

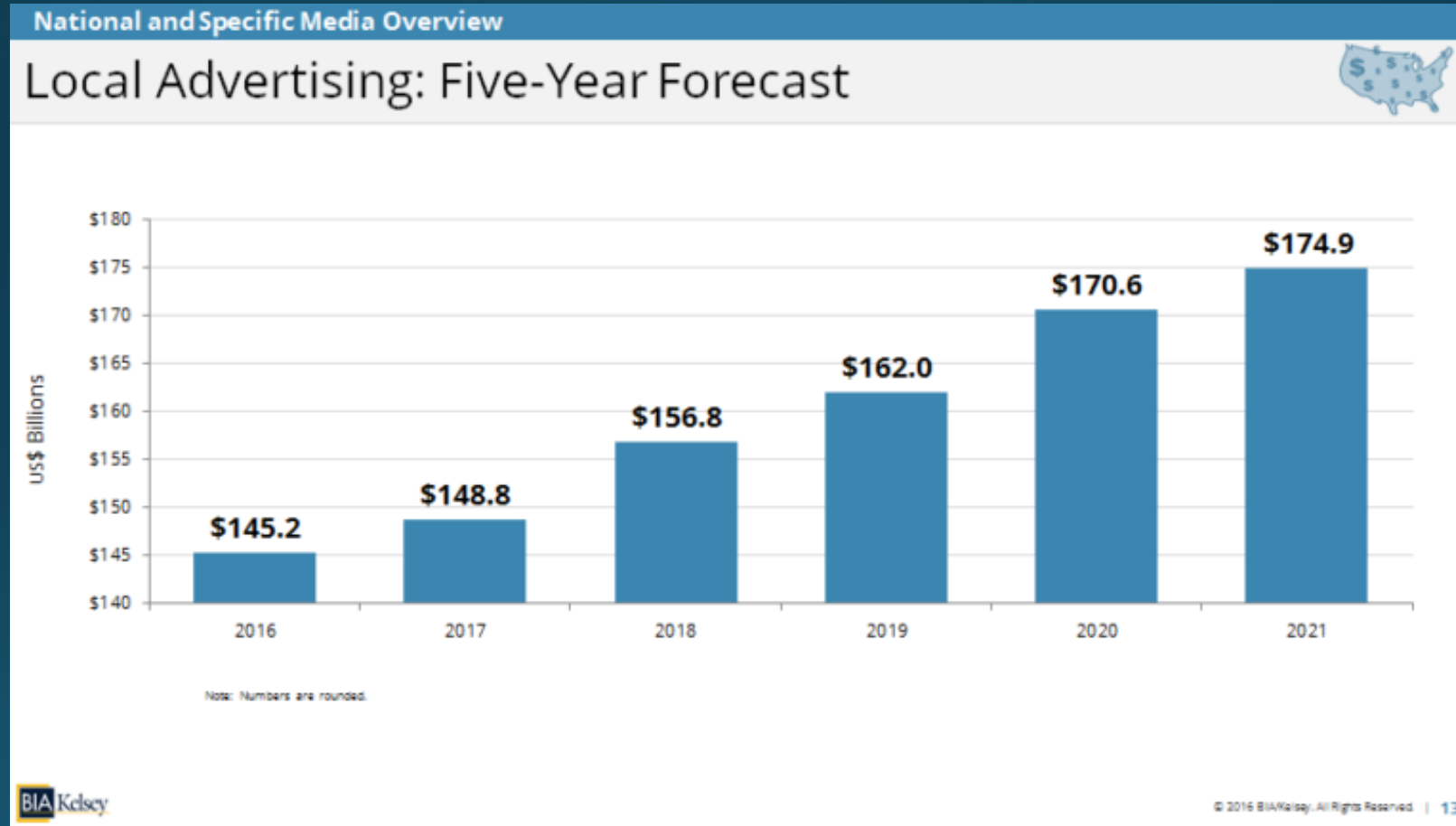
# Local Media Market Analysis

Henry Loeser PhD

# Agenda

- What media?
- What is local?
- What's the picture?
- It's all about advertising
- Definitions
- Examining the radio sector
- Ratings/revenue matrix
- Making the case for your radio

