact, if that trend continues, an odd phenomenon may occur within the next two years: the radio industry could generate more revenue from video than from audio – at least in the digital space.

The forecast for this year is better. We're expecting 11% growth, pushing digital revenue to \$2.1 billion. Station managers are generally in sync with that target but are signaling that they need something to continue driving healthy growth. Fifty-eight percent of them now say that, instead of more digital training, new blood in the sales department should be the priority. Most believe the best way to do that would be to hire digital-only sales reps. Some are doing just that.

Much digital opportunity remains within radio's own customer base. Seven out of 10 radio buyers plan to increase their spending or buy something new this year. And what they plan to increase or start buying, for the most part, are the same type of digital products most stations are selling. Yet, while nearly all radio advertisers are also buying digital, half aren't buying a single digital product from their local radio station.

This report provides detailed analysis of radio's path toward growing digital revenue and offers benchmarks to help stations gauge measure their success and progress.

Find Inspiration for Your Next Campaign with These Case Studies

Creating high-performing campaigns for your advertisers requires a mix of tactics, often inclusive of digital and linear. Finding the right recipe to deliver on advertiser goals is where local media sellers excel. You know the business and the market, so it only makes sense that companies come to you for all their advertising needs. If you're looking for inspiration for 2024, check out these advertiser case studies.



County Fair Increases Ticket Sales and Attendance with a Radio and Digital Ad Campaign

Learn how digital plus radio helped the fair record its highest attendance ever.

[Read the Case Study](#)



Geofencing and OTT Drive Awareness for Nebraska Department of Transportation App

Explore how digital tactics drove app downloads.

[Read the Case Study](#)



Harley-Davidson Dealership Uses Specific Targeting and Geofencing to Steer Riders Online and In-Store

Get insights on this campaign that created wins online and in-store.

[Read the Case Study](#)



Specialty Retailer Sees In-Store Sales Grow with Targeted Digital Tactics

Learn how this business increased sales with an omnichannel campaign.

[Read the Case Study](#)

Discover more advertiser case studies by visiting [Aspire](#).
Subscribe to the award-winning local media sales blog while you're there!

aspire
by Marketron

[Find More Case Studies](#)

 Marketron

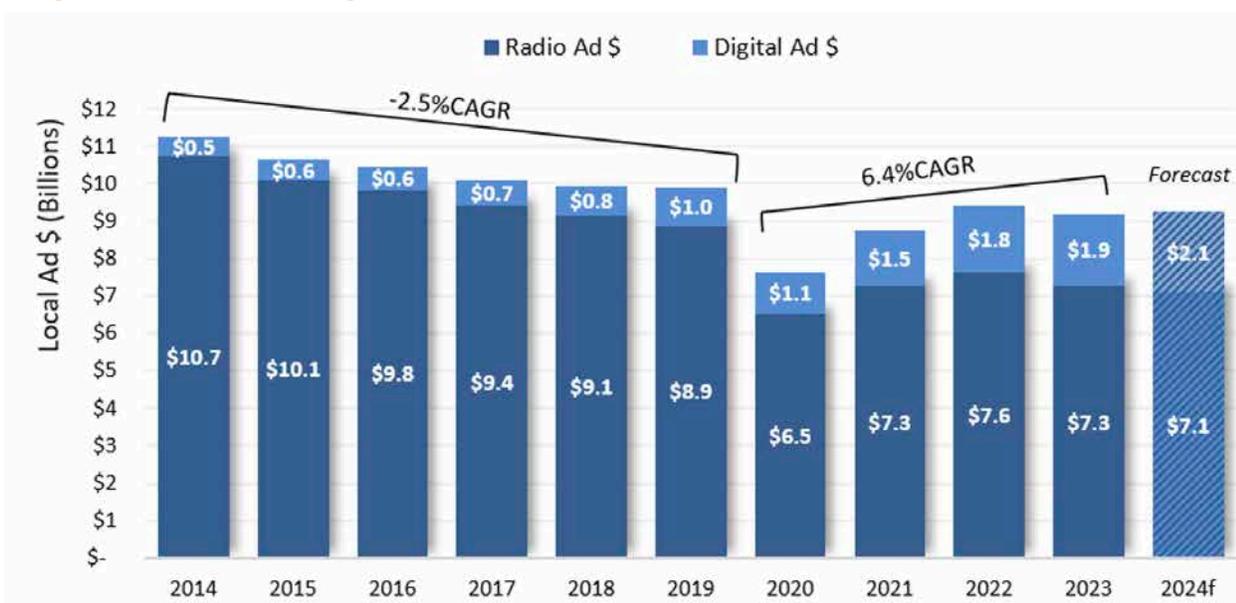
CHAPTER 1

Digital Sales Grow to 21% of Industry Revenue

Digital revenue for the radio industry grew 6.8% last year, reaching \$1.9 billion. Despite falling shy of industry forecasts, it beat the overall growth rate of local digital advertising, which rose 5.4%. As a result, the radio industry grew market share in digital advertising in 2023, outpacing competitors.

Robust digital sales since 2020 have returned stability to industry revenue. From 2014 to 2019, total revenue (digital + core) shrank at a Compound Annual Growth Rate (CAGR) of -2.5%. Since 2020, the industry's CAGR has been 6.4%.

Figure. 1.1: Radio's Digital + Core Local Revenue, 2014-2024



Source: Borrell Associates Inc.
© 2024 Borrell

Still, last year didn't deliver the growth that many had expected. Ninety-five percent of radio managers last year forecast that digital sales would grow. When the results rolled in, 70% saw growth. And for the most part, it was about half the growth they had expected. Based in part on those expectations, we forecast that digital sales would grow 17.5% in 2023. We, too, missed the mark.

Smaller operators enjoyed more growth than larger ones last year. Radio sites making \$1 million or less in digital revenue averaged 8.5% growth, while those making more than \$10 million averaged 3.6% (see Chapter 4).

Eight publicly held radio groups reported growth through the third quarter that ranged from -1% to nearly 17%. The average was 3.9%. Meanwhile, the ratio between digital revenue and core radio grew for all eight companies.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

Figure 1.2: Digital Growth Averaged 3.9% for 8 Publicly Held Radio Companies

COMPANY	2023 AD REVENUE GROWTH**		SHARE OF AD REVENUE FROM DIGITAL SALES		
	RADIO	DIGITAL	2021	2022	2023
Townsquare*	-6.5%	10.1%	35.0%	38.6%	42.5%
UrbanOne*	4.5%	1.1%	25.0%	28.5%	28.6%
iHeart*	-6.1%	4.3%	24.2%	25.8%	30.0%
Audacy	-8.6%	-0.9%	21.0%	20.8%	24.0%
Salem	-3.3%	0.1%	17.9%	15.8%	17.6%
Beasley	-4.9%	16.3%	13.1%	15.8%	18.6%
Cumulus	-15.5%	2.1%	15.1%	14.9%	19.5%
Saga	-3.8%	16.6%	6.2%	7.2%	9.3%
TOTAL/AVG	-7.3%	3.9%	13.3%	16.0%	27.2%

Source: SEC 10Q Reports, Dec. 2023

**Q1 through Q3 for each year, growth over prior nine-month period

*Townsquare: excludes revenue from SaaS subscriptions; Urban One: excludes cable/TV revenue; iHeartMedia: includes podcast business, representing 37% of digital revenue; Salem: excludes publishing revenue

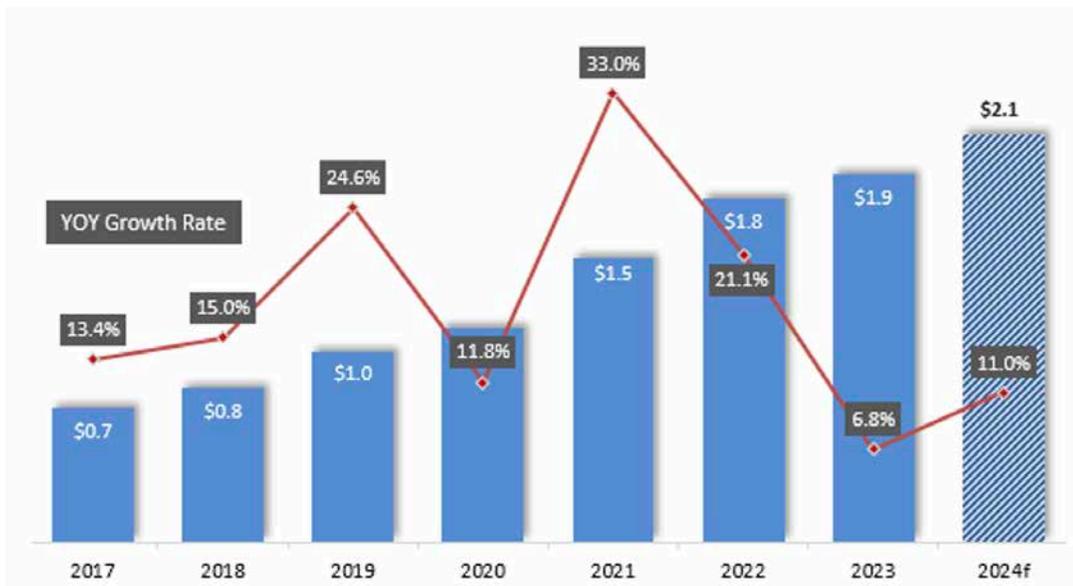
Why the unexpected slowdown? The industry may have reached a saturation point in the ability of existing staff to sell digital products. We found evidence in three surveys of managers since the pandemic. There's been a significant decline in the high ratings that they've given to their staffs' digital sales capabilities. In addition, more radio managers now believe that what would move the digital needle most is not sales training but hiring a fresh crop of digital-only reps (see Chapter 3). Many have already begun doing that.

Looking ahead, we're forecasting 11% growth for digital sales this year. If that occurs, digital sales will reach \$2.1 billion.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



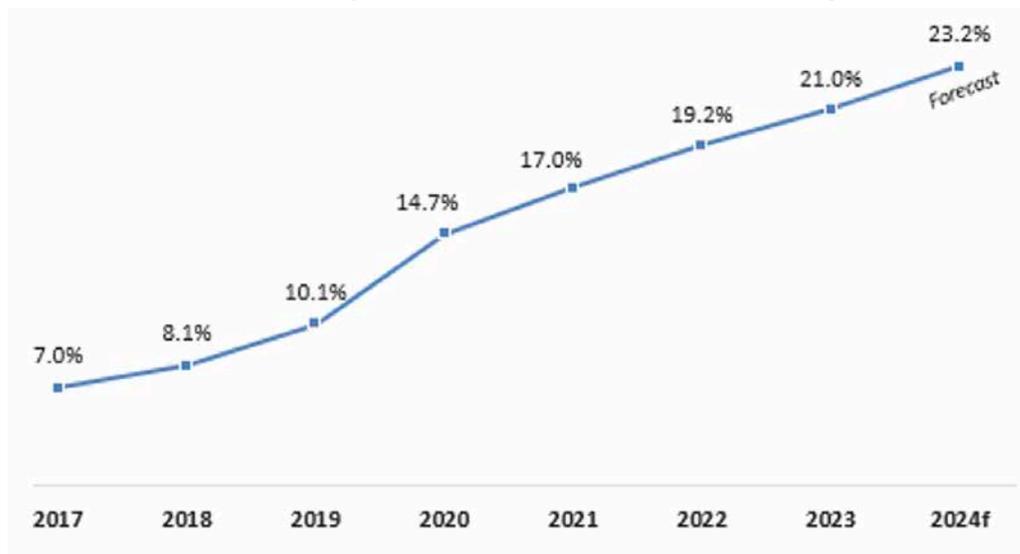
Figure 1.3: Radio's Digital Ad Revenue and YOY Growth Rate, 2017-2024
\$ in Billions



Source: Borrell Associates Inc.
© 2024 Borrell

One metric that media companies use to determine digital progress is the percentage of total ad revenue derived from digital sales. It ranges from single digits all the way up to 100%, which occurs when a company decides to shut down its core product (as some yellow pages and newspaper companies have done) and go all digital. For the radio industry, the metric rose 1.8 points last year, to 21.0%. This year, we're forecasting it will reach 23.2%, due to the combination of 11% growth for digital and a forecast 2.3% decline in core revenue.

Figure 1.4: % of Radio Industry Ad Revenue Attributable to Digital Sales



Source: Borrell Associates Inc.
© 2024 Borrell

2024 Is the Year to Expand Prospecting Beyond Your Radio Demographics



Not every local business will be the ideal fit for your on-air ads. While your demographics are broad and radio reaches every population segment, advertisers may not desire your target audience. That's OK because they can still be viable prospects for digital. This might be your way in as opposed to radio, but it doesn't mean radio will be out of the question once you understand their goals and ideal customer profiles.

Choosing to pursue new advertisers immediately allows you to expand your revenue. In addition to general local businesses, digital also gives you the chance to prospect in restricted categories, some of which are not permissible on radio, like cannabis.



In defining your pipeline in 2024 and expanding prospecting, follow these tips.

- Review your radio book of business, looking for gaps in industries. You can also compare this to who's buying digital ads from you. Then, take what you learn on the potential gaps and how that aligns with their expected spending, your experience, and the makeup of your area's business landscape.
- Assess your market's vertical strengths to determine the most prevalent, which will be a good start to your target list.
- Pay attention to the digital ads you see as a consumer on websites, social media, streaming or other mediums. These will give you an idea of what types of local companies are advertising and where. If you call on a prospect, bring up that you saw their ads, and ask how they're performing. If the answer isn't great, you've got an in.
- Apply your knowledge to focus on new industries. If you have expertise in a particular vertical, it's a good start for building a book of business in that category with digital as a focus.

As a local media seller, you have many advantages in prospecting. You can provide businesses with radio, digital and O&O (owned and operated) ads. You also have a connection to the community and great insights into your metro area and its residents. You may find a completely untapped industry that can yield lots of revenue.

Make these steps part of your 2024 prospecting plan. It's one of five easy ways to grow digital revenue. Discover four more by reading our e-book, *5 Easy Ways to Grow Digital Advertising in 2024*.



[Get the E-Book](#)

CHAPTER 2

Checking the Pulse of Local Radio Buyers

In this chapter, we checked in with 571 radio buyers via survey from mid-September to early November 2023. We asked what they were buying, how much they were spending on it and what they were planning for 2024. We also thought it would be good to know, if the industry is unable to sell digital advertising to more than half its own customers, why those customers aren't buying.

First, general buying habits. The table below shows what 571 radio buyers bought in 2023, how much they spent on it and what percent expected to continue buying this year.

