

# LOCAL MEDIA INSIGHTS

## 2024 Industry Survey

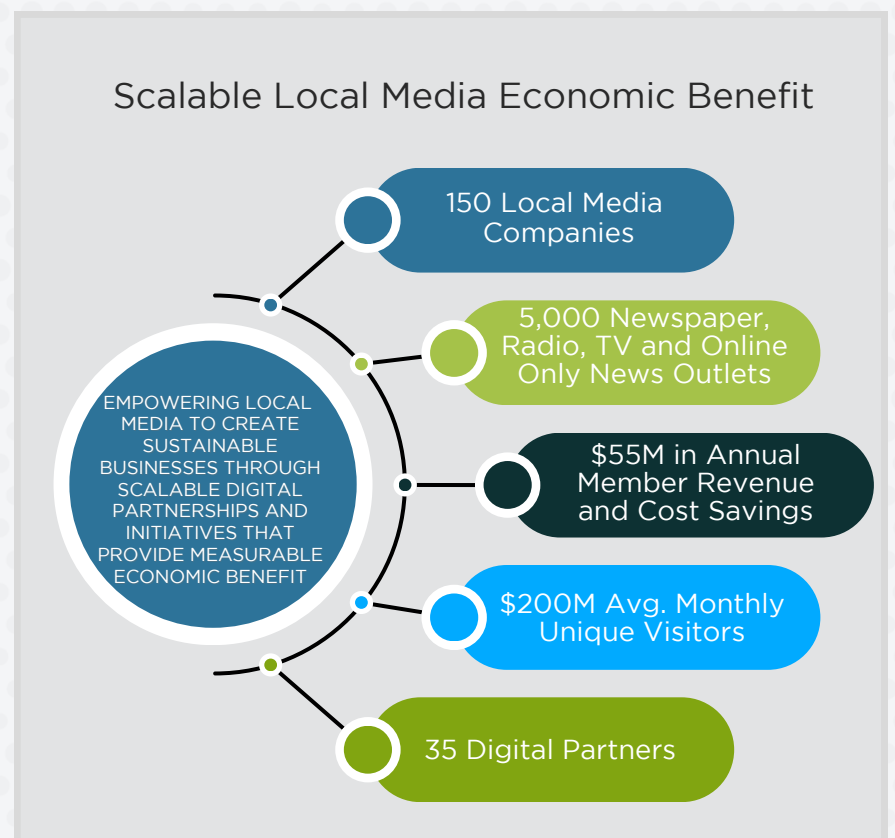
### OVERVIEW

Local Media Consortium (LMC) conducted a comprehensive survey from September 27 - October 11, 2024, garnering insights from local media companies representing thousands of local news outlets across the U.S. and Canada.

