

# LOCAL MEDIA INSIGHTS

## 2025 Industry Survey

### OVERVIEW

Local Media Consortium (LMC) conducted a comprehensive survey from September 22 - October 17, 2025, 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

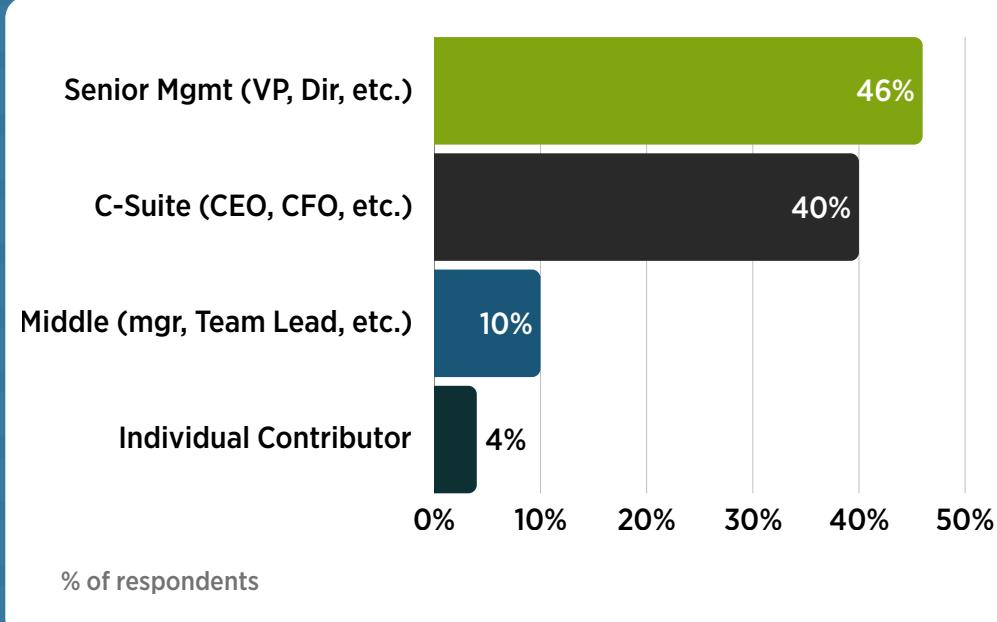
#### Scalable Local Media Economic Benefit



