

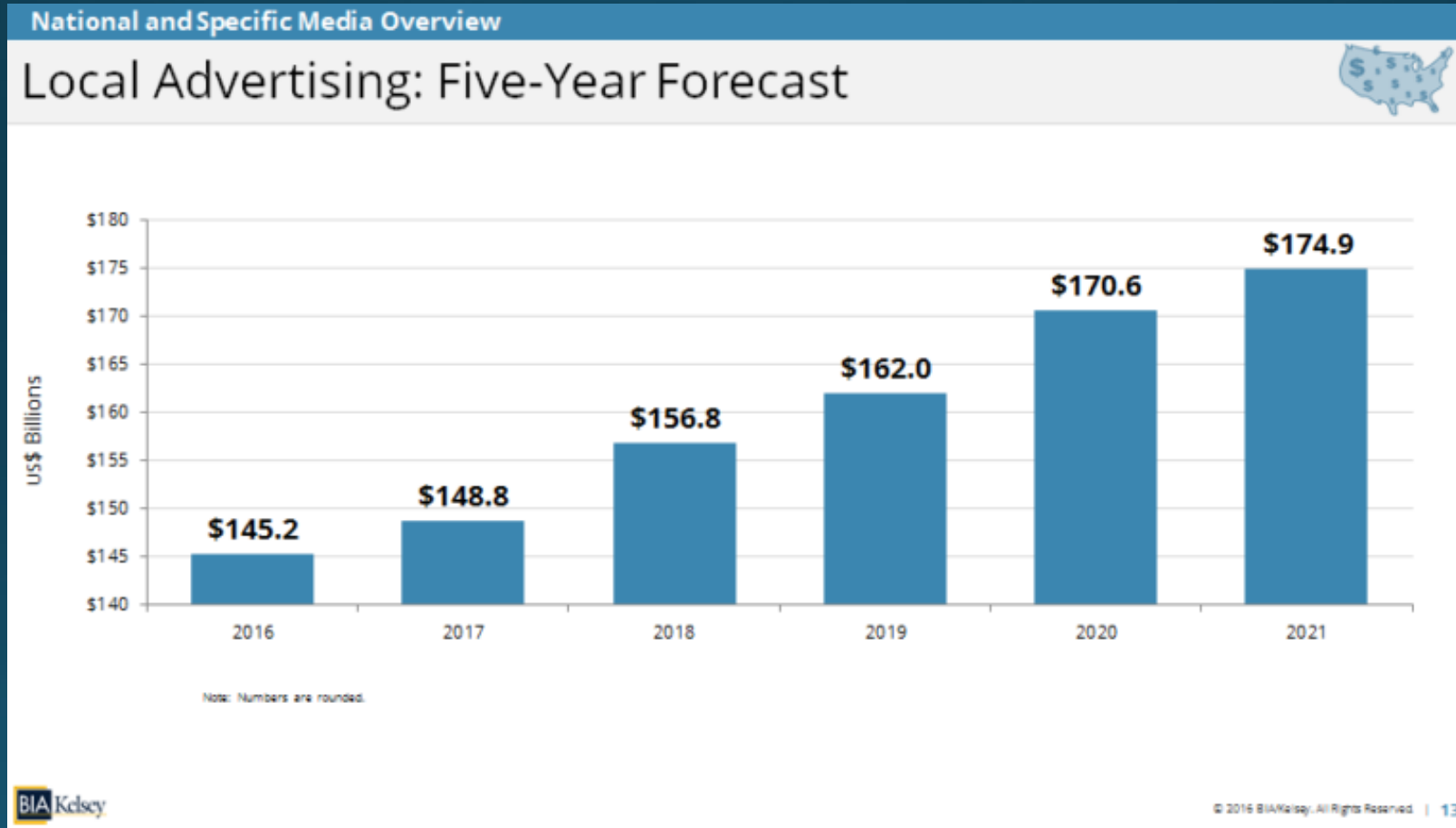
Local Media Market Analysis

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



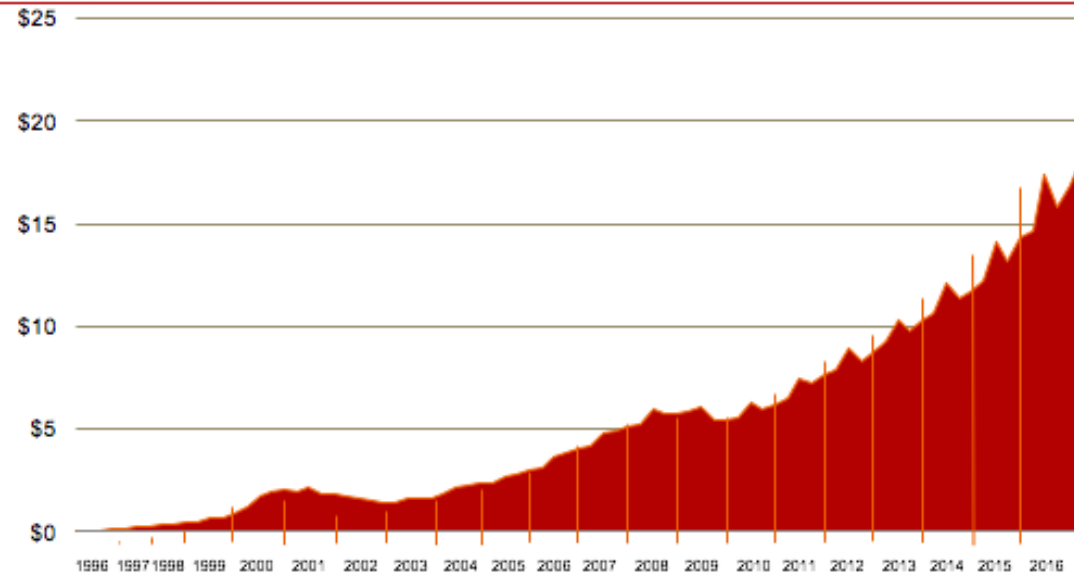
Internet Ad Revenue

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)