Figure 2.1: Media Usage & Spending in 2023, Plans for 2024

What Radio Advertisers Bought in 2023, What They Spent, What They Plan to Buy in 2024				
Media	Avg. Annual Spending on Medium in 2023	% Buying in 2023	% Planning to Buy in 2024	
Radio (AM/FM)	\$ 35,407	100%	96%	
Broadcast TV	\$ 98,755	38%	40%	
Cable TV	\$ 50,614	25%	27%	
Content Marketing	\$ 7,338	25%	27%	
Direct Mail	\$ 28,359	44%	47%	
Email Sponsorships	\$ 20,169	23%	25%	
Events/Sponsorships	\$ 41,067	72%	73%	
Magazines	\$ 17,350	53%	55%	
Mobile In-app Ads	\$ 13,860	17%	21%	
Mobile SMS/Text	\$ 5,910	15%	23%	
Newspapers	\$ 18,275	48%	47%	
Online Directory Listings	\$ 8,201	28%	28%	
Other Print Publications	\$ 13,282	38%	37%	
Out-of-Home/Outdoor	\$ 38,598	42%	45%	
Printed Directories	\$ 2,185	13%	12%	
SEM	\$ 56,711	57%	62%	
Social Media	\$ 16,643	75%	77%	
Streaming Audio	\$ 19,446	21%	29%	
Streaming Video/OTT	\$ 34,303	28%	33%	
Website Ads	\$ 30,695	64%	67%	

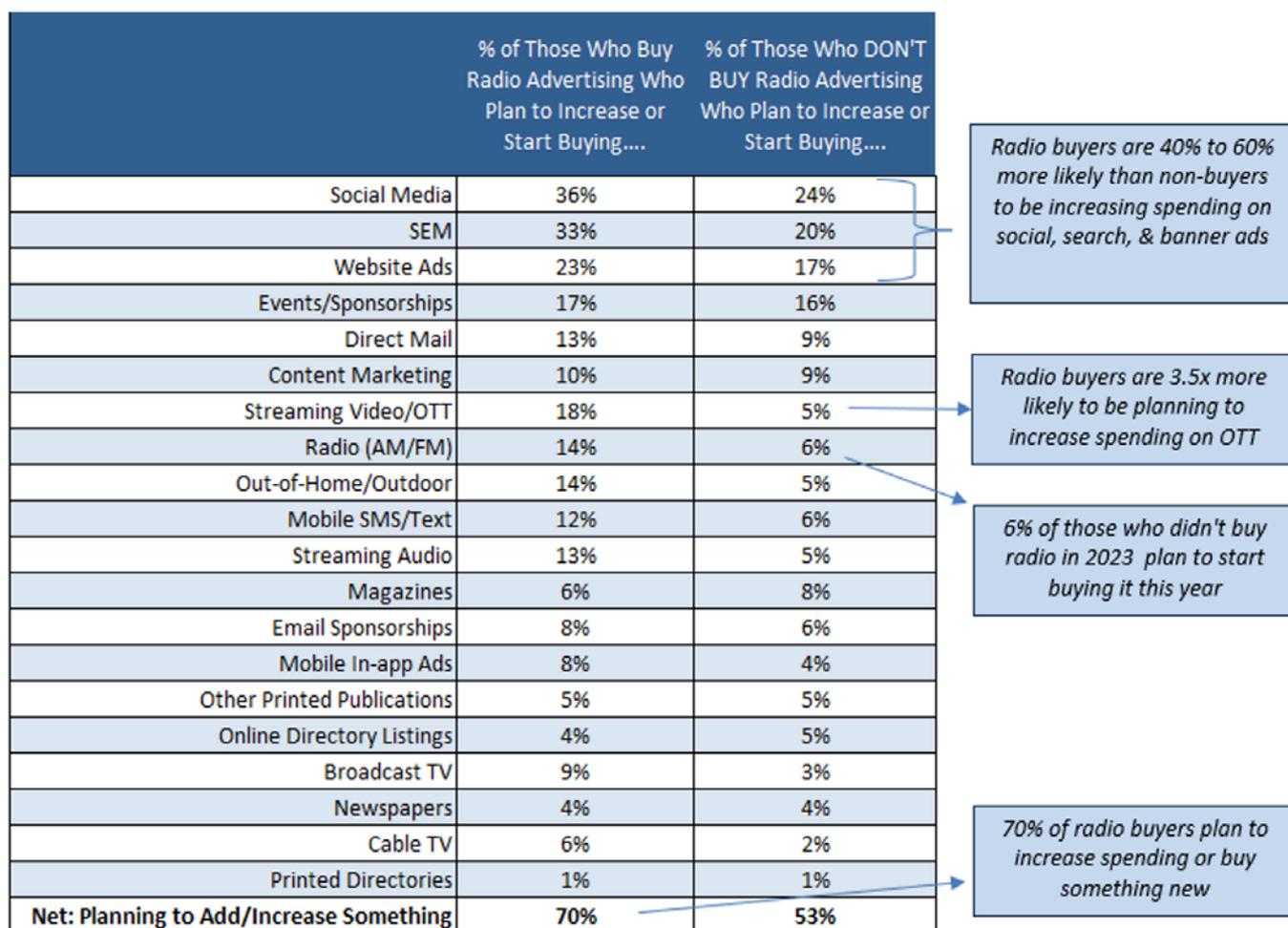
Source: Borrell's Local Advertiser Survey, Sept-Nov. 2023; n=571 radio buyers
© 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



This year, seven out of 10 radio buyers plan to increase spending on something or try something they haven't used before. At the top of the increase/add list are three types of digital media: social, search and banner ads. Comparing radio buyers with nonbuyers, radio buyers are significantly more likely to be increasing their spending on not only these three categories, but also on another that's often in radio's digital sales kit: streaming video/OTT. In fact, radio advertisers are 3.5 times more likely to be planning to increase their OTT budgets.

Figure 2.2: Where Radio Buyers & Nonbuyers are Increasing Spending or Starting to Buy



Source: Borrell's Local Advertiser Survey, Sept-Nov. 2023; n=571 radio buyers and 1,295 non-buyers of radio © 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



Looking more specifically at those who plan to experiment, we found that 41% of radio buyers are looking to do something new. Topping the list are three digital products that many stations offer: Mobile SMS/text messaging, with 9% of radio buyers saying they plan to start buying; streaming audio/podcasting, 8%; and streaming video/OTT, 7%.

What convinces them to buy something new? To close the sale, reps might want to offer trackable campaign metrics and a product that allows demographic targeting. Seventy percent of radio buyers said one of those two features would have the greatest influence on their decision.

Figure 2.3: What Prompts Advertisers to Try Something New?

<i>"If you were to buy a new type of media, which of these would have the greatest influence on what you chose?"</i>		
	Radio Advertisers	All Other Advertisers
Proof of delivery/trackable campaign metrics	39%	30%
Targeting capabilities to reach my core demos	31%	34%
A great deal/discount/trial period	11%	12%
Testimonials/case studies of other businesses like mine	7%	10%
The reputation of the company I'd buy from	5%	8%
The individual (sales rep/marketing expert) providing the service	7%	6%

Source: Borrell's Local Advertiser Survey, Sept-Nov. 2023; n=571 radio buyers and 1,295 nonbuyers of radio
© 2024 Borrell

In last year's report, we noted that radio buyers are heavy users of digital media. They were two to three times more likely to buy some of the digital products their stations were selling – such as streaming audio, banner ads, email sponsorships and streaming video. Yet 55% of radio buyers who bought digital advertising in 2023 didn't buy it from their radio rep.

To help radio sellers be more effective with clients who say no to their digital pitch, we created a profile of those nonbuyers. Here's what we found:

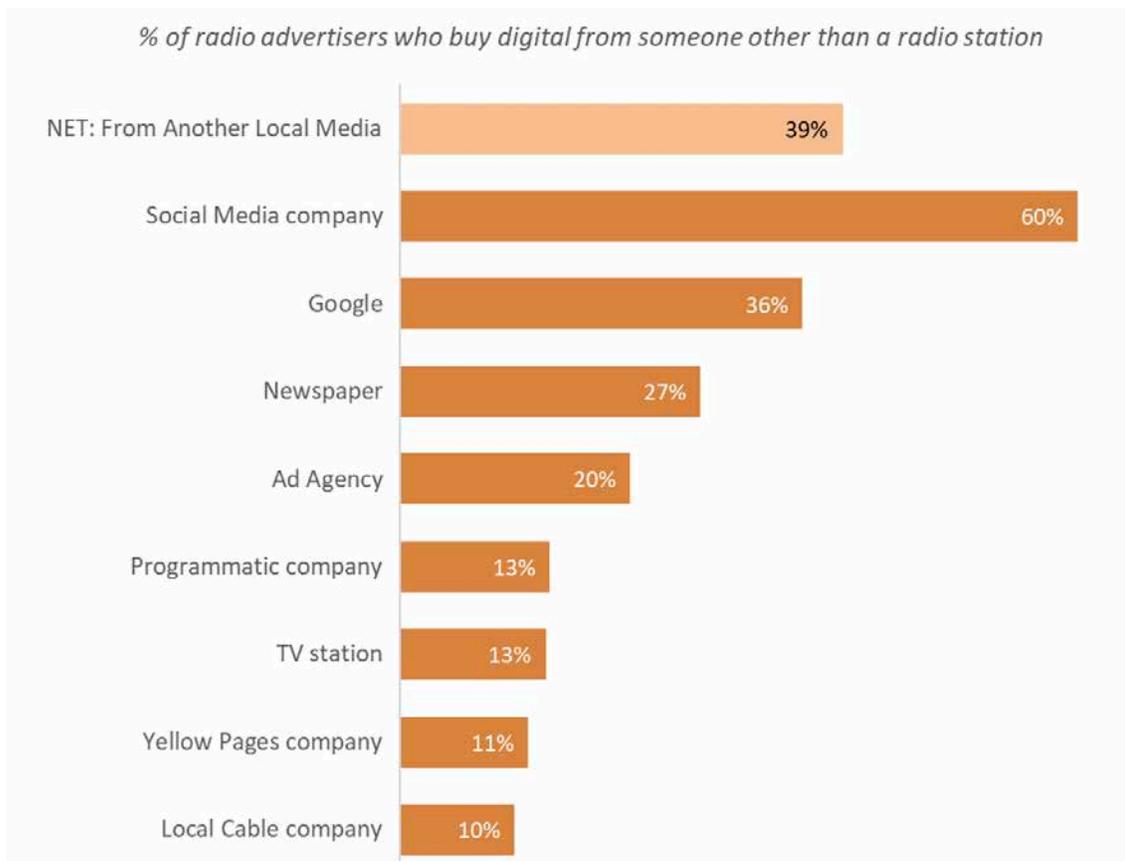
- They have less marketing experience. Forty-four percent are novice marketers, compared with 28% of those who buy digital ads from the station.
- They are twice as likely to have overspent their ad budget in 2023. Twenty percent of them said they spent more than they had budgeted, versus 10% of radio buyers who buy digital ads from the station.
- They are more likely to be cutting something. Twenty-one percent said they were planning to trim or eliminate something from their 2024 budgets, versus 17% for radio buyers who buy digital from the station. At the top of the cut list: radio, with 5% targeting it, versus 1% for radio's digital customers.
- They are more likely to think less highly of direct mail and email sponsorships. Twenty-nine percent deemed email and direct mail to be only slightly or not at all effective, versus 19% for those who purchase the station's digital products.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



- They are likely to be your marginal radio spenders. Those not buying digital from the station spend 41% less on radio than those who do.
- They are likely to be big TV spenders. Average spending on broadcast and cable TV is twice as large compared with spending on TV commercials by radio buyers who use a radio station's digital products.
- They are less likely to be influenced by your targeting capabilities. Twenty-eight percent say targeting ads would have the greatest influence on whether they bought ads from a company, versus 33% for radio buyers who use the station's digital products.
- They are more likely to be influenced by your testimonials. Nine percent said testimonials from "businesses like mine" had the largest influence on their ad-buying decisions, versus 5% for radio buyers who use the stations' digital products.
- They could be using another local competitor. Thirty-nine percent bought digital advertising from a newspaper, cable or broadcast TV outlet last year. The most prominent was a newspaper provider.

Figure 2.4: If Your Radio Buyers Aren't Buying Digital from You, Where are They Getting Their Digital Fix?



Source: Borrell's Local Advertiser Survey, Sept-Nov. 2023; n=254 radio buyers who purchased digital advertising, but not from a radio station © 2024 Borrell



Local Media Companies Winning at Selling Digital

No matter where your station is on its digital sales journey, the potential for revenue success is present. You'll need a strong foundation of upskilling and building confident sellers. You also need commitment from leadership and technology that supports efficiency. No two stories are the same in the local digital advertising landscape. However, they all start from the desire to add new revenue streams and complement your linear ad sales.

To get inspired and see how stations just like yours can win here, explore case studies from Marketron NXT customers.



Hub City Radio Wins Six-Figure Digital Account

Learn how a small-market station landed massive deals and increased revenue with NXT.

[Read the Case Study](#)



Lost Coast Communications Extends Reach and Targeting for Local Advertisers

See how this station upsold existing local advertisers and added new ones with NXT.

[Read the Case Study](#)



Meridian Media Lands \$100K Advertiser

Discover how this local station stopped and started digital sales and finally found traction with the support of NXT.

[Read the Case Study](#)



Ozark Marketing Expands Digital Advertising Offerings

Find out how this station used NXT to expand its digital portfolio and win more business.

[Read the Case Study](#)

Want to These Same Results? See NXT in Action

NXT is the only third-party digital solution made for local media sales. It provides you with the technology, training and support to add more digital revenue to your bottom line. Sell more, faster, without complexities.

[Request a NXT Demo](#)

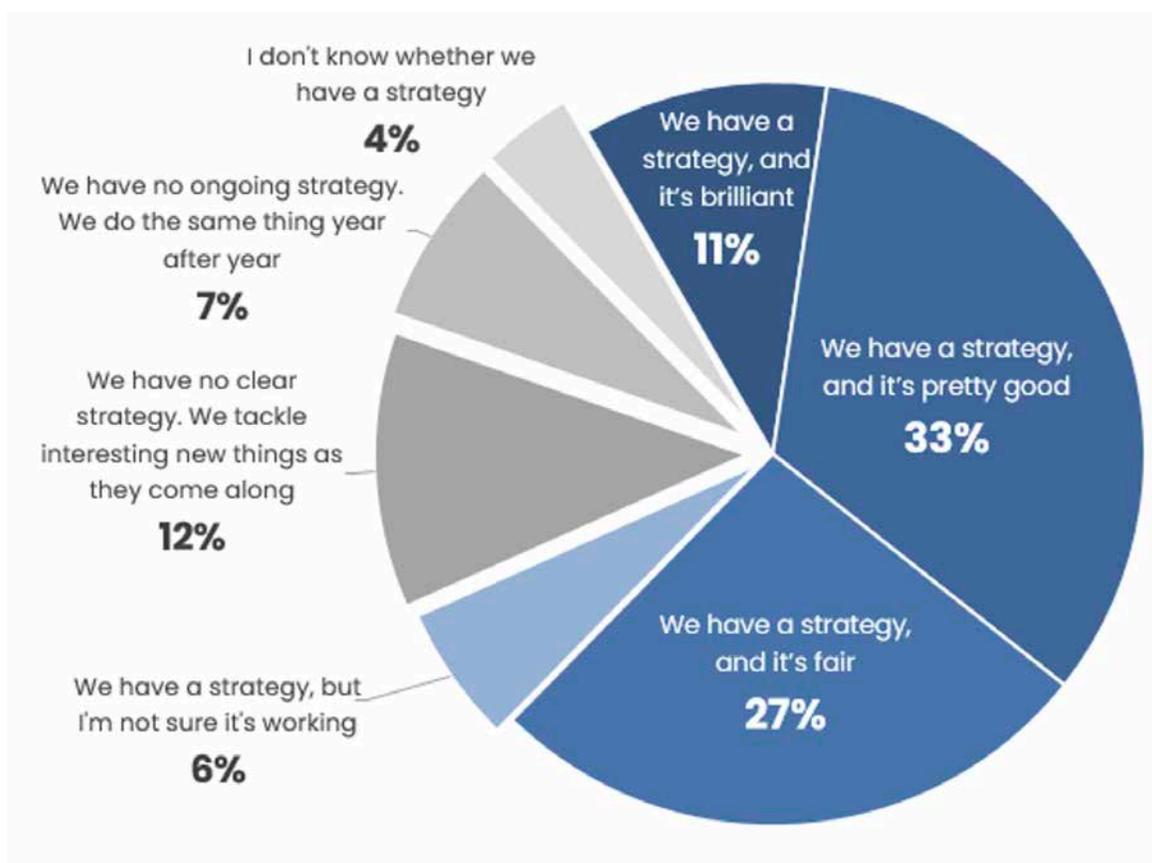
CHAPTER 3

Insights from Station Managers

We surveyed 181 radio managers at the end of 2023 on a variety of topics related to digital operations. Topics covered growth in 2023, budgets for 2024, perspectives on their companies' strategy, training, compensation, churn and more.