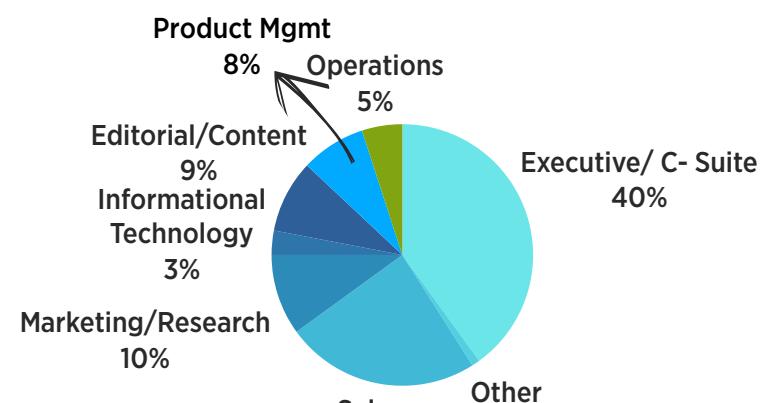
### RESPONDENT PROFILE



#### Management Level



#### Department



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

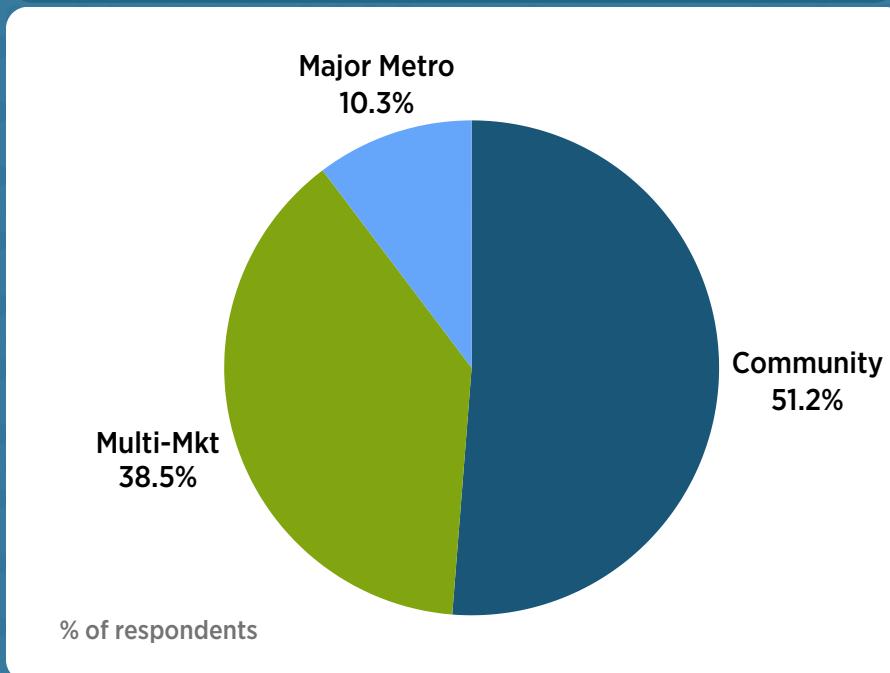
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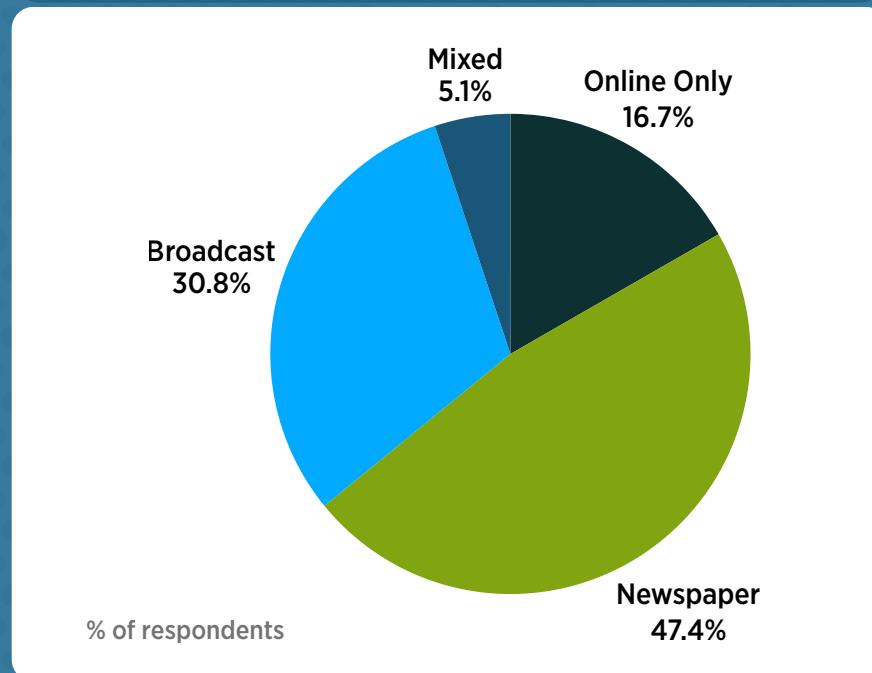
### RESPONDENT PROFILE