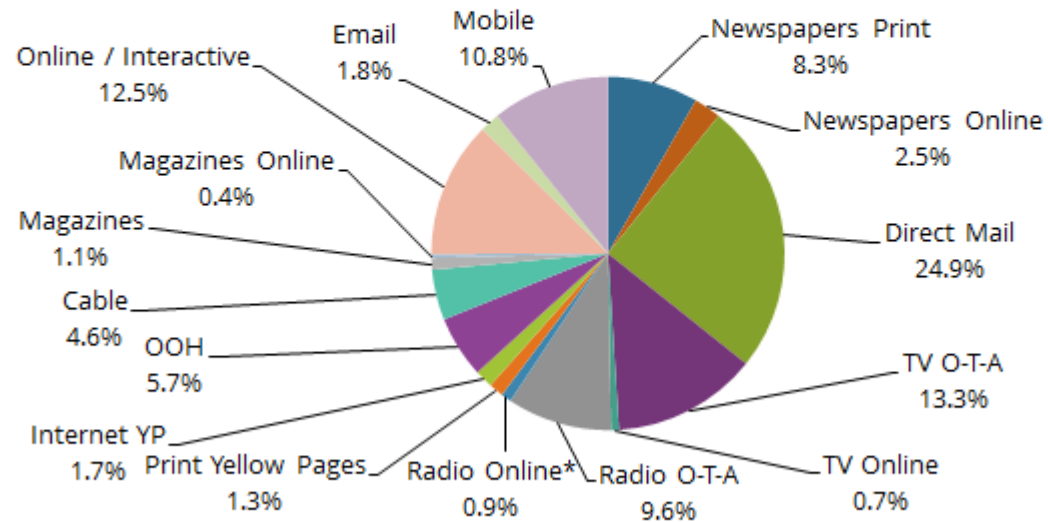


Source: IAB/PwC Internet Ad Revenue Report, FY 2016

Local Ad Revenue Share

Traditional Media Has Noticeable Share of Local Ad Market

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