# Local Ad Revenue



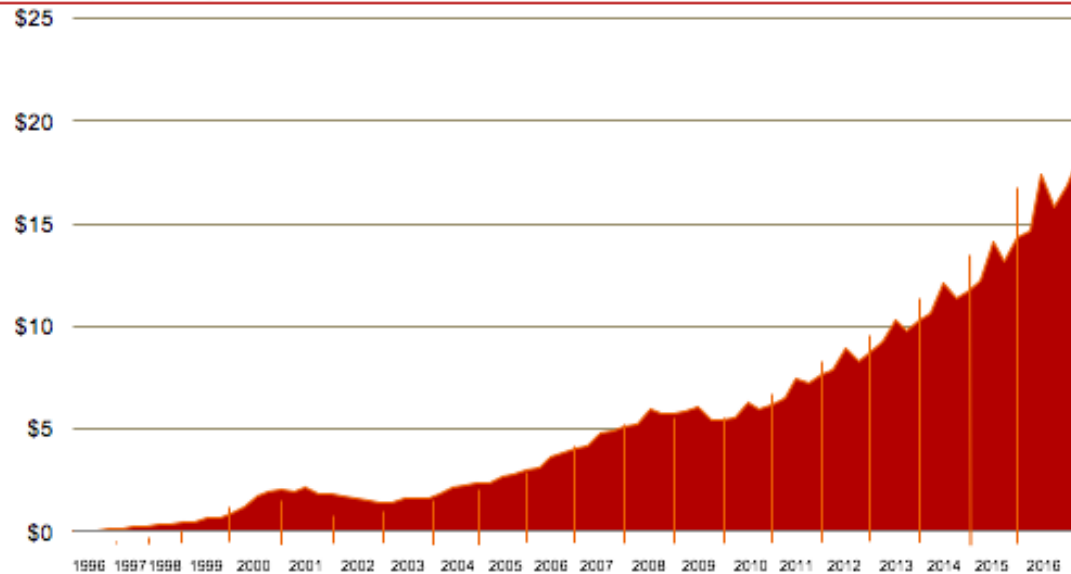
# Internet Ad Revenue

## ***Quarterly growth continued upward trend***

From the momentum built in 2010, internet advertising continues to show strong growth. After a recurring seasonal dip in Q1, Q2 2016 revenues continued the upward trend.

Since 2010, a strong seasonal trend has emerged for internet advertising revenues. With each annual cycle, revenue peaks in the fourth quarter, and is followed by a dip in the first quarter before the upward trend starts again in the second quarter.