While 71% give their strategy a positive rating, less than half deem it to be any better than "fair." Moreover, nearly one-fourth say their station has no digital strategy or don't even know if it has one.

Figure 3.1: Opinions on Digital Strategy
How would you rate your station's digital strategy?



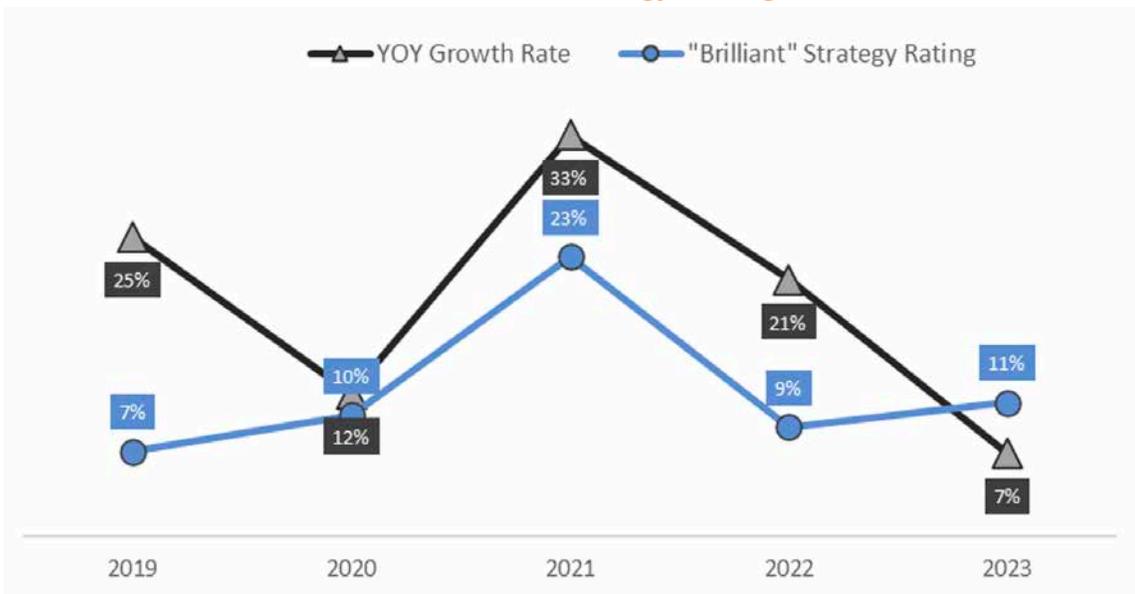
Source: 2023 Borrell/RAB survey of radio managers, n=181
© 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



There's been significant progress in attitudes over the years. We started asking about opinions on digital strategy in 2013, when 4% deemed it to be "brilliant." It's risen slowly over the years, then shot skyrocketed during the pandemic, when digital sales were front and center. Today, it's back down to 11%. But we noticed a trend: It's tied to how well sales are going. When digital growth shot up 33% in 2021, the percentage of those deeming their strategy "brilliant" doubled. It dropped back down to 9-11% when sales grew at a slower pace.

Figure 3.2: Growth Rate Affects 'Brilliant' Strategy Rating



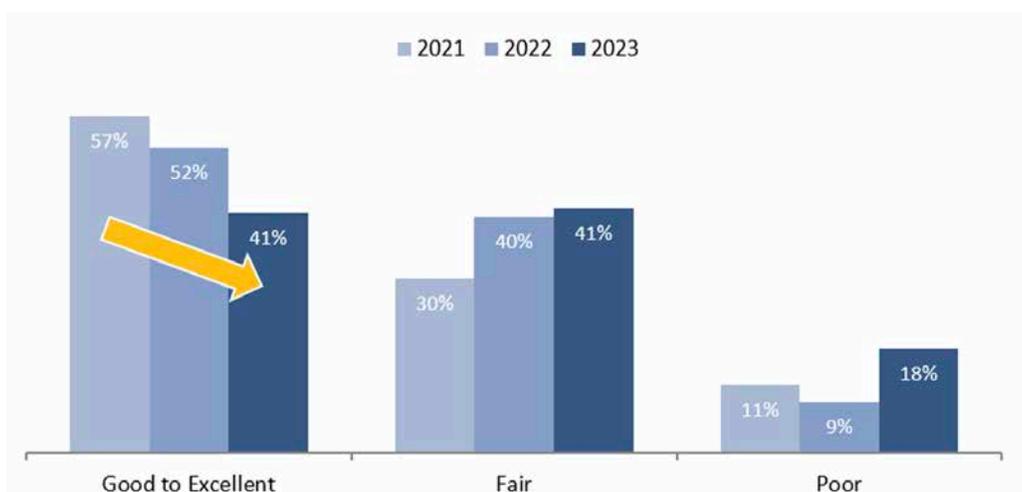
Source: Borrell/RAB radio manager surveys: n=188 for 2019; 220 for 2020; 227 for 2021; 169 for 2022; 181 for 2023

© 2024 Borrell

One source of concern is digital sales capability. "Good" to "excellent" ratings have dropped from 57% of managers in 2021 to 41% in our most recent survey. Meanwhile, those deeming capabilities "poor" doubled in one year, to 18%.

Figure 3.3: Digital Sales Abilities Slipping

How would you rate your team's ability to sell digital advertising?

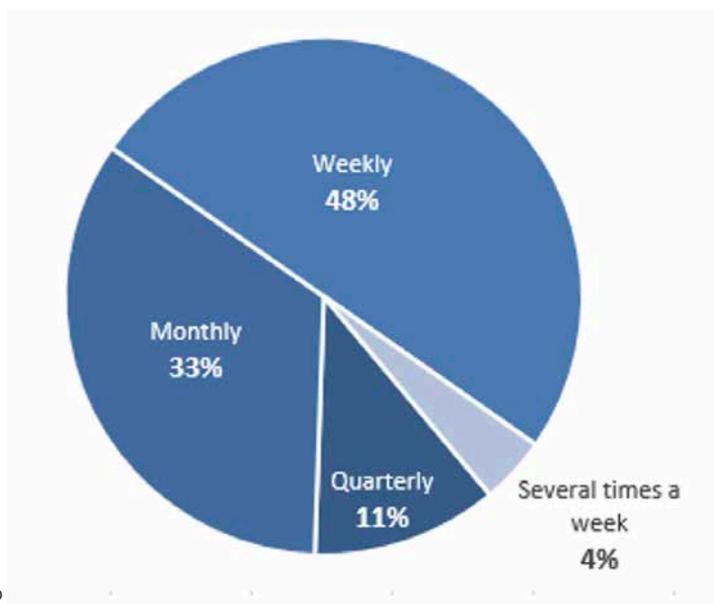


Source: Borrell/RAB radio manager surveys: n=186 in 2019; 218 in 2020; 227 in 2021; 169 in 2022; 181 in 2023.

© 2024 Borrell

More sales training may not be the issue. Eighty-five percent of stations offer digital training at least once a month, and half offer it at least every week.

Figure 3.4: 52% Offer Digital Training At Least Once a Week
How often does your sales team receive digital training?



Source: 2023 Borrell/RAB survey of radio
© 2024 Borrell

If not training, then what might help growth rates return to double-digits? While one-third of managers still see training as the biggest opportunity, more of them believe the answer would be to hire digital-only sales reps. Combined with those who believe existing sales reps should be replaced, 58% of managers believe that the key to better digital sales would be new blood in the sales department.

Figure 3.5: 43% See Hiring Digital-Only Reps as Having Biggest Impact

<i>If you had only these four options, which one would help THE MOST in driving digital sales higher for your station(s)?</i>					
Options	2019	2020	2021	2022	2023
Training existing sales reps	48%	40%	52%	38%	33%
Adding digital-only sales reps	32%	17%	34%	45%	43%
Having more/better digital products to sell	11%	35%	6%	6%	10%
Replacing existing sales reps with better ones	9%	8%	8%	11%	14%

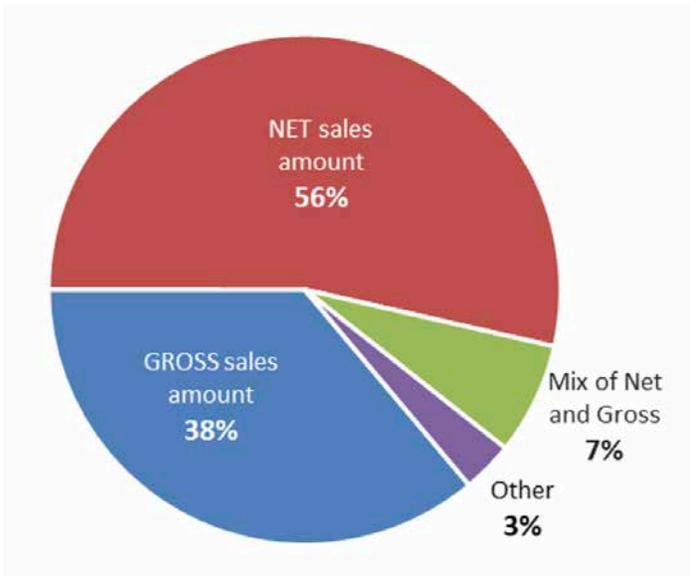
Source: Borrell/RAB radio manager surveys: n=186 in 2019; 218 in 2020; 227 in 2021; 169 in 2022; 181 in 2023
© 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



Regarding compensation, there was not much change from the previous three years. Fifty-six percent say their sales reps are compensated on the net amount of a digital sale, while slightly more than one-third get commissions on gross. Seven percent say it's a mix of net and gross. In the "other" category (3% of responses), bonuses based on overall goals were mentioned most.

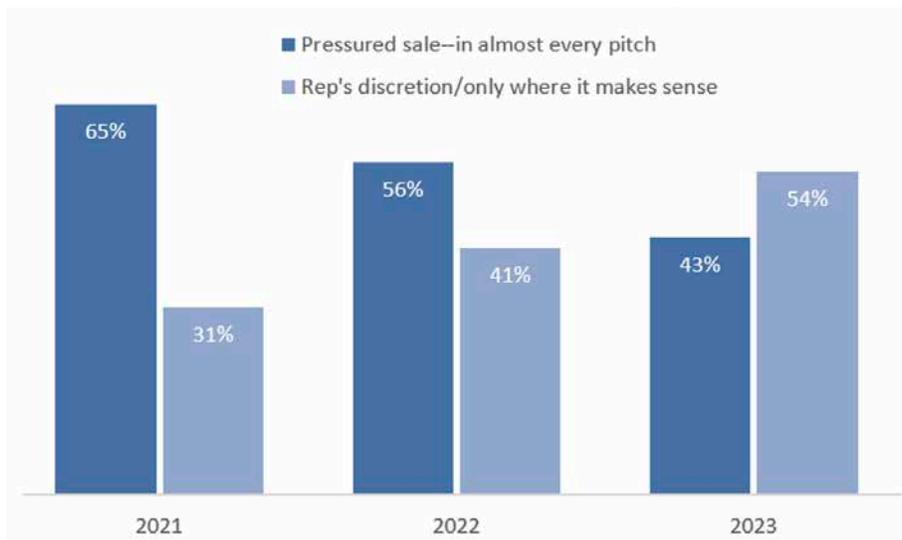
Figure 3.6: How Digital Sales Commissions Are Based



Source: 2023 Borrell/RAB survey of radio managers, n=181
© 2024 Borrell

There's another trend worth noting. The industry has been gradually moving away from mandating digital sales pitches to a more measured approach. Over the past three years, the strategy has flipped from a "pressured" sale to relying more on common sense when deciding whether to include digital products in a proposal.

Figure 3.7: Less Forced Sales, More Reliance on Sales Reps' Advice



DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



<i>Thinking of radio advertising sales, which statement best applies to your station(s)?</i>					
	2019	2020	2021	2022	2023
We try to include a digital component in every sales pitch	57%	62%	65%	56%	43%
We include a digital component only where it makes sense	29%	28%	22%	31%	35%
It's solely at a sales rep's discretion whether to include digital	8%	9%	10%	10%	19%
We rarely or never include digital offerings in sales pitches	7%	1%	4%	3%	3%

Source: Borrell/RAB radio manager surveys: n=186 in 2019; 218 in 2020; 227 in 2021; 169 in 2022; 181 in 2023

© 2024 Borrell

We also asked stations what type of innovative products they were offering (though we suggested four specific ones asked them to list others). Compared with last year, fewer said they were participating in any of the suggestions we offered (including “other”), and many more selected “none of the above.”

Figure 3.8: Stations’ Participation in Innovative Products

<i>Is your station actively participating in any of the following?</i>		
	2022	2023
Delivering ads/branding images to the automobile dashboard	33%	30%
Delivering ads or marketing messages to smart speakers such as Google Home, Alexa, etc.	48%	43%
Delivering geotargeted messages to outdoor display advertising	21%	15%
Other type of innovative, nontraditional advertising/messaging*	11%	6%
None of the above	33%	46%

**Monetizing audience data; starting own YouTube channel; podcasting; live video streaming of high school sports with commercials.*

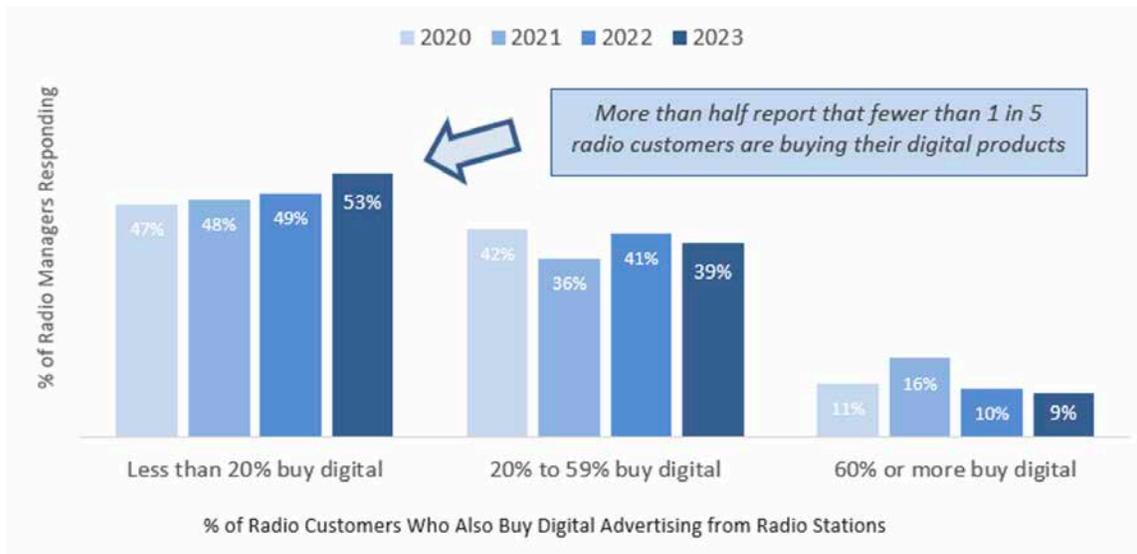
Source: Borrell/RAB radio manager surveys, n=169 responses in 2022 and 181 responses in 2023

© 2024 Borrell

To gauge the success of radio’s digital sales pressure on both its existing radio customers and new, nonradio customers, we ask managers two questions: what percentage of radio customers buy digital products from them, and what percentage of their digital customers also buy radio?

Looking at the percentage of radio customers who buy digital products, the average is less than one-third. That is, more than two-thirds aren’t buying their digital products. There’s a nuance to that calculation. In Chapter 2, we described how 45% of radio buyers said they bought digital advertising from a radio station. Yet, radio managers tell us only about 33% of their customers buy digital from them. The difference: Customers may be buying their digital products from a competing station.