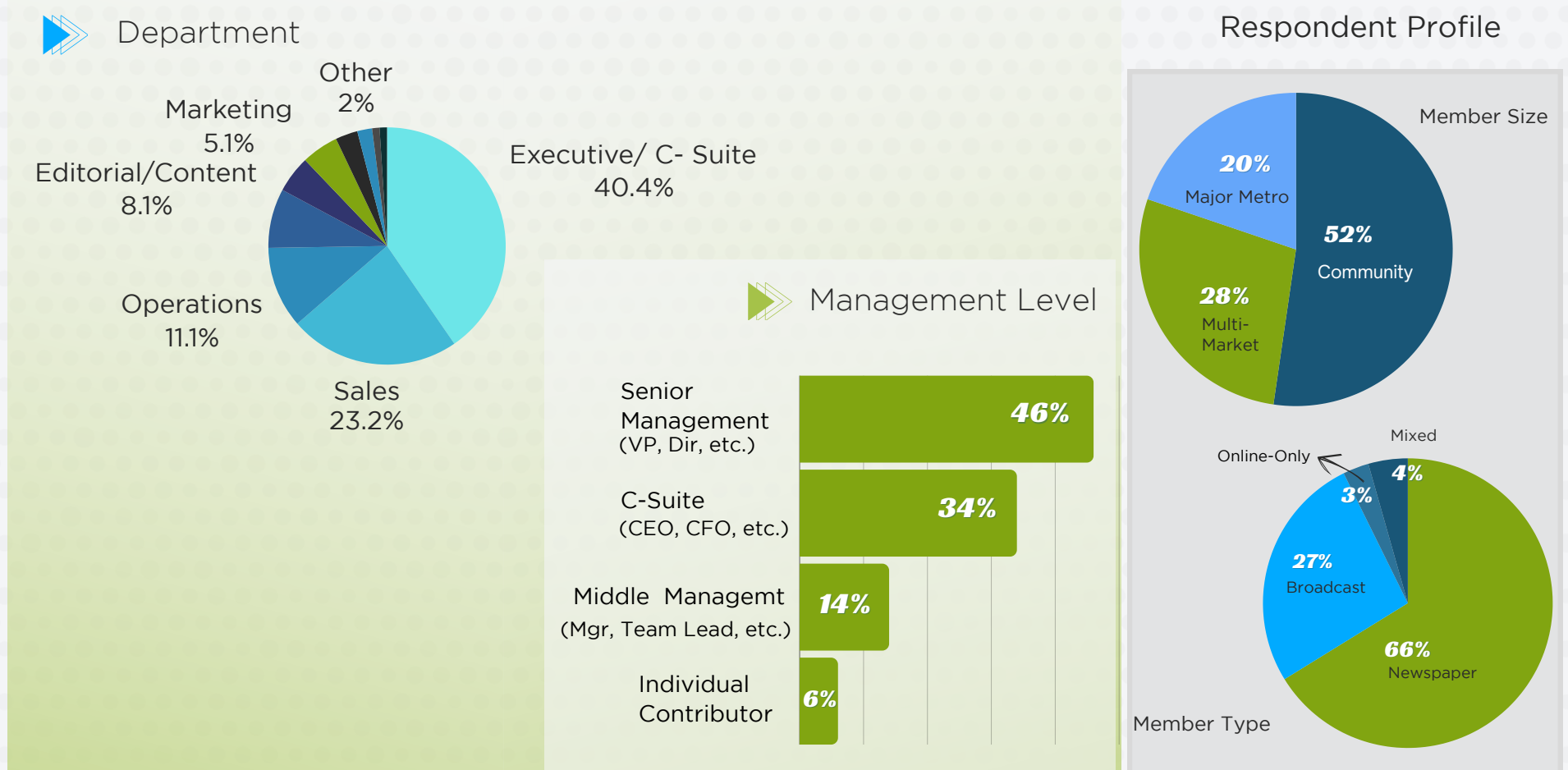
The survey focused on identifying current trends, measuring successes and challenges, and analyzing revenue patterns within the local media landscape.

This research effort by LMC offers a valuable snapshot of the current state of the industry, as well as, valuable insights on future trends.

### ABOUT THE LMC



We categorize survey respondents by management level and department to gain insights from diverse perspectives within the organization.