### **Quarterly revenue growth trends 1996-2016 (\$ billions)**

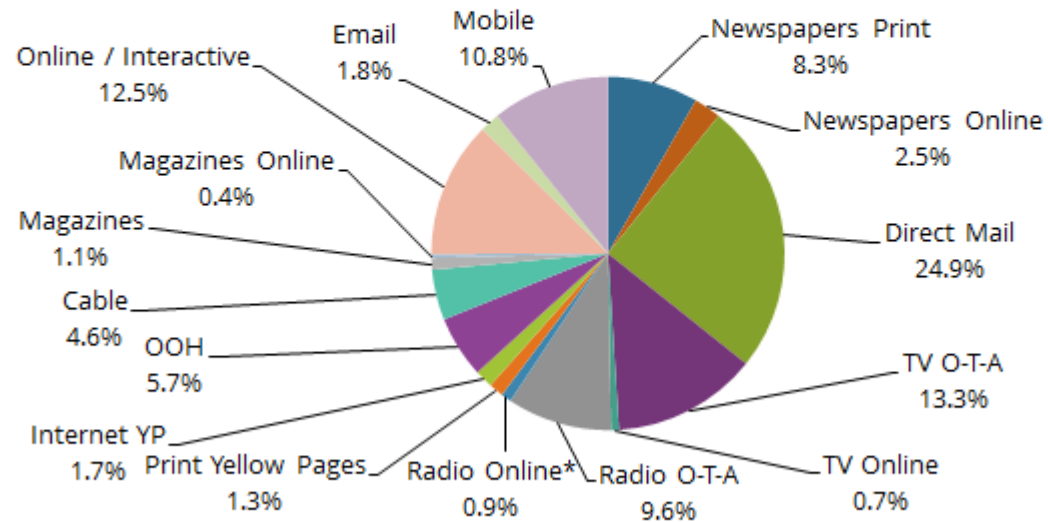


Source: IAB/PwC Internet Ad Revenue Report, FY 2016

# Local Ad Revenue Share

## Traditional Media Has Noticeable Share of Local Ad Market

2017 U.S. Local Advertising Revenues — \$148.8 Billion

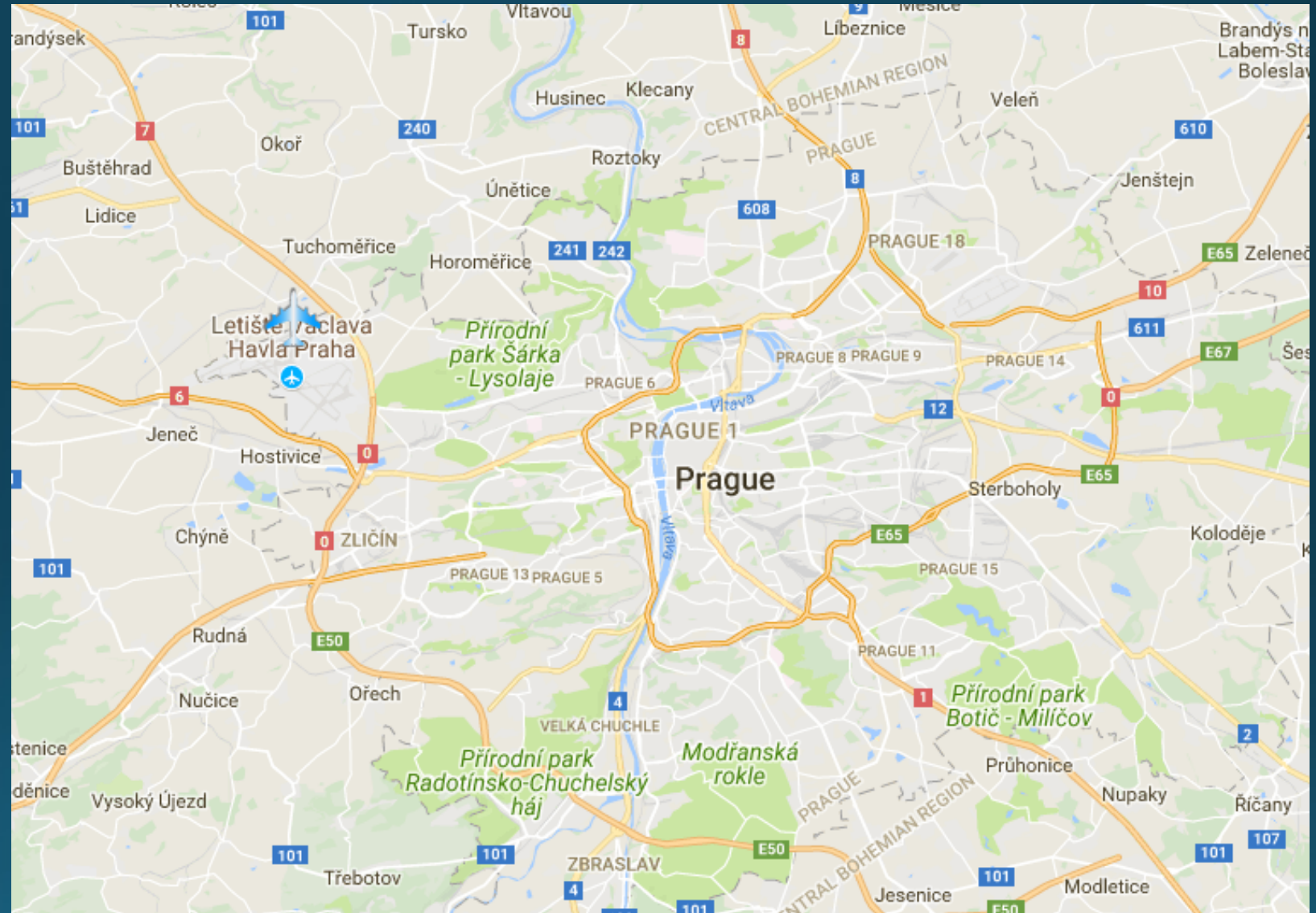


SF



[https://en.wikipedia.org/wiki/Media\\_in\\_the\\_San\\_Francisco\\_Bay\\_Area](https://en.wikipedia.org/wiki/Media_in_the_San_Francisco_Bay_Area)

# Prague





# Matrix

- Where's the money?
- Where's the opportunity?
- Who is the competition?

# Additional Reading

- [Doyle \(2002\) Understanding Media Economics - Updated 2013](#)  
(pages 1-17)

Thx for your attention 😊

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