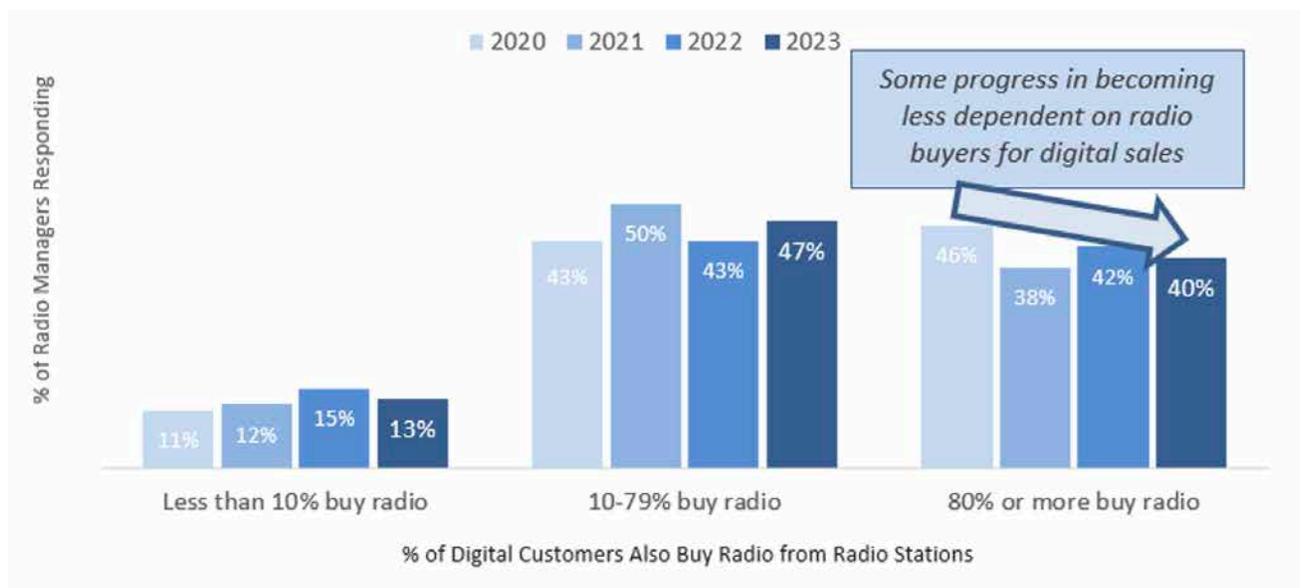
Figure 3.9: What % of a Station’s RADIO Customers Also Buy Digital?



Source: Borrell/RAB radio manager surveys; n=216 responses in 2020; 221 in 2021; 169 for 2022; 181 in 2023
© 2024 Borrell

Conversely, stations are making slight progress in bringing digital-only customers on board. Since 2020, the percentage of managers who say that the vast majority of their digital customers also buy digital has gone from 46% to 40%. The unanswered question is, are digital-only customers being converted into radio buyers? We’ll explore that in next year’s survey.

Figure 3.10: What % of a Station’s DIGITAL Customers Also Buy Radio?



Source: Borrell/RAB radio manager surveys; n=216 responses in 2020; 221 in 2021; 169 for 2022; 181 in 2023
© 2024 Borrell

CHAPTER 4

Benchmarking Radio Stations' Digital Revenue

The tables in this chapter are intended to help radio managers determine how their digital sales efforts compare with industry averages and best practices. The measurements show the ranges for revenue and market share according to peer groupings based on market size. All but 1% of radio stations reporting revenues for our surveys do so by market clusters, with the average cluster having five stations.

In 2023, the average station made \$490,455 in digital sales. Averages ranged from \$74,927 in the smallest markets to \$1,143,474 in the largest.

Figure 4.1: Average Per-Station Digital Revenue by Market Size, 2023 vs. Prior Year
(For market size rankings, see Appendix B)

	DMR Size	Stations in Sample	Average Revenue Per Station		
			2022	2023	Growth Rate
(largest)	1 to 10	360	\$ 1,143,474	\$ 1,205,735	5.4%
	11 to 20	286	\$ 903,932	\$ 964,655	6.7%
	21 to 50	519	\$ 526,142	\$ 559,587	6.4%
	51 to 100	733	\$ 343,342	\$ 363,604	5.9%
	101 to 150	560	\$ 231,698	\$ 250,983	8.3%
	151 to 200	426	\$ 202,479	\$ 222,063	9.7%
	201 to 300	472	\$ 127,804	\$ 139,464	9.1%
(smallest)	301 to 513	321	\$ 74,927	\$ 82,835	10.6%

Source: Borrell's Digital Revenue Database
© 2024 Borrell

The average market cluster made \$2,060,263. Averages ranged from \$364,426 for a small-market cluster to \$4,877,132 for large markets. The median continued to be roughly half of what the average was for each market ranking.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



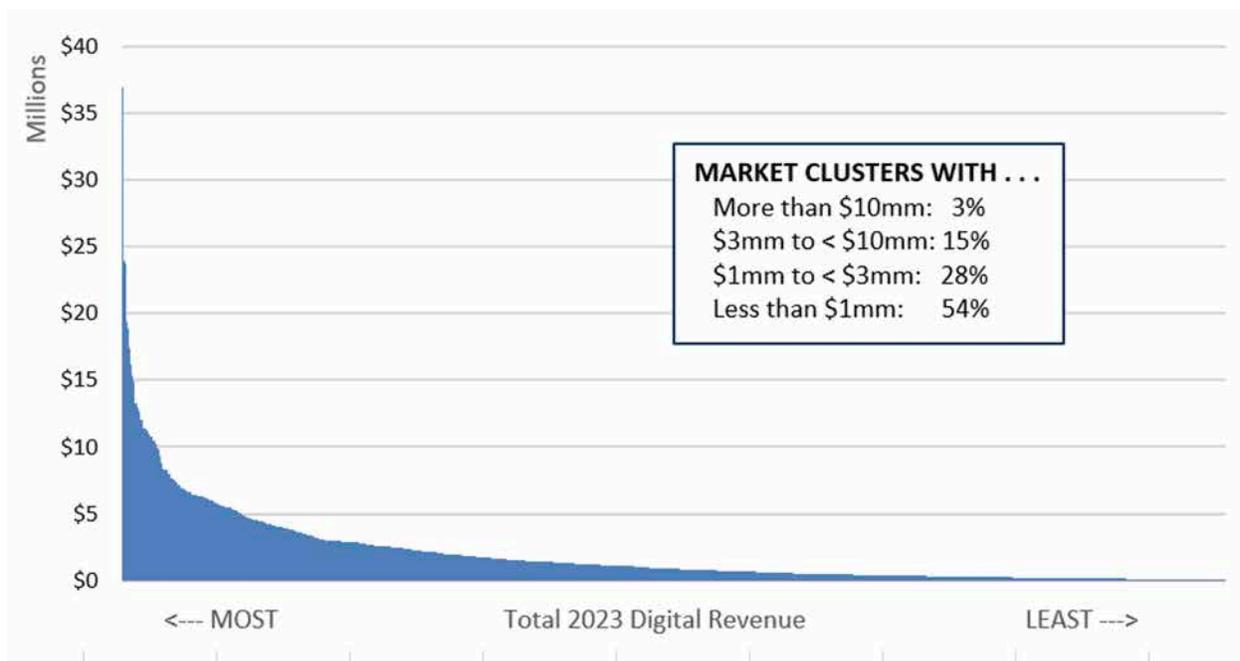
Figure 4.2: Per-Cluster Digital Revenue by Market Size, 2023

DMR Size	Sample Size		Annual Digital Revenue Per Market Cluster		
	Stations	Clusters	Avg.	Median	Best Practice*
1 to 10	360	89	\$ 4,877,132	\$ 2,641,000	\$ 22,676,924
11 to 20	286	66	\$ 4,180,171	\$ 2,292,483	\$ 16,520,436
21 to 50	519	120	\$ 2,420,214	\$ 1,232,044	\$ 9,731,881
51 to 100	733	166	\$ 1,605,554	\$ 801,782	\$ 6,687,666
101 to 150	560	118	\$ 1,191,105	\$ 589,428	\$ 5,250,387
151 to 200	426	85	\$ 1,112,928	\$ 632,146	\$ 4,747,174
201 to 300	472	96	\$ 685,700	\$ 374,700	\$ 2,552,057
301 to 513	321	73	\$ 364,246	\$ 250,910	\$ 1,448,275

*Average revenue of the five top-performing clusters in each listed peer group
Source: Borrell's Digital Revenue Database

© 2024 Borrell

Figure 4.3: 2023 Digital Revenue for 849 Market Clusters

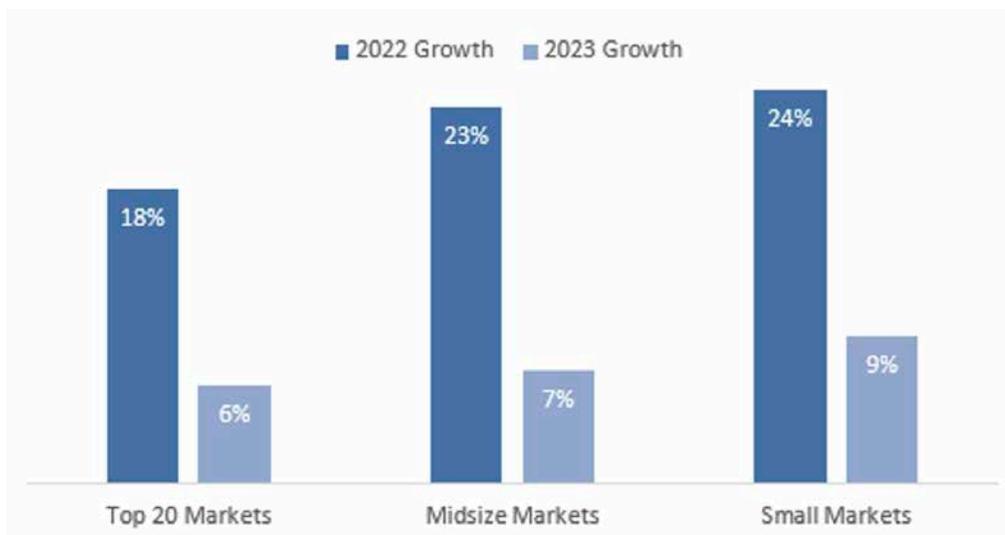


Source: Borrell's Digital Revenue Database

© 2024 Borrell

Growth rates skewed toward smaller markets enjoying more upside, though the rates weren't as disparate as we saw in 2022. Small markets averaged 9% growth, while large markets averaged 6%.

Figure 4.4: YOY Digital Growth Rates by Market Size, 2022 & 2023



Source: Borrell's Digital Revenue Database

© 2024 Borrell

Radio's Share of "Obtainable" Digital Dollars

A key measurement of digital success is how much share of Obtainable Digital Revenue it is capturing. Obtainable Digital Revenue is the total amount of digital advertising available to all competing media companies (not just radio) located in that specific market. It factors out dollars that go directly to out-of-market internet companies such as Spotify, Google, Autotrader, Amazon, Facebook, Pandora, Instagram and other out-of-market internet companies, as well as digital advertising purchased directly from programmatic platforms.

On average, 10.2% of all local advertising – representing 14.6% of all digital advertising – remains in the market, spent with locally based media companies. In 2023, this amounted to \$14.6 billion, twice the size of local radio advertising. (See Appendix A for estimates on Obtainable Digital Advertising in 513 markets.)

Individual clusters average between 1.1% and 8.7% of the obtainable share. Higher market shares skewed toward smaller markets where there was little to no competition from TV stations and waning competition from newspapers, many of which have shut down or scaled back. The highest share for a radio cluster was 44%, representing approximately \$1 million in digital revenue for that small-market cluster.

Our "best practice" shares in the table below offer a view of a market's high-end potential. In 2023, these top five share-getters in each market ranking snared four times the market share of average radio performers.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



Figure 4.5: Per-Cluster Share of Obtainable Digital Revenue by Market Size, 2023

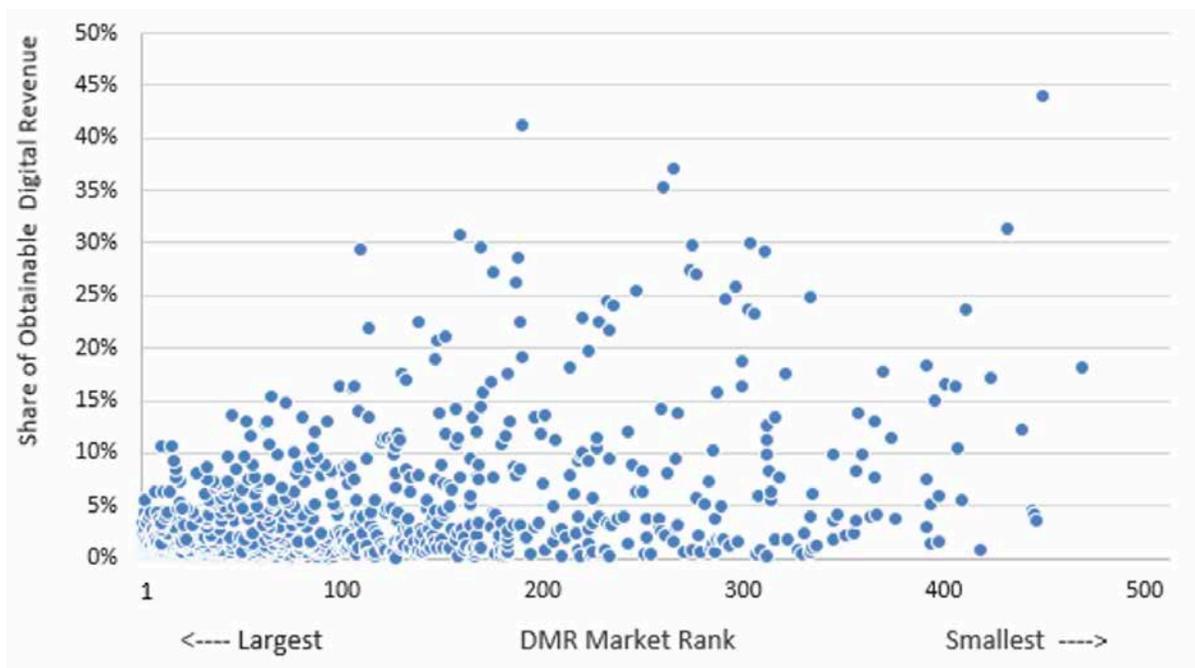
DMR Size	Sample Size		Share of In-Market Obtainable Digital Revenue		
	Stations	Clusters	Avg.	Median	Best Practice*
1 to 10	360	89	1.1%	0.7%	5.0%
11 to 20	286	66	2.1%	1.2%	9.4%
21 to 50	519	120	2.2%	1.2%	9.4%
51 to 100	733	166	3.5%	1.8%	14.5%
101 to 150	560	119	4.9%	2.7%	23.2%
151 to 200	426	85	7.1%	4.1%	30.4%
201 to 300	472	96	7.5%	3.8%	31.0%
301 to 513	321	73	8.7%	5.9%	31.5%

*Average market share for the five top-performing clusters in each listed peer group
Source: Borrell's Digital Revenue Database

© 2024 Borrell

The scattergram below illustrates the skew toward smaller markets getting larger market shares. Nearly three-fourths of radio clusters got less than 5% of obtainable digital revenue in their markets. The highest performers – those getting more than 20% – accounted for 4.4% of the total group. All are in smaller markets.