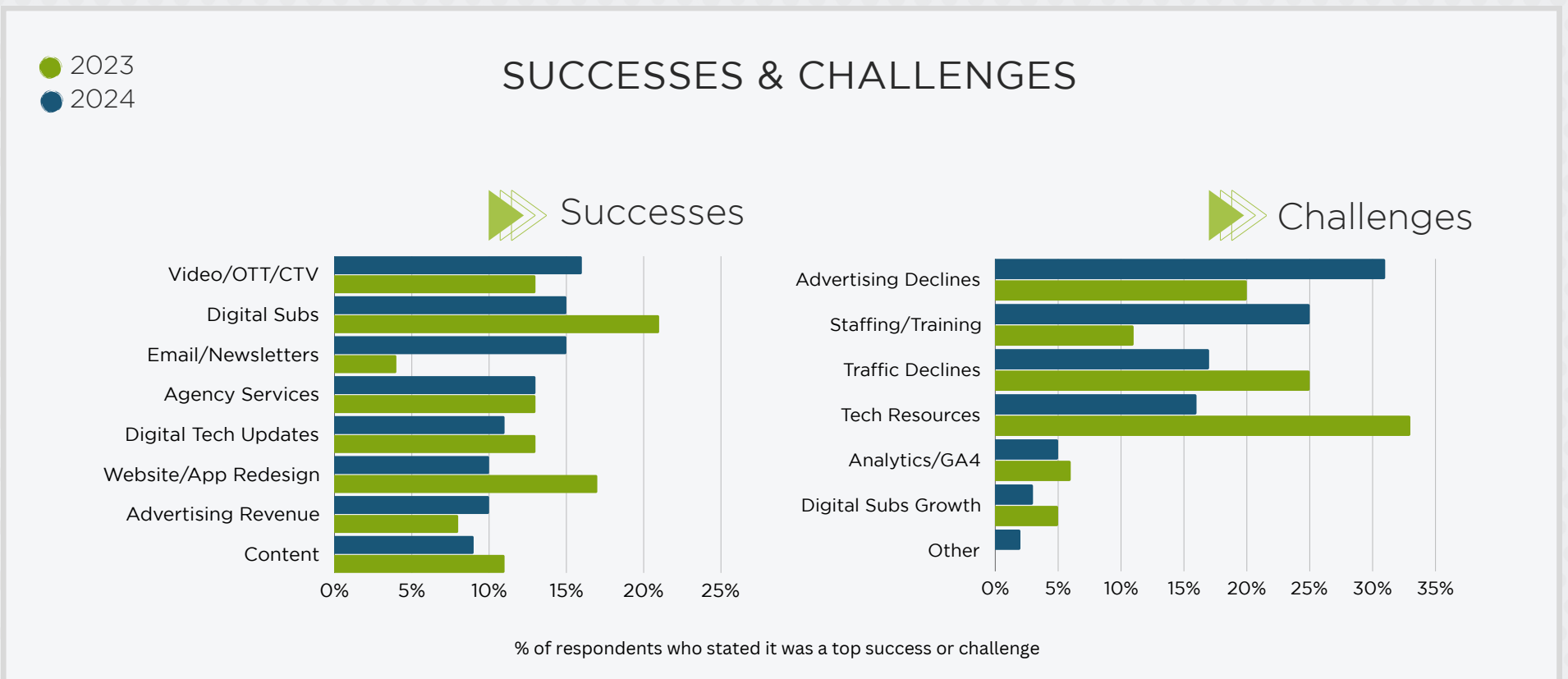




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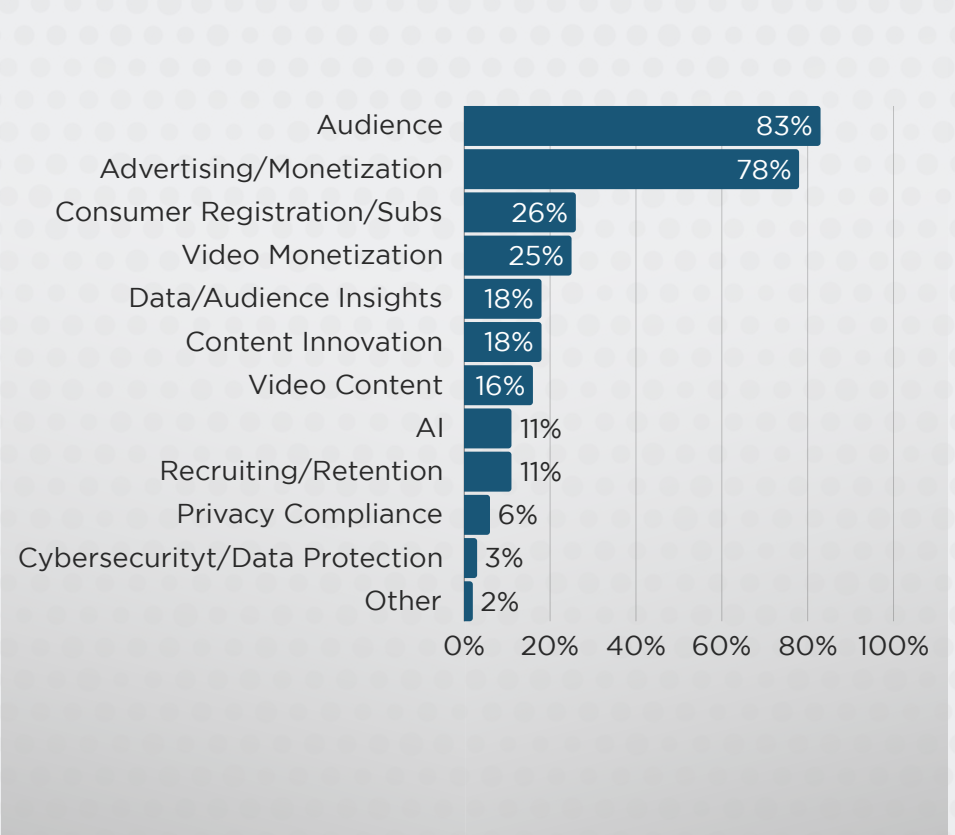
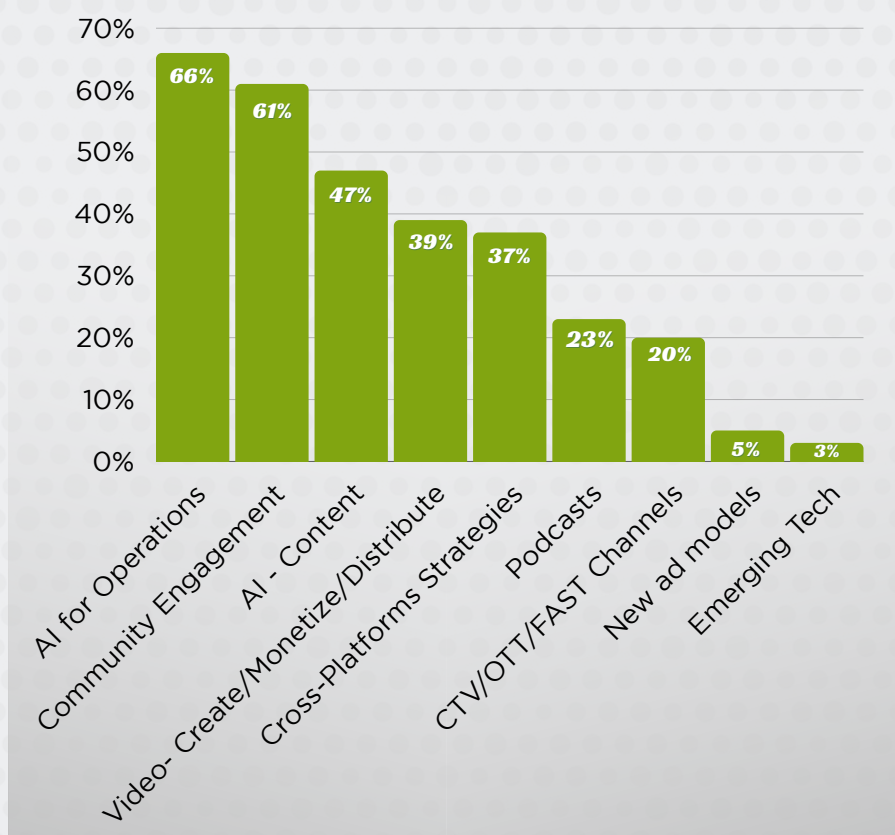


### TOP 2025 TRENDS ON LOCAL MEDIA RADAR

- AI for Operations
- Community Engagement
- AI for Content
- Video - Creation/Monetization/Distribution
- Cross-Platform Strategies
- Podcasts
- CTV/OTT/FAST Channels
- New Advertising Models
- Emerging Technology

### LOCAL MEDIA TOP 2025 PRIORITIES

- Audience Engagement and Growth
- Advertising Monetization
- Consumer Registrations and Subscriptions
- Video Monetization
- Data/Audience Insights
- Content Innovation
- Video Content
- AI
- Recruiting/Retention