#### Media Size



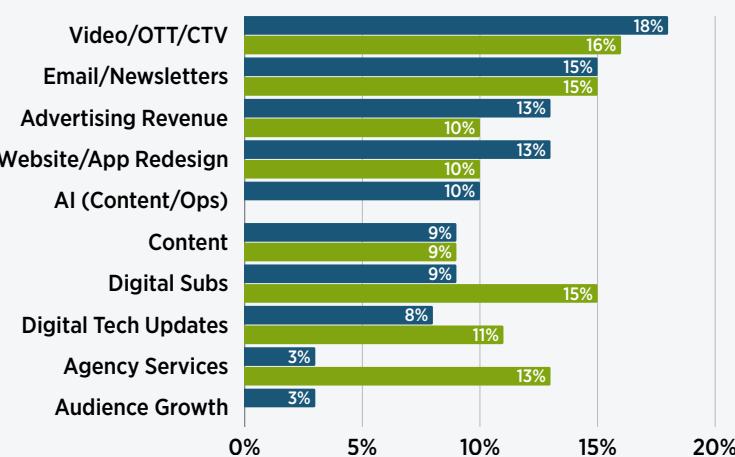
#### Media Type



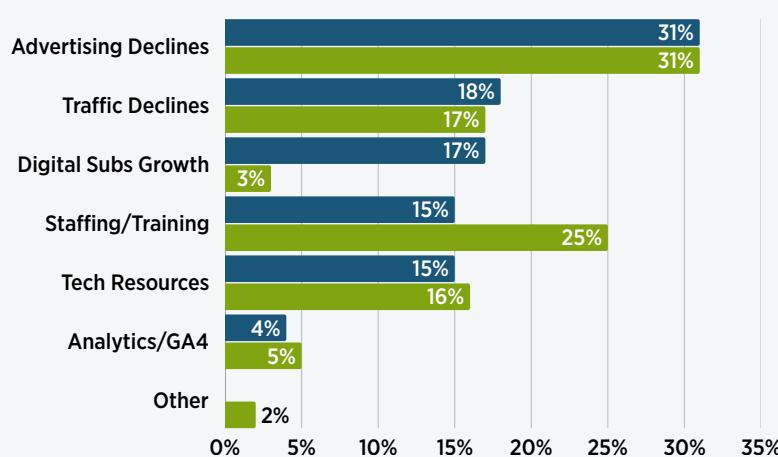
### SUCCESES & CHALLENGES

● 2023  
● 2024

#### Successes



#### Challenges



% of respondents who stated it was a top success or challenge

#### Successes Overview

##### Categories up YOY:

- Ad Revenue +22%
- Site/App design +22%
- Video/OTT/CTV +10%

##### Categories down YOY:

- Agency services (80%)
- Digital subs (41%)
- Tech updates (24%)

#### Challenges Overview

##### Categories up YOY:

- Digital subs +383%
- Traffic Declines +4%

##### Categories down vs LY:

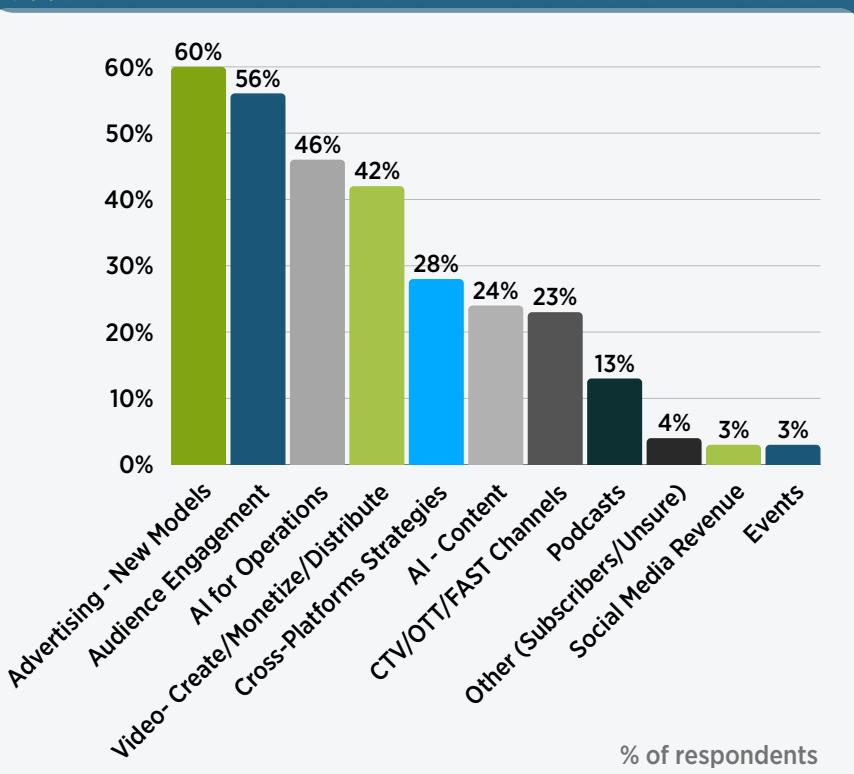
- Staffing/Training (39%)
- Analytics (16%)
- Tech Resources (4%)