Figure 4.6: Share of In-Market Obtainable Digital Revenue in 2023 for 819 Radio Market Clusters



Source: Borrell's Digital Revenue Database

© 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



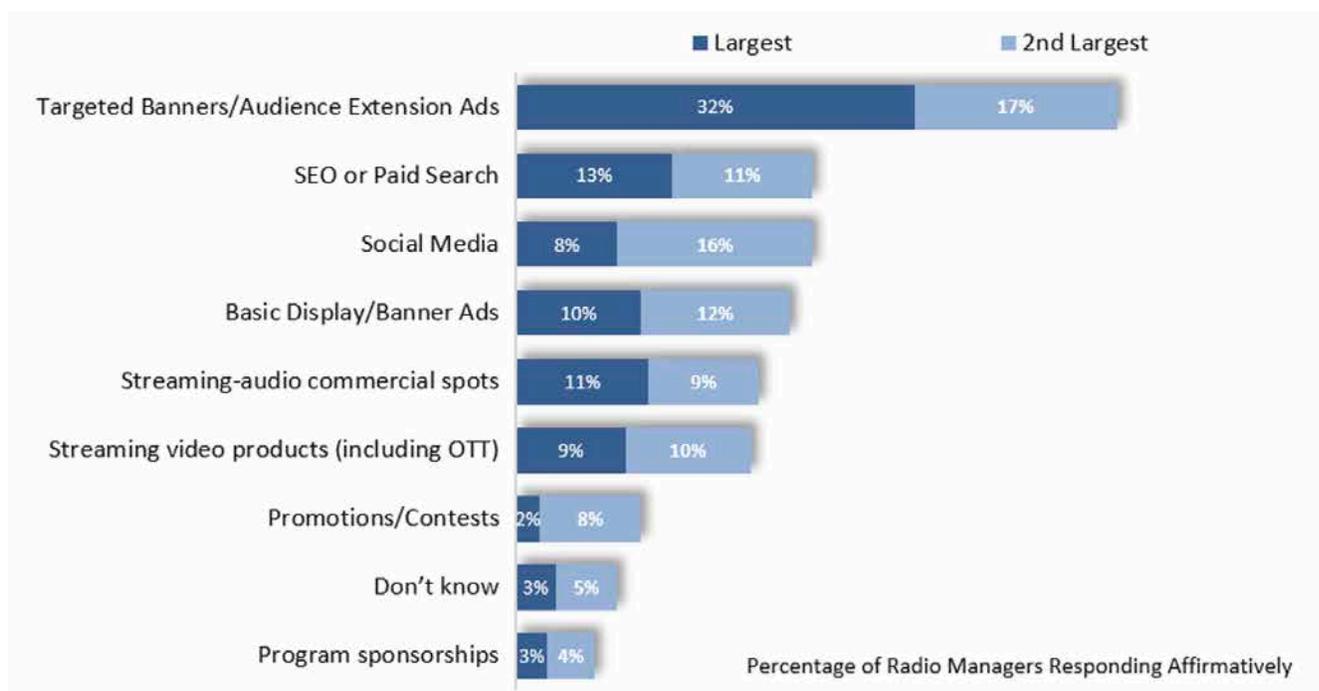
To determine your cluster’s market share and the appropriate ranking for your market, see Appendix A. DMR stands for Digital Marketing Region, a designation that encompasses 513 geographic markets where digital advertising tends to be concentrated. For the methodology behind determining DMRs and to see which counties are included in each DMR, visit <https://compass.borrellassociates.com/standardmarketdefinitions>

Key Sources of Digital Revenue for Radio Stations

Targeted banners are the leading source of revenue, with 32% of managers saying it was their top source in 2023 and 17% saying it was their number two source of revenue. This is a large drop from the previous year; 49% say targeted banners are the largest or second-largest, compared with the 65% that said so last year. SEO/Paid Search rose quickly, from 15% of managers claiming it as the first- or second-largest source to 24% claiming it in our latest survey.

Meanwhile, an interesting phenomenon has occurred. Streaming audio continues to lose ground as a leading source of digital revenue, while streaming video gains ground. If the trend continues, the radio industry could be selling more video advertising than audio advertising – at least in the digital marketplace.

Figure 4.7: Largest Sources of Digital Revenue for Radio Stations

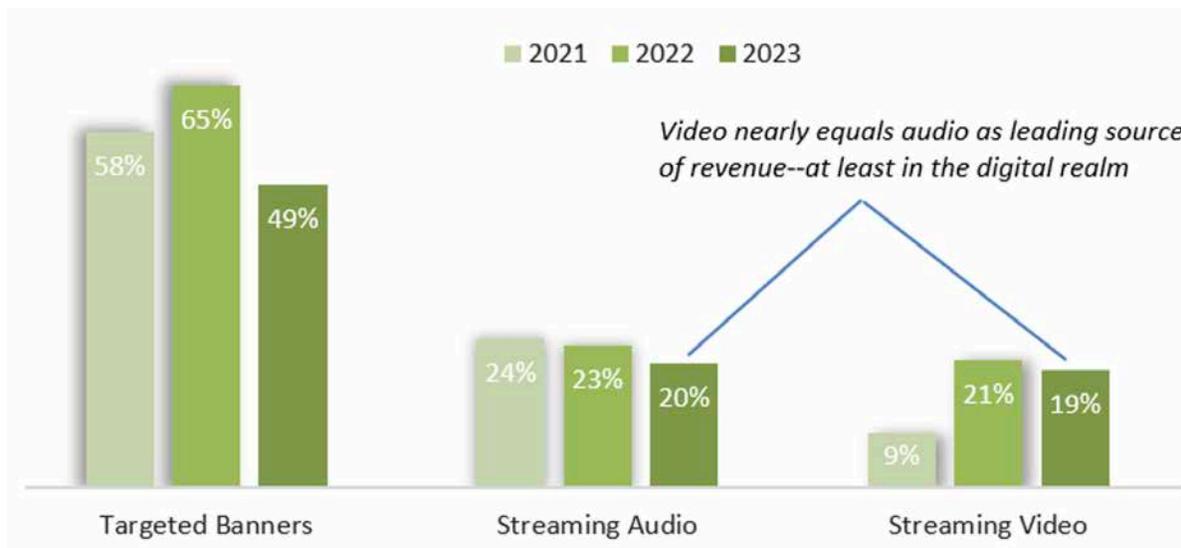


Source: 2023 Borrell/RAB survey of radio managers; n=181
© 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



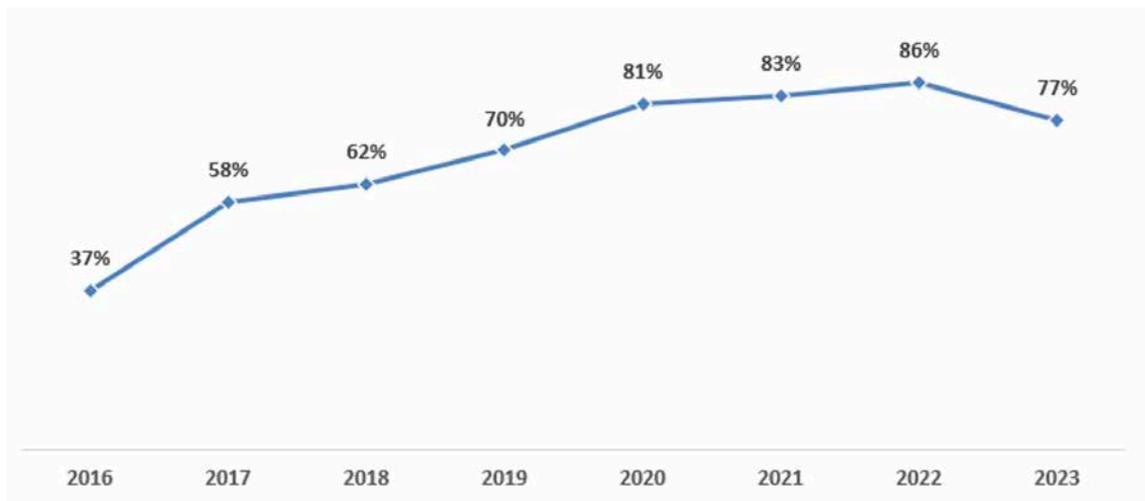
Figure 4.8: Change in 3 Key Categories of Revenue, 2021-2023
% of managers listing each as largest or second largest source of revenue



Source: 2023 Borrell/RAB survey of radio managers; n=181
 © 2024 Borrell Inc.

The percentage of stations selling digital services dropped nine points in 2023, from 86% to 77%. It was the first decline in the 14 years we've tracked participation in digital services. It could be related to the steep decline in the growth rate of overall digital sales last year, to growing competition from other radio competitors selling the same services (as evidenced by the upward curve prior to 2022 in the chart below) or growing skepticism over digital profitability, which we'll address toward the end of this chapter.

Figure 4.9: % of Stations Selling Digital Services Slips in 2023
% of stations selling digital services



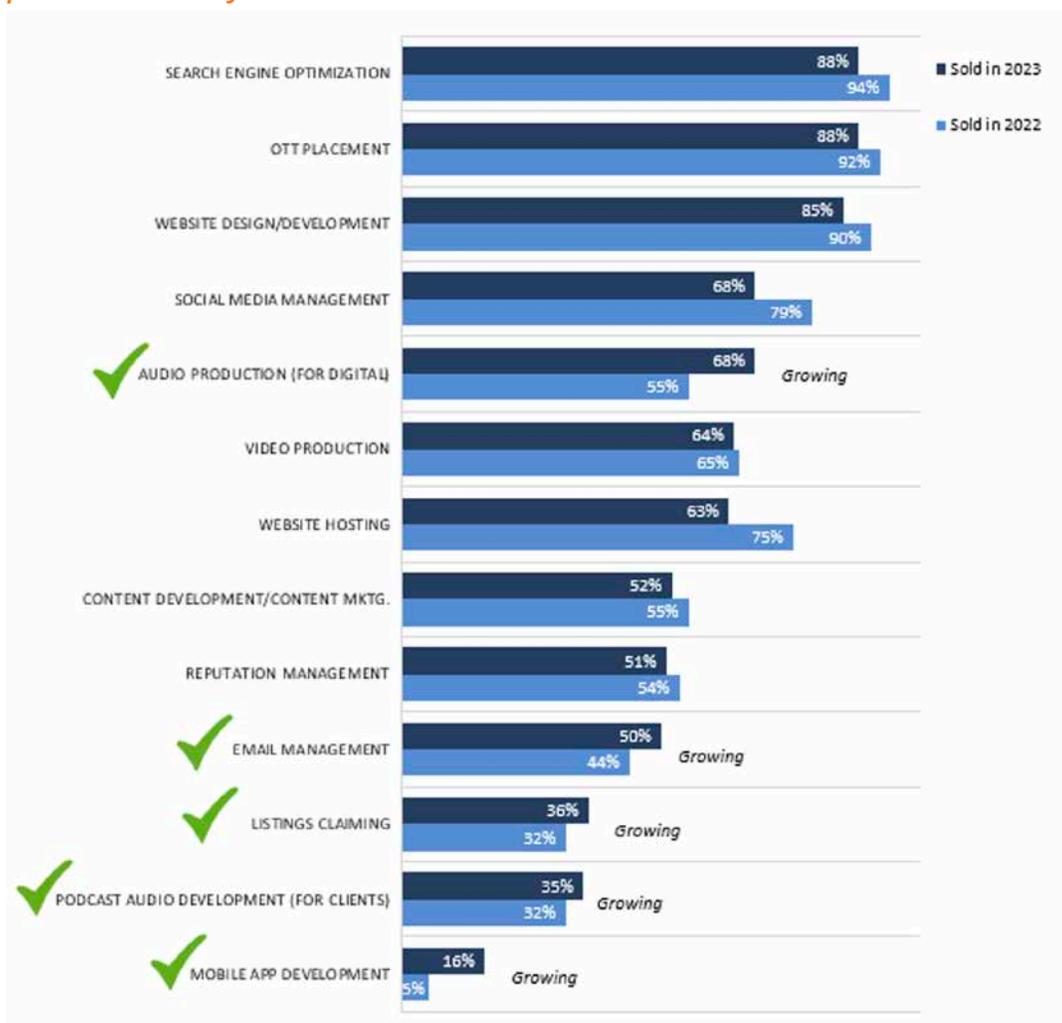
Source: Borrell/RAB radio manager surveys; n=190 responses in 2017; 126 responses in 2018; 101 in 2019; 188 in 2020; 222 in 2021; 228 in 2022; 169 in 2023; 181 in 2023
 © 2024 Borrell

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

The top three services that radio stations offer are Search Engine Optimization, OTT placement and website design.

In last year’s report, we noted that a few seem to be declining in popularity. Among them were email management, listings claiming, podcast production and mobile app development. All were “back” in 2023, as a larger percentage of managers said they were selling those services.

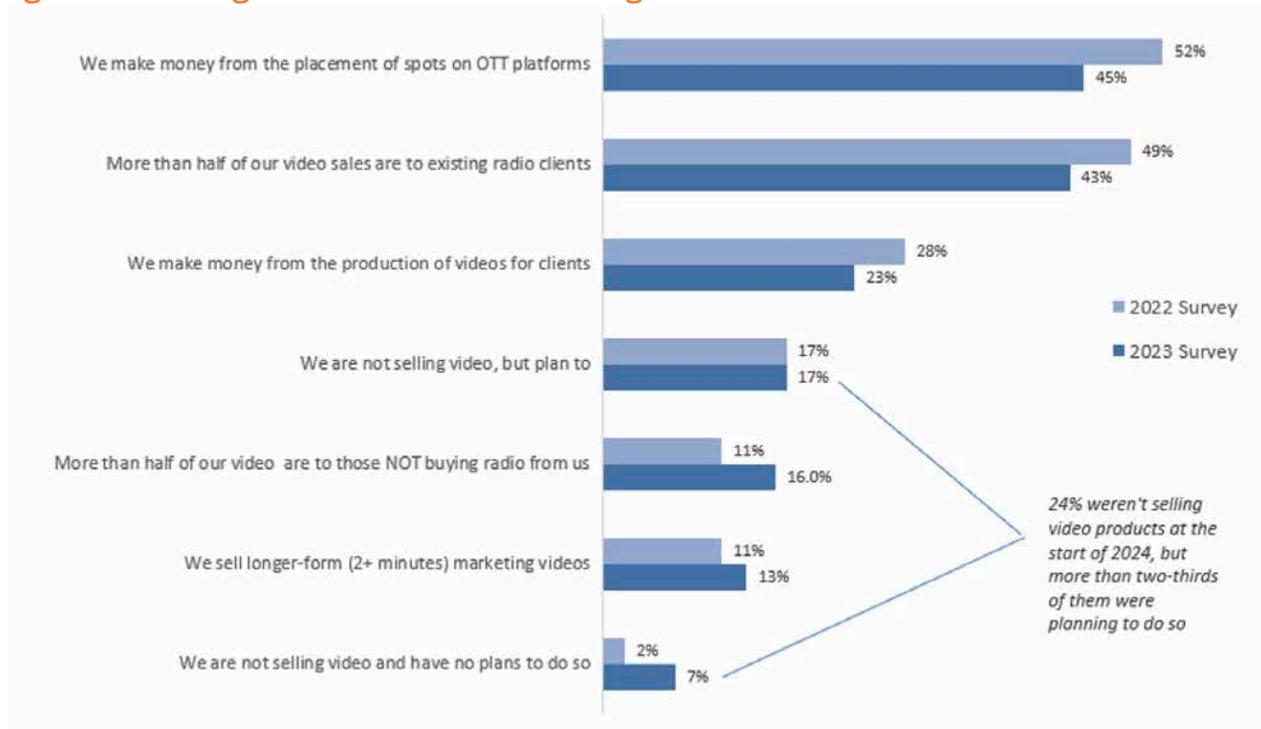
Figure 4.10: Types of Digital Services That Stations Sell
% of respondents who say their stations sell . . .