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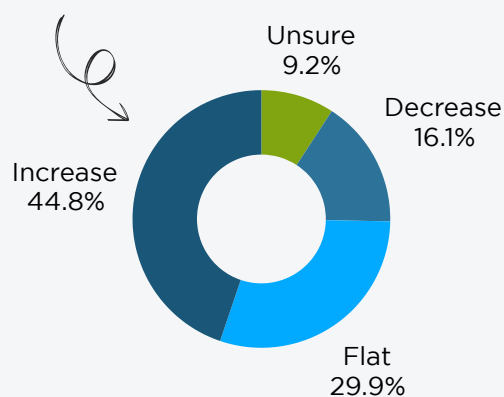
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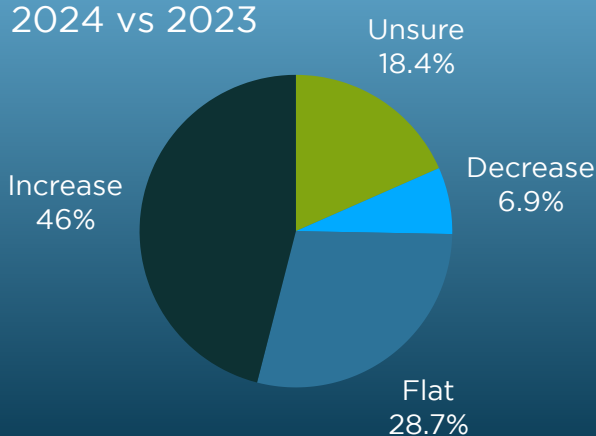
### DIGITAL YOY REVENUE TRENDS