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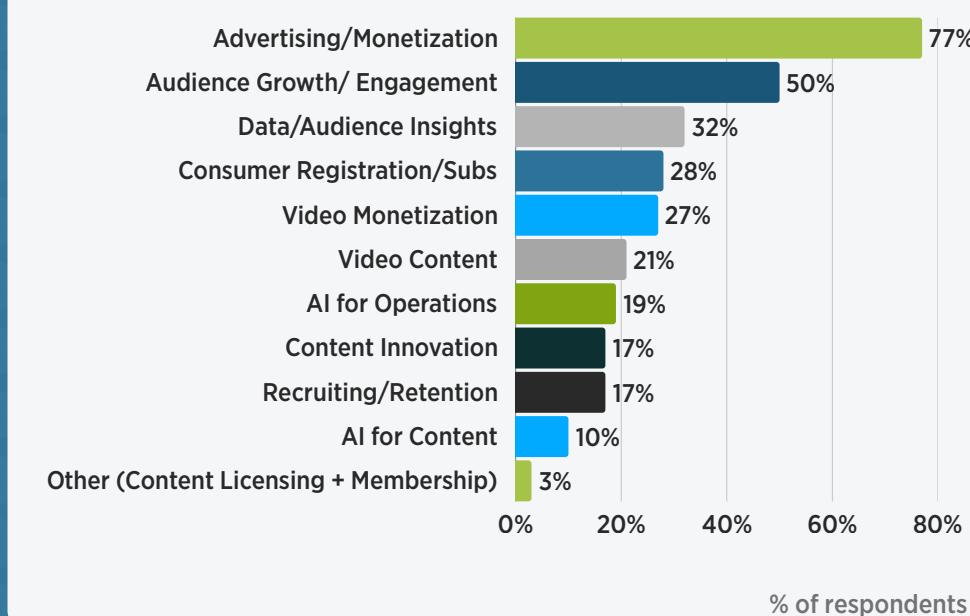
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### Top 2026 Trends On Local Media Radar