Source: Borrell/RAB survey of radio managers; n=169 in 2022; 181 in 2023
© 2024 Borrell

Streaming video is increasingly important to stations, so last year we added a question to understand how stations were making money. With two years of data, we can now see some trends. Roughly half of stations make money from the placement of OTT spot (up from last year), and the same amount say that most of their OTT clients also buy radio. We also found that 24% hadn’t jumped into the video business at all, up from 19% last year. Seven percent said they had no plans to tackle video, up from 2% last year.

Figure 4.11: Insights on Stations' Streaming Video & OTT Sales



Source: Borrell/RAB survey of radio managers; n=169 responses for 2022 and 181 responses for 2023

© 2024 Borrell

The profitability of digital revenue has been questioned since we started our benchmarking reports in 2011 – and perhaps before that. As more publicly held radio companies started reporting digital profit margins in 2023, we decided to explore further.

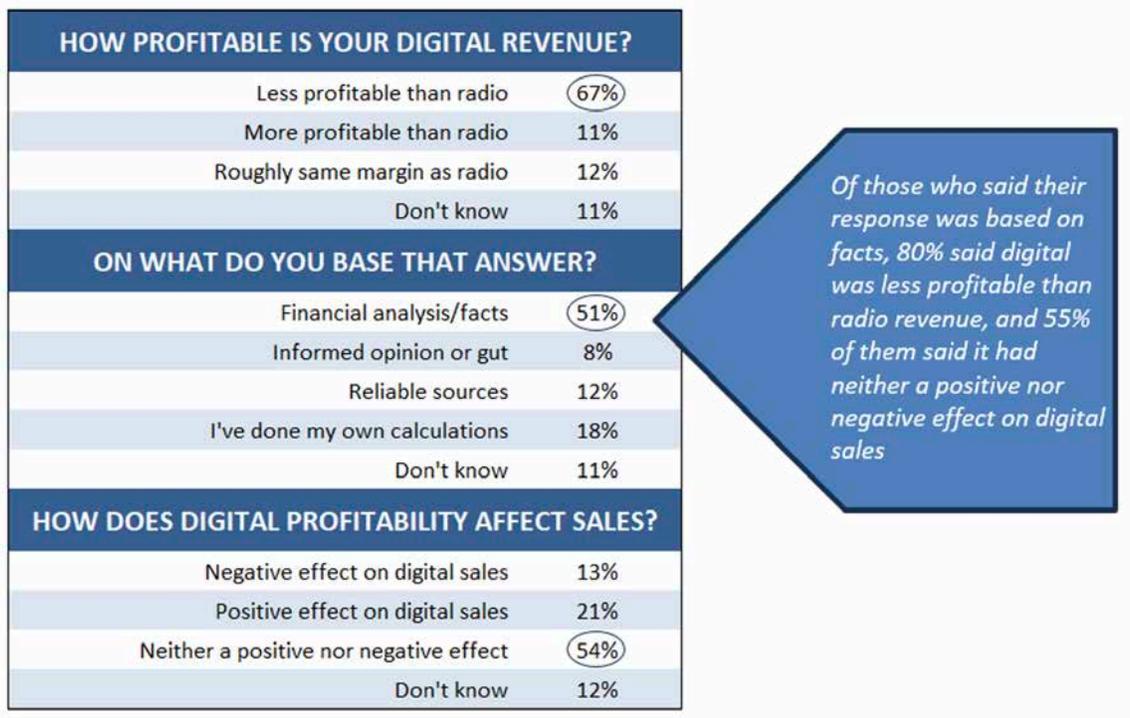
It's not so much a question of whether digital revenue is profitable, but how profitable. The assumption has been it's less profitable than core radio sales. But in its Q3 filing, iHeartMedia reported that the adjusted EBITDA margin for its digital audio group was 30.9%, outperforming its multiplatform group, which had a 23.5% margin.

There are a lot of questions about digital profitability. Our survey of 58 media organizations last fall, conducted with the Media Financial Management Association, estimated gross profit margins at 41.5% and EBITDA at 32.8%. But it also showed that few financial managers account for expenses that digital operations would otherwise incur for using core-product production equipment, office space or salaries of those involved in the creation of content that starts in the core product and winds up on websites or mobile apps.

Radio managers have their own view of digital profitability. While two-thirds believe it's less profitable than radio revenue, there seems to be a collective shrug of the shoulders as to whether it's a big deal. Most managers in our survey said the issue had neither a negative nor positive effect on sales. When we examined the responses of those who said they based their opinions on solid financial analysis (as opposed to gut), 80% said digital revenue was less profitable and 55% said it didn't influence sales.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

Figure 4.12: Digital Deemed Less Profitable Than Radio, But . . .



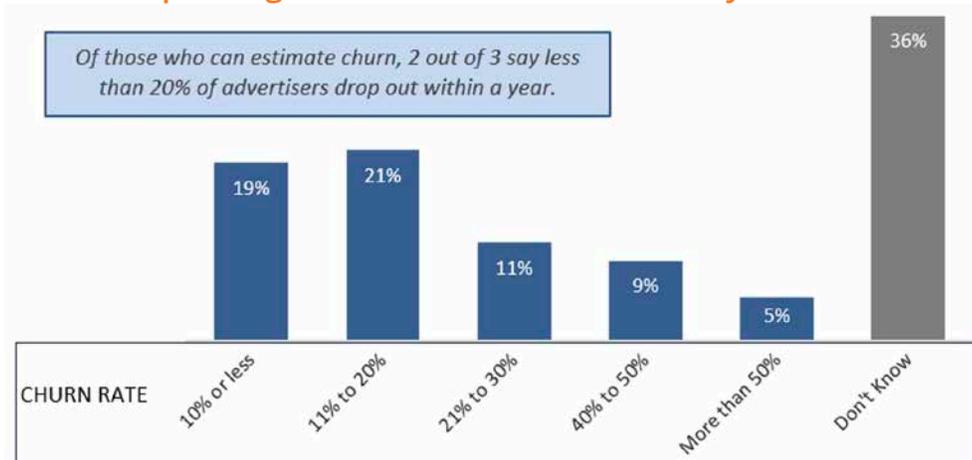
Source: 2023 Borrell/RAB survey of radio managers; n=181 responses

© 2024 Borrell

We also polled managers on whether digital customers might be churning out high rates. Turns out, fewer than one in five digital buyers drop out in a year's time. There's still a concerning issue related to churn, however. More than one-third of managers said they didn't know what their digital churn rate was.

Of those who can estimate churn, about two-thirds say that less than 20% of digital buyers drop out within 12 months. That equates to a monthly churn rate of about 1.6% or less.

Figure 4.13: Most Report Digital Churn Below 20% Annually



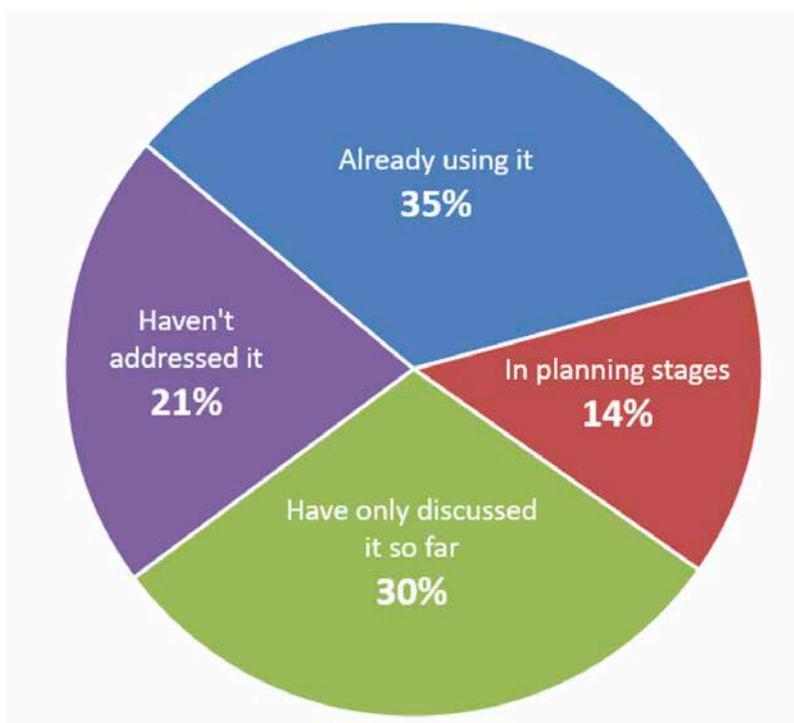
Source: 2023 Borrell/RAB survey of radio managers; n=181 responses

© 2024 Borrell

Finally, with so much buzz about Generative AI, we decided to ask radio managers what they thought. We found that roughly half of them were either already using it in some way or planning to do so. Which, of course, means that the other half are not.

This could become an issue as their own customers – radio advertisers – begin getting savvy on using Generative AI in marketing. Will stations be able to provide a solution, or at least guidance? Our survey of 571 radio buyers showed that 45% are already using Generative AI or looking into it. What's interesting is that they plan to use it to do the things they've had media sales reps to do for them. Top among advertisers' plans for Generative AI are writing advertising copy and identifying target audiences.

Figure 4.14: How Stations Are Preparing for Generative AI



Source: 2023 Borrell/RAB survey of radio managers; n=181

© 2024 Borrell

Of those already using Generative AI, only one-third say they have a best-practices policy in place at their stations. When we asked for comments, we heard, "I think there's an underlying 'use this appropriately,' but I haven't seen a "best practices policy." Another wrote that the company rule was that "no pure AI content can be used" unless "significant changes to content" are made by the station.



The Digital Political Ad Opportunity: CTV and OTT

The 2024 election will bring billions of advertising dollars into local markets for linear and digital. According to industry projections, the fastest-growing digital tactic for the year ahead will be CTV and OTT. An increase in spending delivers enormous opportunities for local media sellers. In addition to selling radio spots, you should recommend CTV and OTT with every proposal. Here's why.

1 / Consumers Watch Differently Now

How people consume content has changed dramatically, even since the 2020 election. Streaming is outpacing linear TV regarding total watch time and hours spent.

Media buyers are shifting some of their budgets to streaming, but many still plan bigger buys on local TV. It's not that this channel isn't viable. However, the allocation of ad dollars hasn't moved at the pace of consumer preferences. If you run into this as an objection, make these points:

- Streaming viewership is rising and has overtaken traditional TV.
- Most new accounts for streaming are ad supported, and every platform has this option.
- OTT/CTV ads are targetable based on demographics, location and interests.
- Most OTT/CTV ads aren't skippable.

2 / Digital Helps You Increase Total Campaign Revenue

When selling radio spot ads to candidates, you are subject to Federal Communications Commission rules regarding pricing. Even though the spots are in high demand, what you can charge for them must follow regulations. Digital ads aren't subject to this, so adding OTT/CTV and other tactics increases the campaign revenue.

In addition to OTT/CTV, you can suggest display ads, geofencing, video ads, social media ads and streaming audio. Keep in mind that political is a restricted category in programmatic display, so your third-party digital solution must be able to accept these ads.

3 / Ads Can Serve on Premium Content

Another point to make with political media buyers is that there continues to be an abundance of premium inventory for local ads to run on. More programming and more watching have accelerated each streamer's library.

Since many are watching on ad-supported subscriptions, there is plenty of inventory for these ads. Be sure that this is the case for your OTT/CTV sales with technology that traffics ads to premium content.

Capture Political Dollars in 2024 with Marketron NXT

With so much revenue potential in political advertising, you'll need a third-party digital platform built for media companies. NXT has all the features you need in a simple, intuitive solution. It's easy to use, integrated, modern and optimized. See how it works today.

[Request a NXT Demo](#)



CONCLUSIONS

There's no denying that digital advertising represents perhaps the best opportunity for growth and stability. Revenue from radio spots decreased in 2023 and is likely to do so in 2024, while revenue from digital products continues to grow. It's not small potatoes anymore, either. The average station made nearly a half-million dollars last year from digital sales, while the average cluster cracked \$2 million for the first time.

Still, there's the concern that last year's sales grew at roughly one-third the rate that most stations had budgeted. Why the miss? It would be easy to blame it on an overall economic slowdown in the last half of 2023. We think there's more at play.

One reason may be the shift from "forced" digital sales to including a digital component only where it makes sense. Could it be time to switch back to a companywide initiative to try to include a digital component in every pitch? Perhaps.

This year might be viewed as a "gap year" – a year when stations focus on filling a few gaps if they want to return to double-digit growth rates.

GAP #1: At least half of a station's existing customers aren't buying its digital products. This represents, of course, the obvious opportunity to sell them digital products. But these "nondigital" radio customers may present a more critical opportunity. They're twice as likely to be planning to cut something this year (could radio be on the block?). They're also more likely to be marketing novices seeking advice in an increasingly confusing marketing environment. Radio could fill that gap. Prior surveys have shown that local ad buyers rate radio sales reps the highest for overall marketing savvy.

GAP #2: Sales by existing staff may have reached a saturation point. Three facts suggest this: 1) Digital growth rates dropped to single digits last year after a decade of double-digit growth; 2) Radio managers have begun telling us that hiring new staff, not training existing reps, is the best way to drive digital sales; managers have also begun signaling that their staffs' ability to sell digital products is waning.

GAP #3: Advertisers want new products this year, and the industry is short on them. Banner ads, SEM/SEO, and social media have been stations' biggest sources of revenue. All but O&O banners are commoditized; thus, prices will be competitive and low-margin. The problem/opportunity is, 41% of radio buyers are looking to buy something new this year, and it's probably not the products stations are pushing most. Three digital products are at the top of radio advertisers' "new" list: streaming audio, streaming video, and mobile SMS/text messaging. It might be time to give those products more focus. It may also be time to explore innovative marketing products. New products are typically aimed at new customers, which means more new products could lead to more new customers.

Gap #4: It's time to revisit or at least recommunicate the digital strategy. How is it possible that 29% of managers say their company doesn't have a digital strategy, don't know whether the strategy is working, or don't even know if they have a strategy? The slippage in confidence in strategies from "brilliant/good" to "fair/poor" is also a red flag.