### YOY TRENDS FOR ADVERTISING AND CONSUMER REVENUE

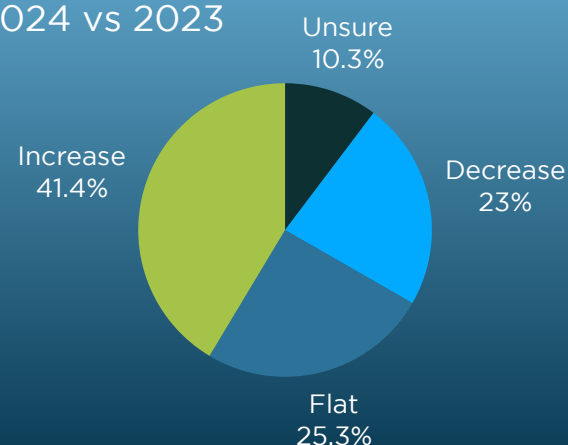
2024 Total Digital Revenue vs. LY



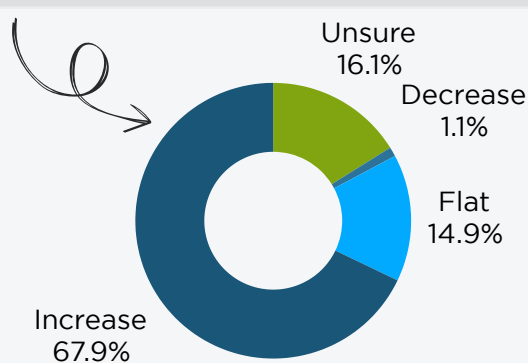
Consumer Revenue 2024 vs 2023



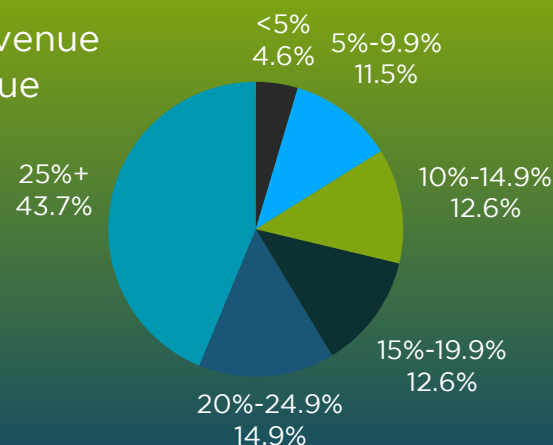
Digital Ad Revenue 2024 vs 2023



2025 Digital Revenue Budget vs. 2024

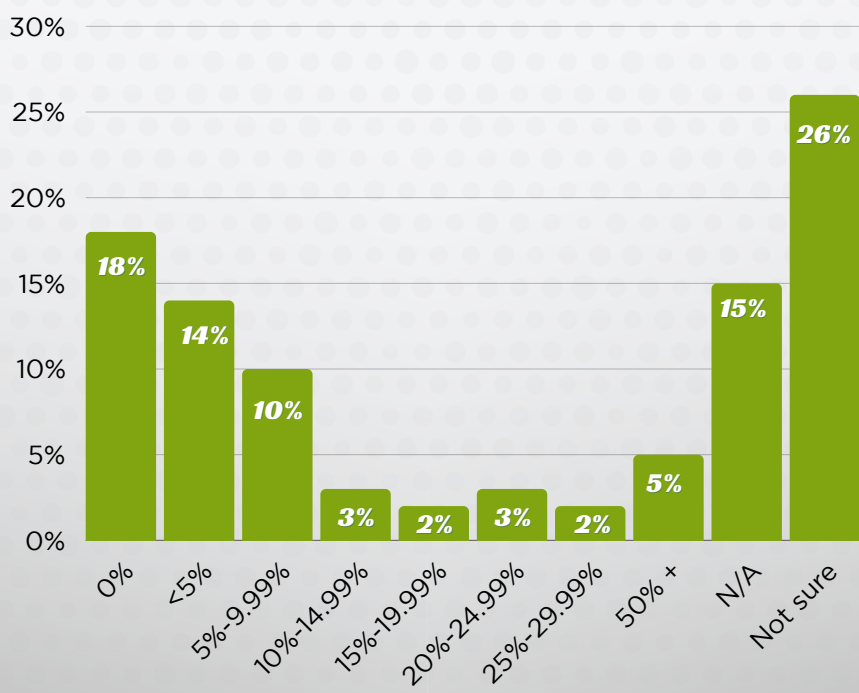


2024 Digital Revenue % to total revenue