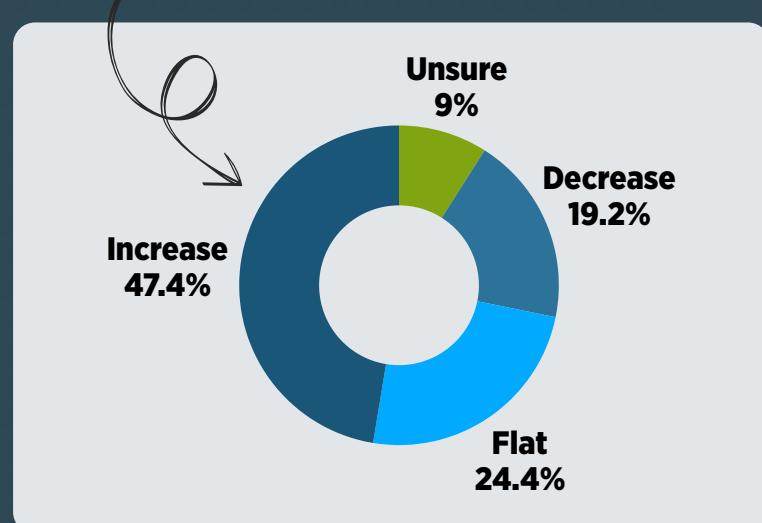
### Local Media Top 2026 Priorities



### DIGITAL YOY REVENUE TRENDS



#### 2025 Total Digital Revenue vs. LY



#### 2026 Digital Revenue Budget vs. 2025



Unsure  
9%

Flat  
23.1%

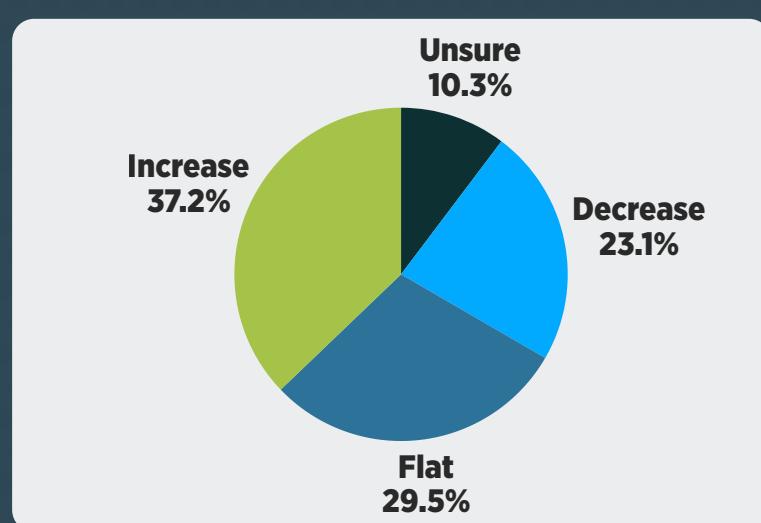
Increase  
61.5%

Decrease  