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



APPENDIX A

Obtainable Digital Revenue in 2023 for 513 U.S. Markets

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
--------------------------	-------------	----------------------------	--

ALASKA

Anchorage	117	\$24,535,281	14.3%
Fairbanks	252	\$5,953,644	11.5%
Juneau	391	\$3,047,662	15.2%
Ketchikan Gateway	492	\$878,579	13.7%

ALABAMA

Anniston	275	\$6,268,353	13.6%
Birmingham	57	\$59,470,277	14.8%
Dothan	196	\$10,732,194	14.1%
Florence	295	\$5,378,952	13.7%
Hamilton	452	\$1,349,294	12.0%
Huntsville	84	\$34,679,492	12.9%
Mobile	120	\$34,062,617	20.5%
Montgomery	141	\$16,158,817	13.0%
Monroeville	471	\$1,243,847	13.9%
Selma	444	\$1,584,391	12.3%

ARKANSAS

Bentonville	209	\$9,173,779	13.1%
Bluff City	462	\$1,391,698	13.6%
El Dorado	413	\$2,353,040	13.3%
Fayetteville	214	\$7,953,211	11.6%
Fort Smith	226	\$9,588,792	14.7%
Hope	495	\$1,146,727	19.7%
Hot Springs	353	\$4,829,579	18.6%
Jonesboro	314	\$5,312,778	15.1%
Little Rock	50	\$56,782,598	12.1%
Mountain Home	442	\$2,181,595	16.7%
Paragould	439	\$2,354,016	17.8%
Pine Bluff	424	\$2,893,833	18.4%
Russellville	415	\$3,417,243	19.6%

ARIZONA

Phoenix	11	\$225,126,190	12.5%
Tucson	66	\$39,610,447	11.5%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
CALIFORNIA			
Bakersfield	97	\$25,503,233	11.7%
Chico	257	\$6,996,255	13.8%
Eureka	347	\$3,989,380	14.9%
Fresno	90	\$37,706,411	15.9%
Lake Tahoe	91	\$32,675,312	14.0%
Los Angeles	2	\$762,671,804	15.2%
Modesto	127	\$16,724,123	10.9%
Oakland	27	\$104,369,802	12.6%
Redding	248	\$7,088,515	13.2%
Riverside	22	\$105,879,757	11.3%
Sacramento	33	\$101,917,442	14.2%
Salinas	108	\$26,366,662	13.2%
San Diego	16	\$182,101,830	14.6%
San Francisco	20	\$158,945,703	14.8%
San Jose	34	\$84,863,959	11.9%
Santa Rosa	94	\$30,992,530	13.8%
Yuba City	310	\$3,301,857	9.2%
COLORADO			
Alamosa	473	\$672,344	7.7%
Colorado Springs	70	\$44,590,374	13.6%
Columbine	387	\$4,477,781	21.5%
Denver	12	\$193,643,830	12.8%
Durango	210	\$9,203,791	13.2%
Fort Collins	133	\$17,273,079	12.4%
Greeley	172	\$11,195,728	11.7%
Hugo	485	\$973,037	13.7%
Montrose	182	\$14,518,623	17.4%
Rio Blanco	237	\$8,494,067	14.1%
Vail	329	\$5,667,803	19.0%
CONNECTICUT			
Hartford	53	\$56,877,474	13.0%
New Haven	29	\$123,815,867	15.5%
New London	159	\$20,338,549	19.2%
DISTRICT OF COLUMBIA			
Washington D.C.	5	\$340,941,230	15.1%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
--------------------------	-------------	----------------------------	--

DELAWARE

Wilmington	54	\$52,198,215	12.3%
------------	----	--------------	-------

FLORIDA

Cape Coral	47	\$62,207,024	11.6%
------------	----	--------------	-------

Daytona Beach	60	\$45,655,627	12.0%
---------------	----	--------------	-------

Fort Walton Beach	161	\$17,780,109	16.9%
-------------------	-----	--------------	-------

Gainesville	132	\$17,130,814	12.3%
-------------	-----	--------------	-------

Jacksonville	43	\$101,402,987	17.4%
--------------	----	---------------	-------

Miami	6	\$261,565,360	11.9%
-------	---	---------------	-------

Ocala	174	\$9,253,905	9.9%
-------	-----	-------------	------

Orlando	15	\$181,569,884	14.4%
---------	----	---------------	-------

Panama City	207	\$11,106,088	15.8%
-------------	-----	--------------	-------

Pensacola	137	\$16,892,765	12.6%
-----------	-----	--------------	-------

Sarasota	78	\$38,045,676	12.8%
----------	----	--------------	-------

Tallahassee	122	\$18,206,106	11.2%
-------------	-----	--------------	-------

Tampa	18	\$142,889,362	12.2%
-------	----	---------------	-------

West Palm Beach	23	\$136,886,642	14.9%
-----------------	----	---------------	-------

GEORGIA

Albany	291	\$8,431,506	20.7%
--------	-----	-------------	-------

Americus	438	\$2,352,579	17.5%
----------	-----	-------------	-------

Athens	220	\$13,409,000	20.1%
--------	-----	--------------	-------

Atlanta	4	\$405,391,092	15.9%
---------	---	---------------	-------

Augusta	128	\$28,505,580	19.4%
---------	-----	--------------	-------

Brunswick	282	\$6,717,385	15.2%
-----------	-----	-------------	-------

Columbus	188	\$10,275,712	12.8%
----------	-----	--------------	-------

Dublin	332	\$3,433,350	11.8%
--------	-----	-------------	-------

Hazelhurst	457	\$1,922,870	18.1%
------------	-----	-------------	-------

LaGrange	359	\$3,482,806	13.6%
----------	-----	-------------	-------

Macon	158	\$13,158,652	12.4%
-------	-----	--------------	-------

Mountain City	405	\$2,376,525	12.8%
---------------	-----	-------------	-------

Opelika	276	\$5,356,975	11.8%
---------	-----	-------------	-------

Savannah	131	\$22,479,873	15.9%
----------	-----	--------------	-------

Sparta	386	\$2,579,143	12.3%
--------	-----	-------------	-------

Statesboro	362	\$3,279,224	13.1%
------------	-----	-------------	-------

Tifton	316	\$3,784,351	11.0%
--------	-----	-------------	-------

Valdosta	289	\$4,582,213	11.1%
----------	-----	-------------	-------

Washington	456	\$1,353,900	12.7%
------------	-----	-------------	-------

Waycross	380	\$3,971,032	17.9%
----------	-----	-------------	-------

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
HAWAII			
Honolulu	63	\$44,325,848	12.2%
IOWA			
Bedford	455	\$1,514,357	13.8%
Burlington	341	\$2,472,993	8.8%
Cedar Rapids	100	\$39,348,546	18.7%
Cresco	371	\$3,842,622	16.2%
Davenport	170	\$17,378,357	17.8%
Des Moines	56	\$45,739,382	11.4%
Dickinson	407	\$2,538,587	13.7%
Dubuque	233	\$11,552,856	18.6%
Fort Dodge	317	\$7,918,489	23.0%
Keokuk	464	\$2,154,974	21.3%
Lancaster	325	\$4,051,759	13.0%
Mason City	357	\$4,275,022	16.7%
Ottumwa	337	\$4,756,851	16.7%
Sheldon	402	\$3,662,189	19.2%
Sioux City	218	\$9,678,054	14.4%
IDAHO			
Boise	106	\$25,143,835	12.5%
Coeur d'Alene	212	\$9,355,197	13.7%
Idaho Falls	195	\$9,803,279	12.6%
Moscow	333	\$3,398,866	11.7%
Nampa	239	\$6,058,201	10.3%
Pocatello	355	\$2,715,311	10.5%
Twin Falls	311	\$5,754,954	16.2%
ILLINOIS			
Bloomington-Normal	224	\$11,617,434	17.7%
Carbondale	350	\$4,083,518	15.5%
Champaign	179	\$12,184,302	14.2%
Charleston	418	\$2,874,936	17.0%
Chicago	3	\$344,656,087	12.6%
Harrisburg	313	\$4,320,352	12.2%
Moline	223	\$11,467,425	17.5%
Mount Vernon	429	\$2,288,114	15.4%
Newton	500	\$952,797	19.4%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
Peoria	165	\$18,151,597	17.5%
Quincy	370	\$4,017,222	16.9%
Rockford	72	\$51,586,937	16.0%
Springfield	143	\$23,460,753	19.2%
Vandalia	367	\$5,043,066	20.9%
Vincennes	501	\$1,128,986	23.9%
INDIANA			
Bloomington	231	\$8,966,525	14.2%
Elkhart	213	\$7,036,860	10.3%
Evansville	160	\$16,461,997	15.7%
Fort Wayne	102	\$32,885,217	15.7%
Gary	116	\$21,956,086	12.6%
Indianapolis	38	\$82,145,687	12.4%
Jasper	232	\$11,947,908	19.2%
Kokomo	328	\$4,469,377	14.7%
Lafayette	200	\$6,742,407	9.1%
Muncie	177	\$12,354,620	13.7%
Richmond	305	\$5,153,333	13.7%
South Bend	135	\$22,903,167	16.8%
Terre Haute	312	\$5,549,840	15.7%
KANSAS			
Dodge City	448	\$1,944,296	15.8%
Emporia	458	\$1,488,863	14.1%
Fort Scott	431	\$2,822,766	19.5%
Garden City	433	\$1,720,087	12.1%
Grinnell	507	\$644,088	17.5%
Independence	383	\$4,267,609	20.0%
Lamed	469	\$2,090,304	22.0%
Liberal	490	\$927,113	14.1%
Manhattan	319	\$4,531,309	13.5%
Salina	335	\$5,078,819	17.8%
Seldon	509	\$374,711	12.8%
Stockton	396	\$2,832,115	14.5%
Wichita	104	\$26,978,554	12.9%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
KENTUCKY			
Bowling Green	230	\$9,604,113	15.2%
Columbia	446	\$1,465,516	11.8%
Danville	422	\$2,765,059	17.5%
Frankfort	394	\$3,659,092	18.6%
Greenville	466	\$2,019,915	20.5%
Hazard	474	\$1,042,560	12.1%
Hopkinsville	356	\$4,791,789	18.6%
Lexington	88	\$37,413,354	15.5%
Louisville	55	\$55,331,714	13.4%
Monticello	398	\$3,837,818	19.8%
Owensboro	340	\$4,779,511	17.0%
Paducah	315	\$6,624,668	19.2%
Paintsville	447	\$1,765,688	14.3%
Sandy Hook	320	\$5,391,468	16.2%
Williamsburg	397	\$2,623,451	13.5%
LOUISIANA			
Alexandria	255	\$6,478,027	12.7%
Baton Rouge	86	\$41,816,917	16.2%
Houma	264	\$7,643,131	15.7%
La Place	354	\$2,602,109	10.1%
Lafayette	109	\$33,652,980	17.1%
Lake Charles	186	\$13,612,380	16.7%
Monroe	173	\$11,380,742	12.1%
Natchitoches	390	\$3,636,728	18.0%
New Orleans	81	\$49,691,526	17.0%
Shreveport	139	\$16,561,237	12.8%
St. Joseph	499	\$569,442	11.4%
MASSACHUSETTS			
Boston	7	\$376,697,303	17.3%
Springfield	126	\$22,721,943	14.4%
Worcester	98	\$29,623,476	13.6%
MARYLAND			
Baltimore	48	\$66,319,440	12.9%
Hagerstown	58	\$59,325,040	14.8%
Salisbury	250	\$11,405,154	21.5%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
MAINE			
Aroostook	450	\$2,122,019	17.6%
Bangor	229	\$10,505,240	16.6%
Portland	87	\$44,968,323	18.5%
MICHIGAN			
Alpena	479	\$1,366,122	16.9%
Battle Creek	261	\$5,160,612	10.5%
Bay City	254	\$8,962,930	17.5%
Benton Harbor	263	\$8,402,239	17.3%
Cheboygan	400	\$3,043,242	15.8%
Detroit	14	\$265,293,055	19.9%
Flint	148	\$20,828,847	17.9%
Grand Rapids	65	\$55,963,584	16.1%
Houghton	454	\$1,347,336	12.1%
Kalamazoo	201	\$15,943,929	21.7%
Lansing	113	\$28,578,823	15.3%
Marquette	339	\$5,947,502	21.0%
Mount Pleasant	330	\$3,284,583	11.1%
Roscommon	441	\$1,727,726	13.1%
Saginaw	267	\$10,532,438	21.7%
Sault Ste. Marie	363	\$5,452,416	21.9%
Traverse City	206	\$11,090,139	15.4%
MINNESOTA			
Brainerd	331	\$6,942,426	23.5%
Detroit Lakes	345	\$3,749,828	14.0%
Duluth	169	\$19,533,939	20.0%
Fairmont	493	\$1,440,662	22.7%
Faribault	322	\$6,938,046	21.6%
Jackson	287	\$6,224,883	14.9%
Marshall	377	\$3,558,016	15.5%
Minneapolis-Saint Paul	17	\$168,368,773	14.0%
Mission Creek	321	\$5,295,748	16.4%
Owatonna	381	\$3,395,836	15.7%
Ponemah	403	\$4,149,434	22.0%
Rochester	180	\$17,302,726	20.3%
St. Cloud	191	\$8,195,039	10.4%
Willmar	253	\$10,651,440	20.6%
Woodbury	301	\$4,972,724	13.0%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
MISSOURI			
Albany	487	\$1,072,370	15.2%
Cape Girardeau	244	\$11,765,089	21.4%
Columbia	193	\$11,741,426	14.9%
Forsyth	309	\$4,993,531	13.8%
Jefferson City	246	\$10,174,843	18.7%
Joplin	283	\$6,286,505	14.4%
Kansas City	25	\$153,278,267	17.5%
Kennett	483	\$1,244,431	17.0%
Mountain View	459	\$2,078,833	19.7%
New London	416	\$3,846,399	22.1%
Poplar Bluff	417	\$3,155,855	18.7%
Rolla	286	\$9,118,059	21.5%
Roubidoux	408	\$2,792,343	15.1%
Springfield	129	\$25,490,827	17.4%
St. Louis	19	\$174,083,047	15.9%
Warsaw	482	\$1,164,564	15.9%
Wildwood	348	\$5,235,093	19.6%
MISSISSIPPI			
Biloxi	155	\$21,600,121	19.7%
Clarksdale	327	\$3,467,980	11.4%
Columbus	290	\$6,618,162	16.1%
Greenville	336	\$3,329,122	11.6%
Greenwood	389	\$2,964,943	14.6%
Hattiesburg	235	\$7,624,307	12.4%
Jackson	105	\$27,477,057	13.6%
Meridian	323	\$4,141,441	13.1%
Tupelo	242	\$7,643,450	13.7%
Tylertown	136	\$21,552,756	15.9%
Water Valley	272	\$6,719,895	14.2%
Woodville	437	\$1,884,376	13.7%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
MONTANA			
Billings	228	\$15,377,078	23.7%
Bozeman	221	\$8,508,005	12.8%
Butte	392	\$4,571,971	22.9%
Glasgow	497	\$865,531	16.0%
Glendive	453	\$1,798,852	16.1%
Great Falls	199	\$12,090,727	16.1%
Hinsdale	510	\$331,217	12.5%
Missoula	197	\$18,480,393	24.4%
Redstone	445	\$1,567,989	12.4%
Sundance	256	\$9,204,563	18.1%
NORTH CAROLINA			
Ahoskie	489	\$777,992	11.8%
Asheville	121	\$25,446,581	15.5%
Boone	251	\$8,594,611	16.3%
Charlotte	35	\$100,686,726	14.7%
Cheoah	460	\$1,179,669	11.2%
Fayetteville	150	\$21,740,638	19.5%
Franklin	361	\$4,076,602	16.3%
Greensboro	45	\$90,549,076	16.8%
Greenville	192	\$10,512,399	13.4%
Havelock-New Bern	334	\$4,129,134	14.3%
Henderson	436	\$2,076,466	15.1%
Hickory	222	\$9,308,443	14.1%
Jacksonville	240	\$6,540,723	11.7%
Kinston	225	\$8,868,676	13.6%
Monroe	203	\$11,439,069	15.8%
Raleigh-Durham	37	\$77,494,440	11.7%
Rocky Mount	326	\$3,393,174	11.0%
Sanford	265	\$6,610,514	13.6%
Statesville	204	\$8,584,108	11.9%
Wilmington	140	\$17,161,140	13.4%
NORTH DAKOTA			
Bismarck	234	\$8,759,362	14.1%
Fargo	168	\$14,901,064	14.8%
Grand Forks	259	\$6,601,610	13.3%
Medina	478	\$1,086,098	12.9%
Minot	364	\$4,137,114	16.7%
Rolette	502	\$634,866	13.5%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
NEBRASKA			
Columbus	410	\$3,584,854	19.6%
Grand Island	379	\$3,681,914	16.4%
Hastings	365	\$2,970,809	12.1%
Kearney	346	\$4,746,756	17.7%
Lincoln	134	\$29,416,633	21.3%
Norfolk	378	\$2,756,008	12.2%
North Platte	366	\$2,470,671	10.2%
Omaha	64	\$59,794,707	16.6%
Oxford	504	\$586,926	13.0%
Scottsbluff	406	\$2,493,168	13.4%
Sidney	215	\$1,535,950	2.2%
Stuart	503	\$611,223	13.2%
NEW HAMPSHIRE			
Keene	281	\$6,078,766	13.7%
Manchester	83	\$47,603,940	16.8%
Portsmouth	96	\$35,535,158	16.0%
NEW JERSEY			
Atlantic City	42	\$82,419,351	13.7%
Edison	49	\$59,146,172	12.6%
Newark	24	\$101,257,684	11.3%
Trenton	110	\$26,259,985	13.7%
NEW MEXICO			
Albuquerque	75	\$40,910,023	13.4%
Clovis	385	\$1,427,999	6.7%
Roswell	427	\$2,389,960	15.9%
Santa Fe	176	\$16,807,427	18.4%
NEVADA			
Elko	409	\$3,534,628	19.2%
Las Vegas	31	\$173,656,956	22.9%
Reno	89	\$30,394,014	12.6%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



