

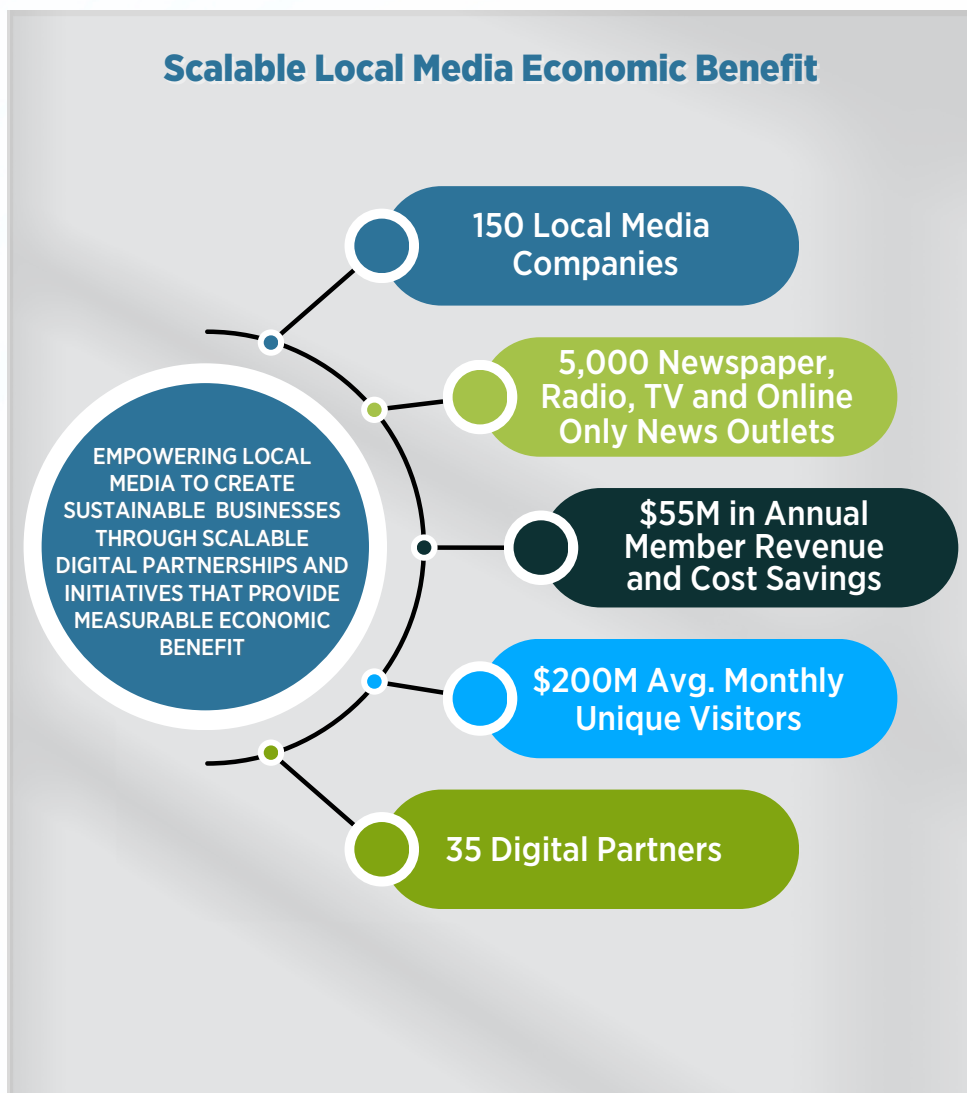


local media consortium

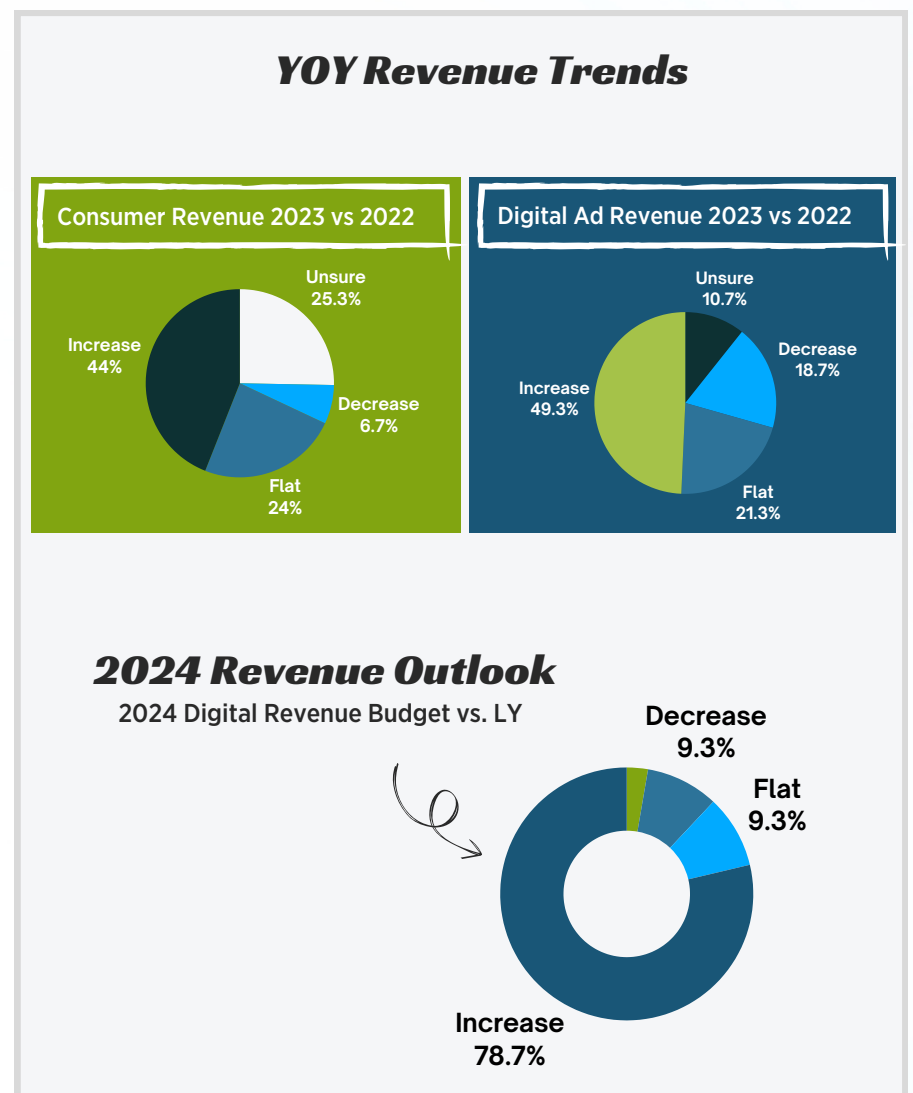
LOCAL MEDIA INSIGHTS

2023 Industry Survey

ABOUT THE LMC

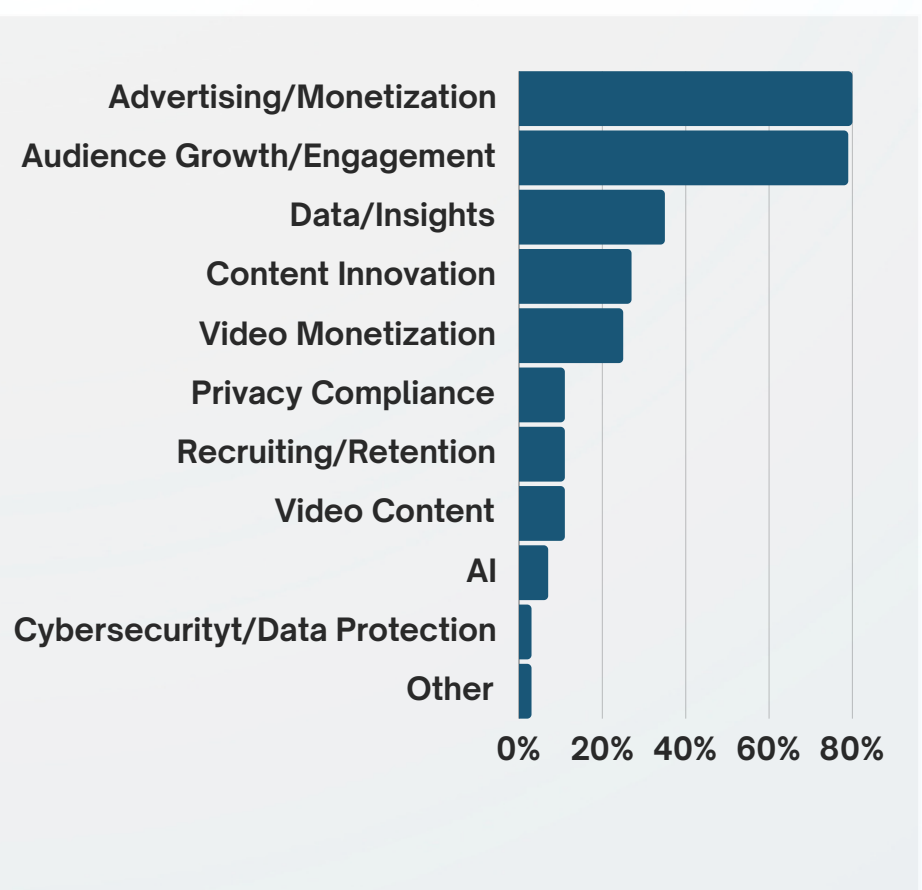


REVENUE FORECAST



TOP DIGITAL PRIORITIES 2024

- **Advertising Revenue:** Focusing on maximizing ad revenue streams.
- **Audience Growth/Monetization:** Strategies to enhance audience engagement and monetization.
- **Data Insights:** Leveraging data for better decision-making and targeting.
- **Content Innovation:** Emphasizing creative and unique content approaches.
- **Video Monetization:** Growing revenue through video content.