6.4%

### YOY TRENDS FOR ADVERTISING AND CONSUMER REVENUE



#### Digital Ad Revenue 2025 vs 2024



#### Consumer Revenue 2025 vs 2024



Unsure  
30.8%

Decrease  
6.4%

Flat  
33.3%

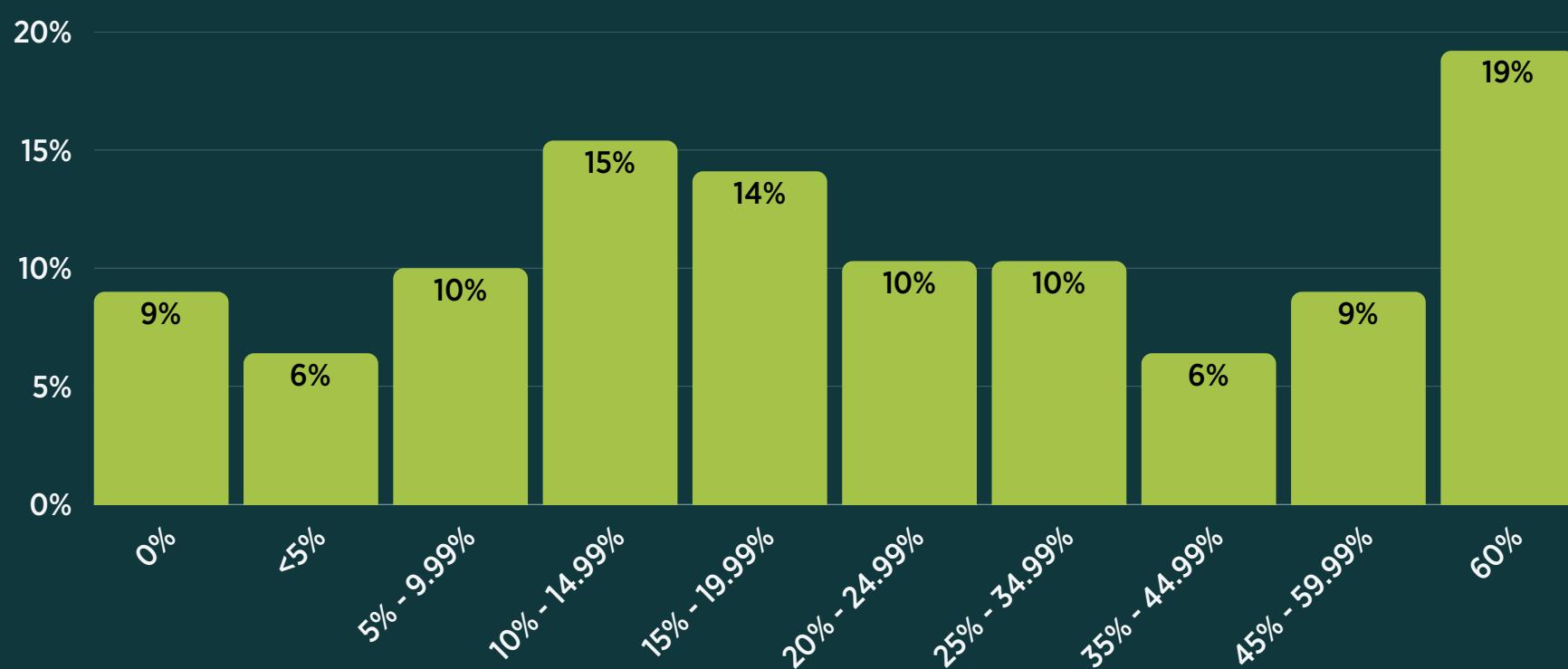
Increase  
29.5%

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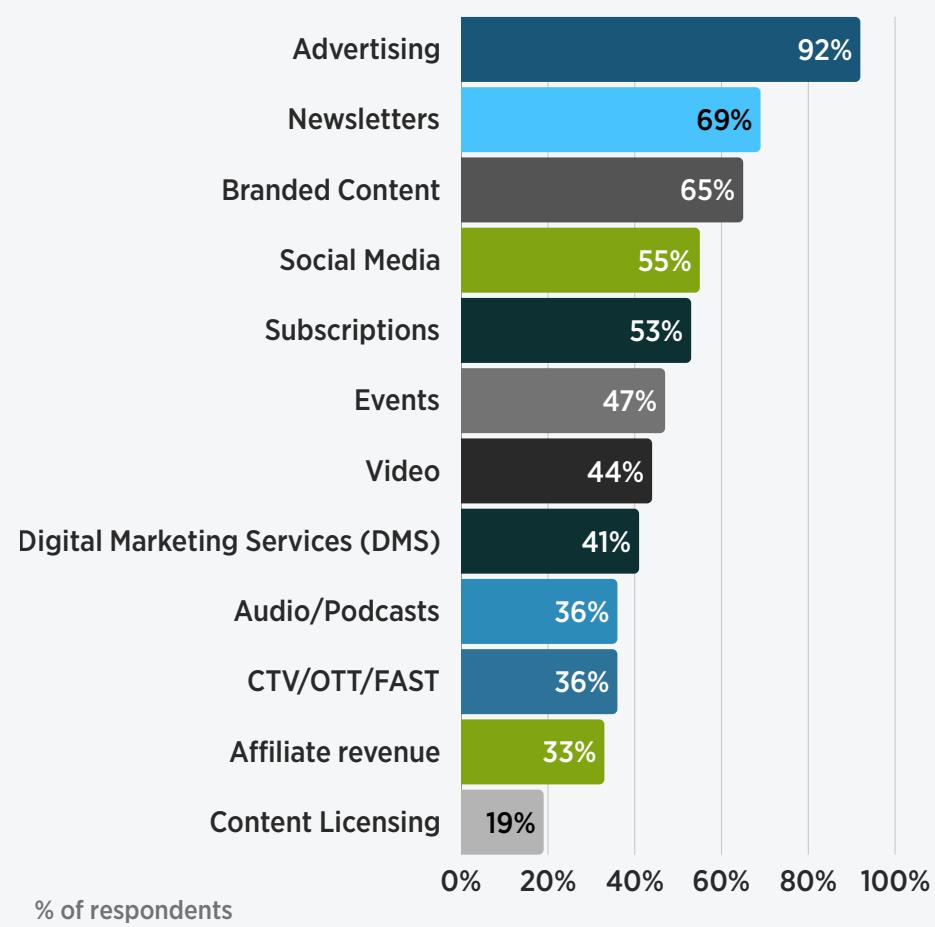