2023 Obtainable Digital Advertising Estimates

Digital Marketing Region Market Rank Obtainable Digital Revenue "Obtainable" as % of All Local Digital Advertising in Market

NEW YORK

Albany	73	\$43,822,851	13.6%
Binghamton	151	\$17,946,618	16.2%
Buffalo	59	\$52,103,873	13.2%
Kingston	198	\$10,473,824	13.9%
Lake Placid	302	\$4,840,304	12.7%
Massena	382	\$2,865,797	13.2%
Middletown	153	\$25,631,895	23.3%
New York	1	\$718,399,972	14.2%
Otsego	374	\$3,038,894	13.2%
Poughkeepsie	152	\$21,925,878	19.9%
Rochester	69	\$46,834,233	14.2%
Saratoga Springs	164	\$19,756,029	19.0%
Syracuse	92	\$34,305,761	14.7%
Utica	187	\$16,960,108	20.9%
Watertown	271	\$7,062,422	14.8%

OHIO

Athens	349	\$3,008,523	11.4%
Canton	101	\$44,286,635	21.0%
Chillicothe	358	\$3,549,981	13.8%
Cincinnati	44	\$113,592,175	20.1%
Cleveland	21	\$163,503,676	15.8%
Columbus	28	\$124,930,660	15.1%
Dayton	80	\$46,557,117	15.9%
Findlay	298	\$8,362,337	21.5%
Hamilton	119	\$30,326,038	18.2%
Lima	241	\$12,146,983	21.7%
Mansfield	262	\$6,615,951	13.6%
Portsmouth	404	\$3,652,239	19.4%
Sidney	384	\$4,425,019	20.8%
Toledo	93	\$29,612,927	13.1%
Youngstown	130	\$19,771,791	13.7%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
OKLAHOMA			
Altus	476	\$1,133,386	13.3%
Alva	477	\$1,332,297	15.6%
Ardmore	368	\$5,139,075	21.4%
Broken Bow	475	\$1,340,936	15.6%
Cheyenne	435	\$2,383,931	17.1%
Enid	421	\$1,820,843	11.4%
Lawton	306	\$6,175,784	16.5%
McAlester	430	\$2,341,376	16.0%
Oklahoma City	52	\$55,038,899	12.1%
Tulsa	67	\$46,988,721	13.8%
OREGON			
Bend	205	\$8,252,462	11.5%
Corvallis	299	\$4,479,910	11.7%
Eugene	138	\$29,327,923	22.2%
Medford	163	\$17,244,716	16.5%
Moro	428	\$2,806,693	18.6%
Pendleton	372	\$4,194,239	17.7%
Portland	36	\$128,370,369	18.8%
Roseburg	308	\$7,526,753	20.7%
Salem	142	\$16,227,453	13.2%
PENNSYLVANIA			
Altoona	296	\$7,520,446	19.2%
Erie	166	\$23,937,841	23.2%
Harrisburg	107	\$26,706,234	13.4%
Johnstown	293	\$8,055,860	20.3%
Lebanon	115	\$26,300,503	14.8%
Philadelphia	10	\$345,494,316	18.0%
Pittsburgh	32	\$113,470,017	15.2%
State College	154	\$15,462,660	14.1%
Warren	426	\$1,857,555	12.3%
Wilkes-Barre	51	\$63,619,323	13.6%
Williamsport	307	\$5,552,314	15.2%
York	118	\$25,037,578	14.6%
RHODE ISLAND			
Providence	77	\$44,555,134	15.0%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
SOUTH CAROLINA			
Charleston	82	\$43,096,942	15.1%
Columbia	79	\$47,198,197	16.0%
Florence	278	\$8,929,182	19.8%
Greenville-Spartanburg	71	\$52,211,123	16.0%
Hilton Head Island	202	\$7,473,900	10.2%
Myrtle Beach	146	\$15,501,157	12.9%
Rock Hill	185	\$9,927,127	12.1%
SOUTH DAKOTA			
Aberdeen	375	\$3,693,802	16.0%
Brookings	352	\$3,121,913	12.0%
Carlock	512	\$344,026	16.5%
Dupree	506	\$478,159	12.9%
Mitchell	470	\$1,297,220	14.1%
Pierre	465	\$1,798,659	17.9%
Rapid City	216	\$11,744,011	17.4%
Rosebud	505	\$463,282	12.1%
Sioux Falls	123	\$25,029,195	15.6%
Watertown	508	\$344,367	11.7%
Wessington Springs	496	\$1,088,590	19.0%
Yankton	294	\$4,166,888	10.6%
TENNESSEE			
Bristol	167	\$17,660,751	17.5%
Chattanooga	103	\$30,472,916	14.6%
Clarksville	274	\$6,017,597	13.0%
Cookeville	279	\$8,477,312	18.8%
Jackson	171	\$14,641,741	15.1%
Knoxville	76	\$40,140,759	13.2%
Memphis	62	\$52,211,593	14.1%
Morristown	338	\$4,317,157	15.1%
Nashville	39	\$89,460,337	14.0%
Union City	425	\$2,403,785	15.7%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
TEXAS			
Abilene	243	\$9,417,402	16.9%
Amarillo	183	\$14,195,868	17.2%
Austin	41	\$107,068,806	17.8%
Beaumont	175	\$12,186,049	13.2%
Bryan	190	\$7,726,906	9.8%
Copperas Cove	443	\$1,604,138	12.3%
Corpus Christi	149	\$20,304,462	17.6%
Dallas	9	\$242,486,190	11.4%
El Paso	85	\$31,063,788	11.6%
Fort Worth	30	\$107,627,797	14.0%
Houston	8	\$259,447,524	12.0%
Laredo	211	\$8,493,597	12.4%
Llano	484	\$684,693	9.6%
Longview	249	\$10,214,192	19.2%
Lubbock	147	\$15,301,413	12.8%
Lufkin	297	\$6,450,519	16.5%
Marshall	420	\$2,284,190	14.3%
Matador	513	\$131,910	14.5%
McAllen	111	\$36,196,483	19.0%
Midland	258	\$5,604,839	11.1%
Mount Pleasant	432	\$1,871,685	13.1%
Nacogdoches	395	\$2,328,678	11.9%
Odessa	304	\$5,329,770	14.0%
Palestine	342	\$3,163,786	11.3%
Pampa	468	\$1,182,011	12.2%
Paris	449	\$1,678,377	13.8%
San Angelo	360	\$4,427,899	17.4%
San Antonio	40	\$78,036,240	12.3%
Sanderson	434	\$1,289,419	9.2%
Temple	95	\$28,613,885	12.8%
Texarkana	292	\$5,387,415	13.5%
Tyler	189	\$9,646,910	12.1%
Uvalde	498	\$618,824	11.4%
Victoria	303	\$5,641,188	14.8%
Waco	184	\$10,956,661	13.3%
Wichita Falls	288	\$5,684,592	13.8%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
UTAH			
Ogden	156	\$12,241,188	11.4%
Richfield	393	\$3,131,301	15.7%
Salt Lake City	26	\$146,865,177	17.0%
St. George	217	\$8,125,876	12.0%
VIRGINIA			
Blacksburg	273	\$5,174,553	11.0%
Charlottesville	260	\$6,225,949	12.6%
Covington	511	\$324,710	14.4%
Danville	472	\$1,228,975	13.8%
Fredericksburg	178	\$12,352,966	14.0%
Galax	494	\$825,564	13.8%
Gloucester	411	\$3,196,837	17.5%
Harrisonburg	401	\$3,432,123	17.9%
Lancaster	463	\$1,428,859	14.1%
Lynchburg	414	\$2,840,659	16.3%
Manassas	112	\$21,688,399	11.5%
Marion	388	\$2,490,100	12.2%
Martinsville	486	\$1,153,596	16.3%
Newport News	194	\$11,838,115	15.1%
Norfolk	74	\$48,405,546	15.3%
Norton City	419	\$3,201,353	19.6%
Petersburg	423	\$2,541,521	16.1%
Richmond	68	\$41,282,299	12.4%
Roanoke	236	\$12,473,809	20.4%
Staunton	467	\$1,578,321	16.3%
Suffolk	280	\$6,533,051	14.7%
Williamsburg	269	\$5,903,500	12.2%
Winchester	277	\$6,653,372	14.6%
VERMONT			
Bennington	351	\$2,975,313	11.3%
Burlington	125	\$23,795,470	15.0%
Rutland	318	\$6,412,035	18.8%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH

2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
WASHINGTON			
Bainbridge Island	227	\$11,546,503	17.8%
Bellingham	144	\$11,839,991	9.7%
Okanogan	488	\$919,734	13.6%
Olympia	162	\$11,312,089	10.8%
Port Angeles	369	\$2,631,869	11.1%
Pullman	324	\$3,971,613	12.6%
Seattle	13	\$215,348,740	16.0%
Spokane	114	\$23,685,787	13.3%
Vancouver	124	\$16,988,570	10.6%
Walla Walla	399	\$2,249,584	11.7%
Yakima	157	\$14,092,827	13.2%
WISCONSIN			
Eau Claire	208	\$11,585,187	16.5%
Florence	491	\$900,220	13.7%
Green Bay	99	\$33,386,203	15.6%
Iron Belt	461	\$1,529,679	14.7%
La Crosse	219	\$14,191,839	21.3%
Ladysmith	376	\$2,734,338	11.9%
Madison	61	\$63,930,809	17.3%
Milwaukee	46	\$80,814,300	15.0%
Oshkosh	181	\$14,740,509	17.5%
Steven's Point	270	\$6,210,852	12.9%
Wausau	247	\$7,559,492	13.9%
WEST VIRGINIA			
Bluefield	440	\$2,070,452	15.6%
Charleston	145	\$13,389,394	11.0%
Clarksburg	344	\$3,438,260	12.7%
Huntington	300	\$6,647,053	17.4%
Lewisburg	481	\$952,528	12.6%
Morgantown	245	\$7,576,695	13.9%
Parkersburg	285	\$7,286,435	17.1%
Parsons	480	\$1,078,974	13.8%
Weirton	373	\$3,732,327	16.1%
Wheeling	284	\$6,593,822	15.3%

DIGITAL REVENUE GROWS 6.8%, BOLSTERING INDUSTRY GROWTH



2023 Obtainable Digital Advertising Estimates

Digital Marketing Region	Market Rank	Obtainable Digital Revenue	"Obtainable" as % of All Local Digital Advertising in Market
--------------------------	-------------	----------------------------	--

WYOMING

Casper	266	\$6,243,191	12.9%
Cheyenne	268	\$8,486,874	17.6%
Cody	451	\$1,602,803	13.4%
Gillette	238	\$6,530,087	10.9%
Jackson	343	\$3,784,697	14.0%
Laramie	412	\$2,084,582	11.5%



BORRELL

Tomorrow's Media Understood Today

As a data-driven company, we are experts in local advertising.

We are the leaders in tracking and forecasting local ad spending across any market in the U.S. and Canada, down to the county level.

We help clients gauge the levels of advertising, promotion, and marketing expenditures in their markets by any type of business.

We help media companies increase their market share and marketers adjust their budgets by providing detailed ad-spending data, fact-based consultation and training. 

ABOUT BORRELL

Methodology & Model

Our unique and disruptive methodology of tracking advertising was first developed in 1990 as a holistic way to gauge spending in traditional media. Since the late 1990s, it has continuously progressed to include deep levels of data that monitor online advertising. Now used by more than 1,000 companies, our ad-spending estimates are derived from a blend of bottom-up and top-down data, as well as a continuous flow of our own market surveying.

Unlike most other companies, our approach starts at the bottom with local business expenditures, instead of at the top — media companies' receipts. This is based on our belief that the media world has become so complex and fragmented that it's impossible to deliver an accurate assessment via only the traditional top-down approach of tallying receipts of the largest media companies.

Our model is designed with a powerful and unwavering local focus. This model of collecting expenditure and receipt data enables us to measure ad spending that is generated and spent in any given market, directed to a market from elsewhere, and generated in a market but spent elsewhere. For more detail on our methodology, visit www.adspending.com.

Market Data

Our market data is remarkably deep, offering ad-spending assessments across each of the 12 media types (newspapers, online, TV, radio, direct mail, etc.) and for any of 100 business categories (furniture stores, car dealers, hospitals, telecommunications, etc.). It now includes promotions data and offers backcasts and forecasts up to five years. Our data subscription product — the Compass — offers an interactive tool that media managers, analysts and sales professionals use to manipulate the data to uncover enlightening facts.

The richest data surrounds the levels of spending on digital media. For instance, the Compass offers guidance on how much a mid-size auto dealer in Albuquerque might spend on search engine advertising, targeted display, or online video ads. We are continuously improving the offerings to meet our clients' needs and offer monthly user group webinars with Compass subscribers. For a preview or to schedule a test drive, visit www.adspending.com.



Local Advertiser Surveys

Each year, Borrell Associates conducts the largest survey of local advertisers in the U.S. This is done with the help of local media organizations throughout the country. Last year, more than 3,000 local advertisers completed the survey.

The survey consists of 25-45 questions (depending on how the recipient answers) about advertising, marketing, and digital services. It takes 20 minutes to complete. In addition to general questions regarding business size and type, the survey covers:

- What % of budget spent on each medium (newspapers, TV, radio, etc.). More than 30 categories are measured.
- Plans to change (increase, keep the same, or decrease) spending this year on the following media (newspapers, broadcast TV, radio, online, direct mail, etc.)
- Social media use and effectiveness.
- Details on video advertising
- Separate thread for ad agencies to take



Industry Papers and Subscriptions

We release a variety of analysis-rich industry papers and memoranda throughout the year. These papers are published several times a year and include dozens of charts and tables, as well as appendices packed with market-level data. They cover topical issues in both online and mobile advertising, often in the framework of how those trends affect traditional media. Examples of reports include:

- SMB Spending on Digital Marketing
- Real Estate Advertising Outlook
- Automotive Advertising Outlook
- Local Advertising Forecasts
- Benchmarking Local Online Media
- Digital Marketing Services Outlook
- Political Ad Spending Forecast

An Annual Subscription is the best way to stay informed on the most important industry trends. Subscribers receive:

- At least 12 industry papers per year
- Access to all archived papers
- Access to interactive webinars with lead analysts discussing report findings
- Downloadable PowerPoint with all report charts and tables
- Client memoranda as issued on pertinent topics



Revenue Survey

Since 2001, we've been collecting data on interactive revenues and expenses from local media companies. The data encompasses more than 10,000 companies, giving us an accurate picture of online advertising sales across the U.S. and Canada. We conduct private benchmarking reports for local media companies and compile an annual summary of the data in our "Benchmarking Local Online Media" report each spring. The data allows us to study the best-practice companies and how they're able to achieve as much as 10 times the average market share.



Conference & Company Presentations

Our annual Local Online Advertising Conference is a first-class event. Held each spring in New York, the event brings together the largest group of local interactive media executives of any conference. The speaker list represents a Who's Who among local media. Eighty percent of the attendees are company executives, most of whom are in charge of interactive strategies. In addition, we speak at nearly 100 company meetings and conferences each year. Excellent presentation skills are a core competency at Borrell.

Webinars

We host or participate in dozens of webinars throughout the year. Our topic list is extensive. We develop custom presentations specifically for companies, trade associations or other groups. We do not conduct sponsored webinars.





BORRELL

12TH ANNUAL BENCHMARKING REPORT