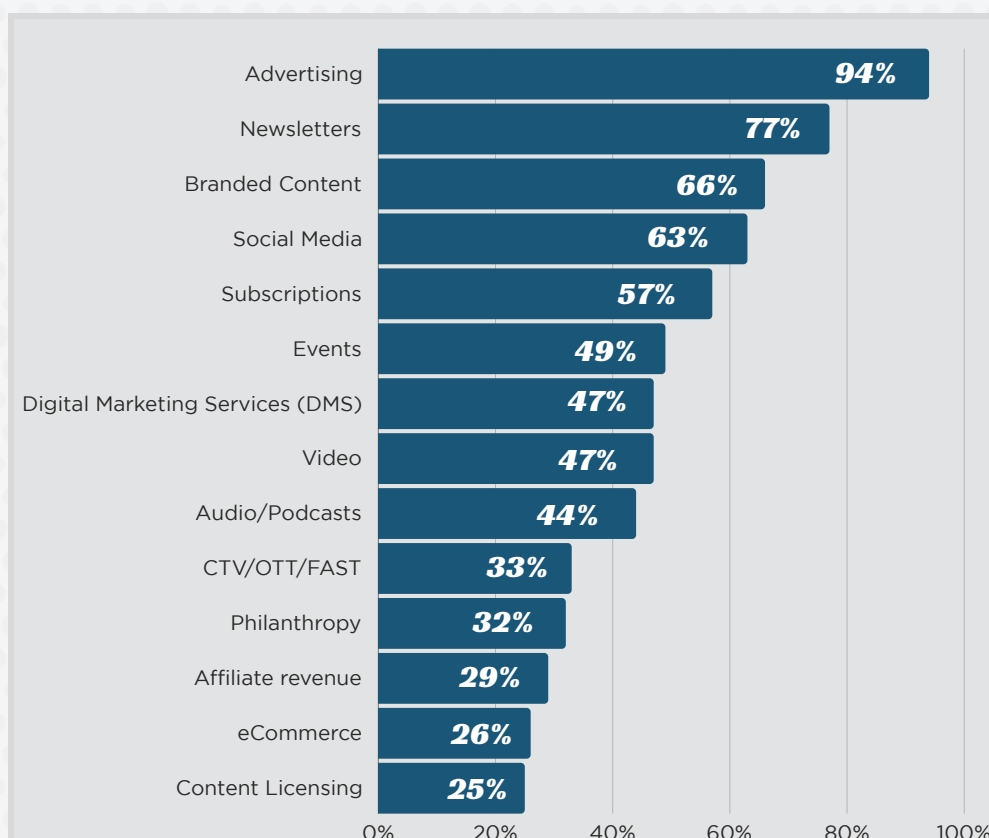
### YOY POLITICAL ADVERTISING

2024 vs. 2023 Political Ad Spend



% of respondents

### DIGITAL REVENUE STREAMS USED BY LOCAL MEDIA



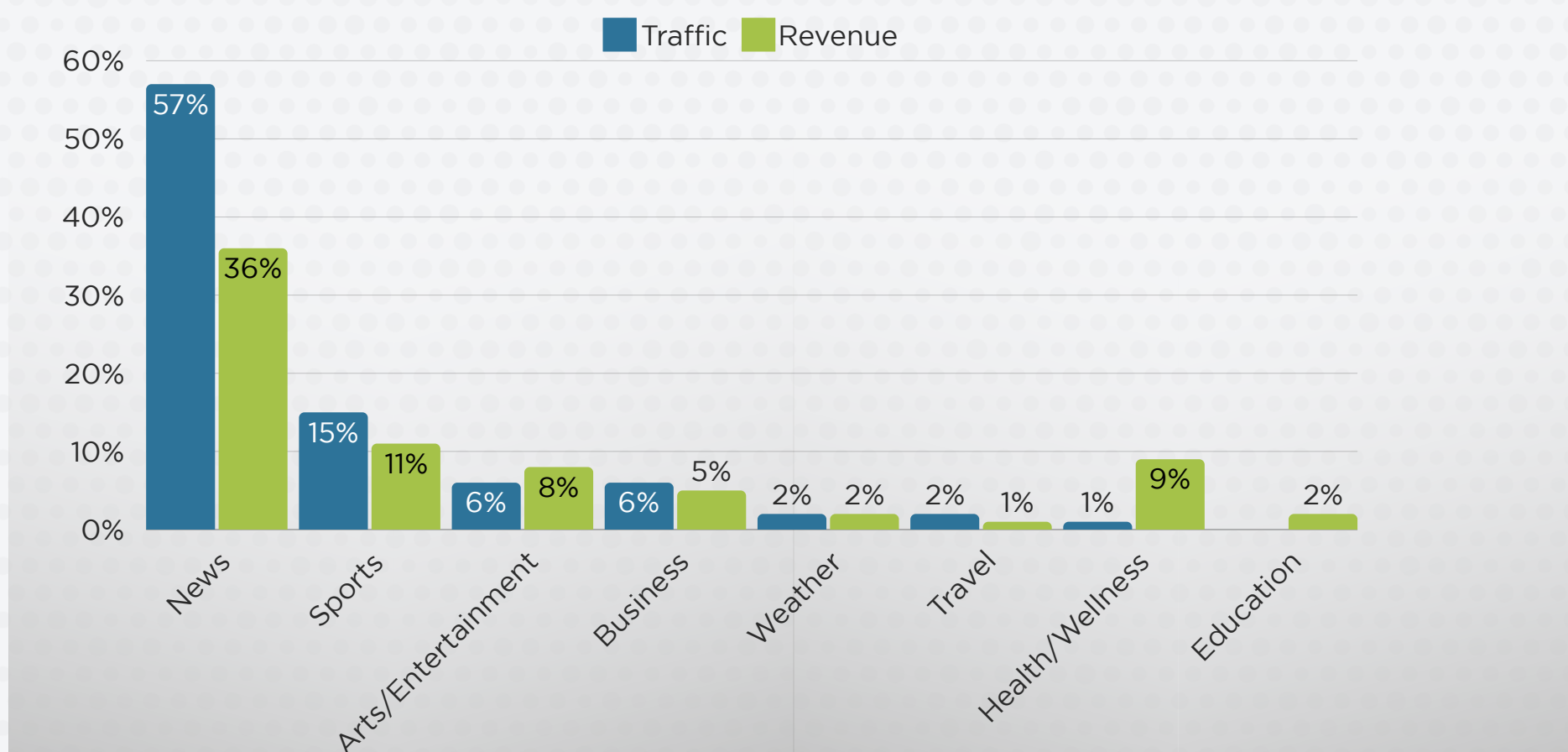


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### LOCAL MEDIA CONTENT THAT GENERATES MOST TRAFFIC VS. REVENUE



### 2025 VS. 2024 LOCAL MEDIA AI USE