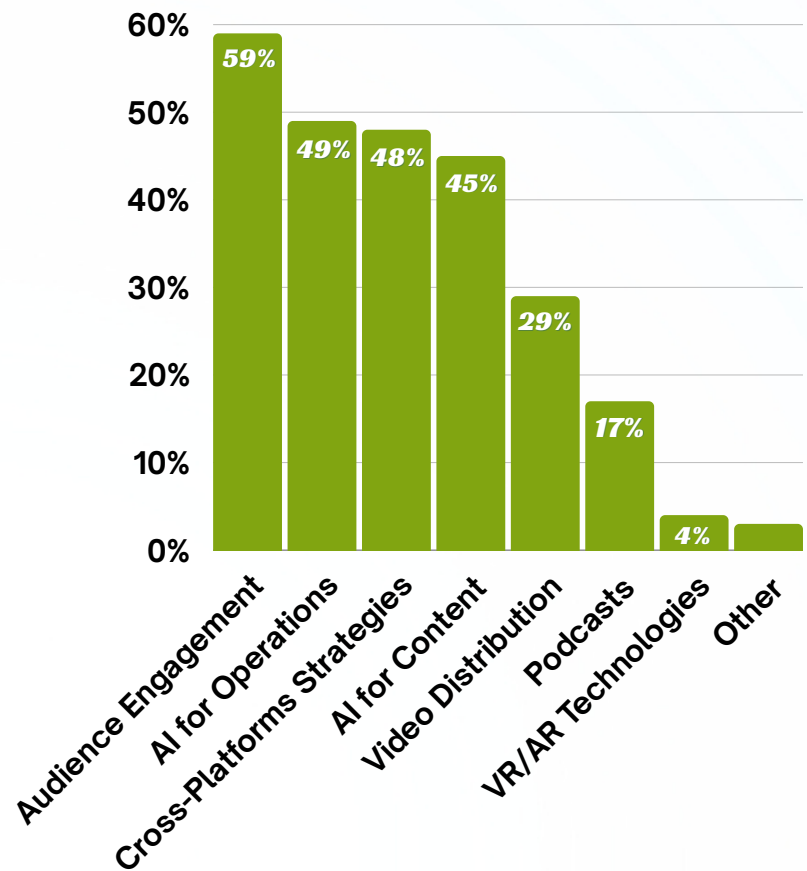
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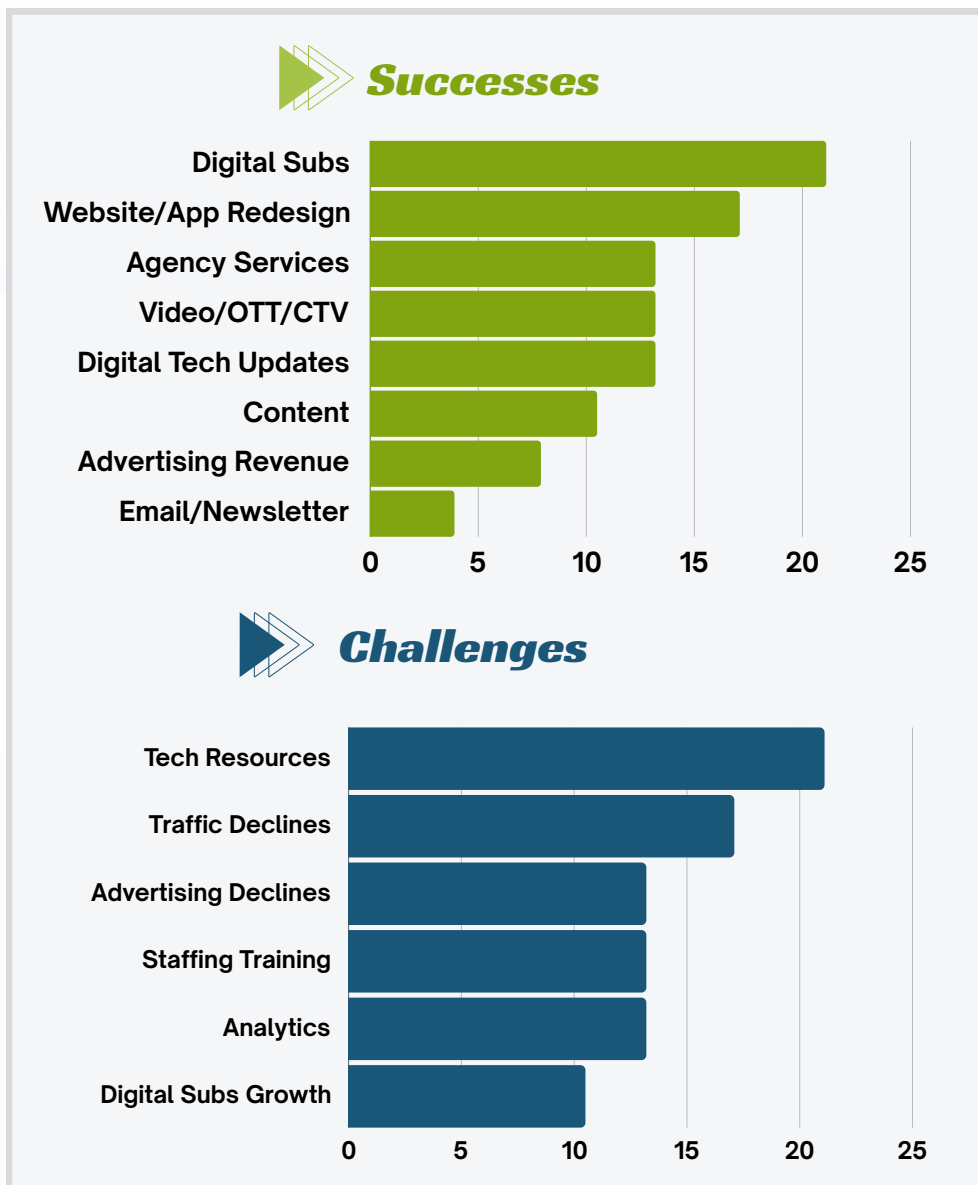
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TOP 2024 TRENDS

- **AI:** Integration and innovation in artificial intelligence.
- **Audience Engagement:** Techniques to increase user engagement.
- **Cross-Platform Strategies:** Diversifying content across multiple platforms.
- **Video Distribution:** Expanding reach through multiple video channels.
- **Podcasts:** Utilizing audio for audience growth.



SUCCESSSES & CHALLENGES



- Successes**
- **Digital Subscription Growth:** Notable increase in digital subscriptions.
 - **Website/App Redesign:** Enhancements leading to better user experience.
 - **Digital Tech Advances:** Implementing advanced technologies.
 - **Video/OTT/CTV:** Growth in video, over-the-top, and connected TV platforms.
 - **Agency Services:** Revenue growth from selling a broader array of digital advertising products.
- Challenges:**
- **Tech Resource Shortage:** Lack of developers and expertise to perform technology updates.
 - **Traffic Declines:** Decrease in traffic from social media and search engine referrals.
 - **Advertising Revenue Decline:** Decrease in ad revenue due to traffic and CPM declines.
 - **Staffing/Training:** Challenges hiring, training and retaining digital personnel.
 - **GA4 Transition:** Difficulties implementing and optimizing Google Analytics 4.