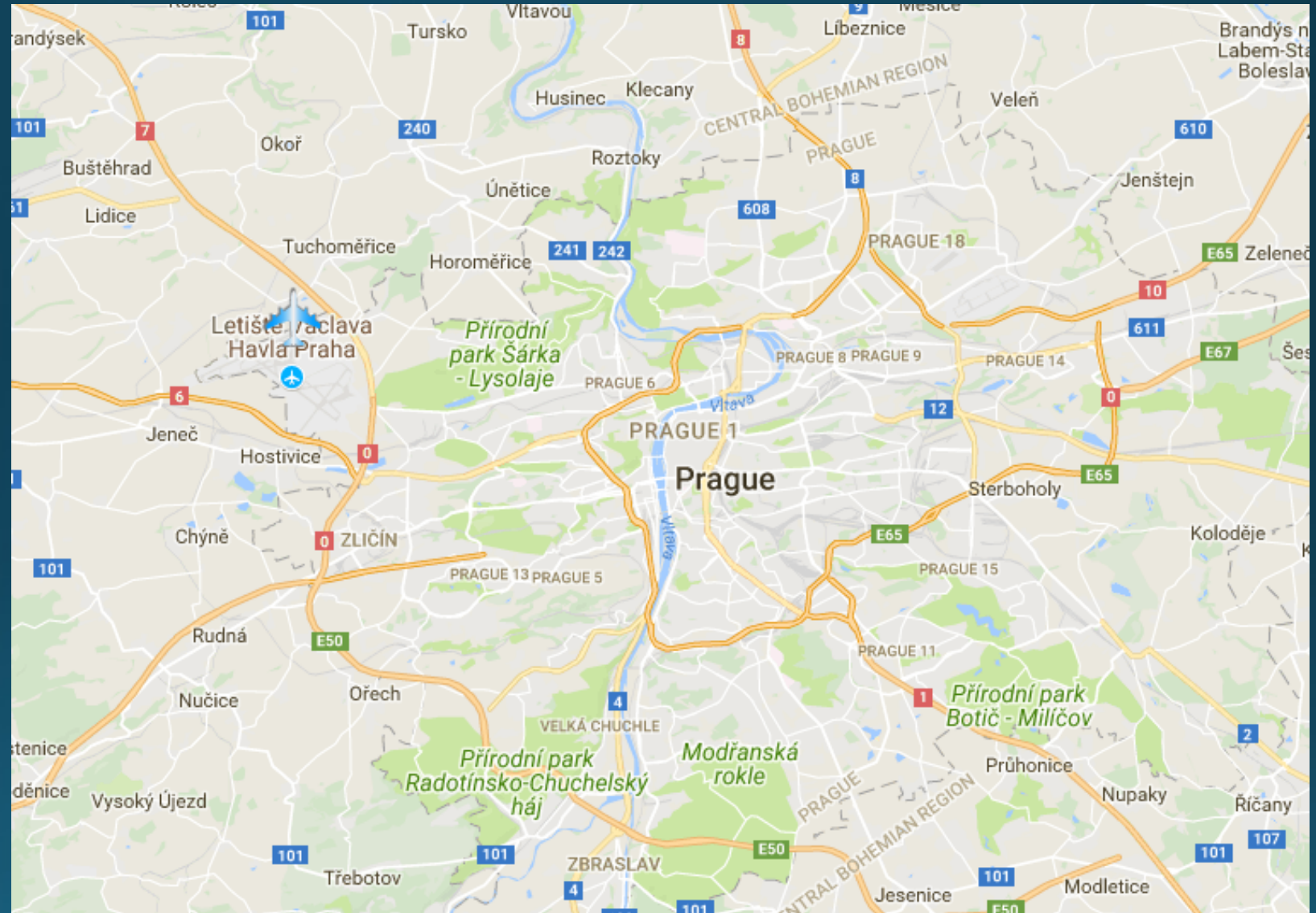


SF



https://en.wikipedia.org/wiki/Media_in_the_San_Francisco_Bay_Area

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 😊

- Henry Loeser
- hloeser@tlu.ee