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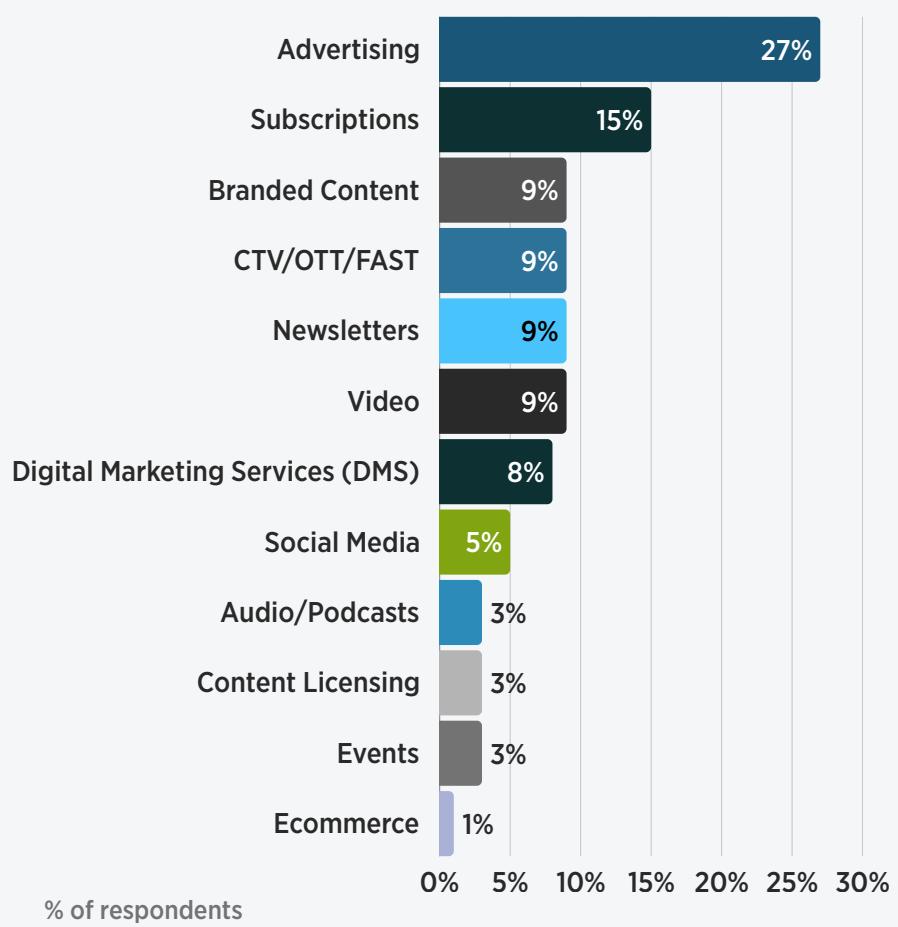
### 2025 Digital Revenue % to Total Revenue



### 2025 Digital Revenue Streams Used By Local Media



### 2025 Digital Revenue Streams with Highest Growth Rate

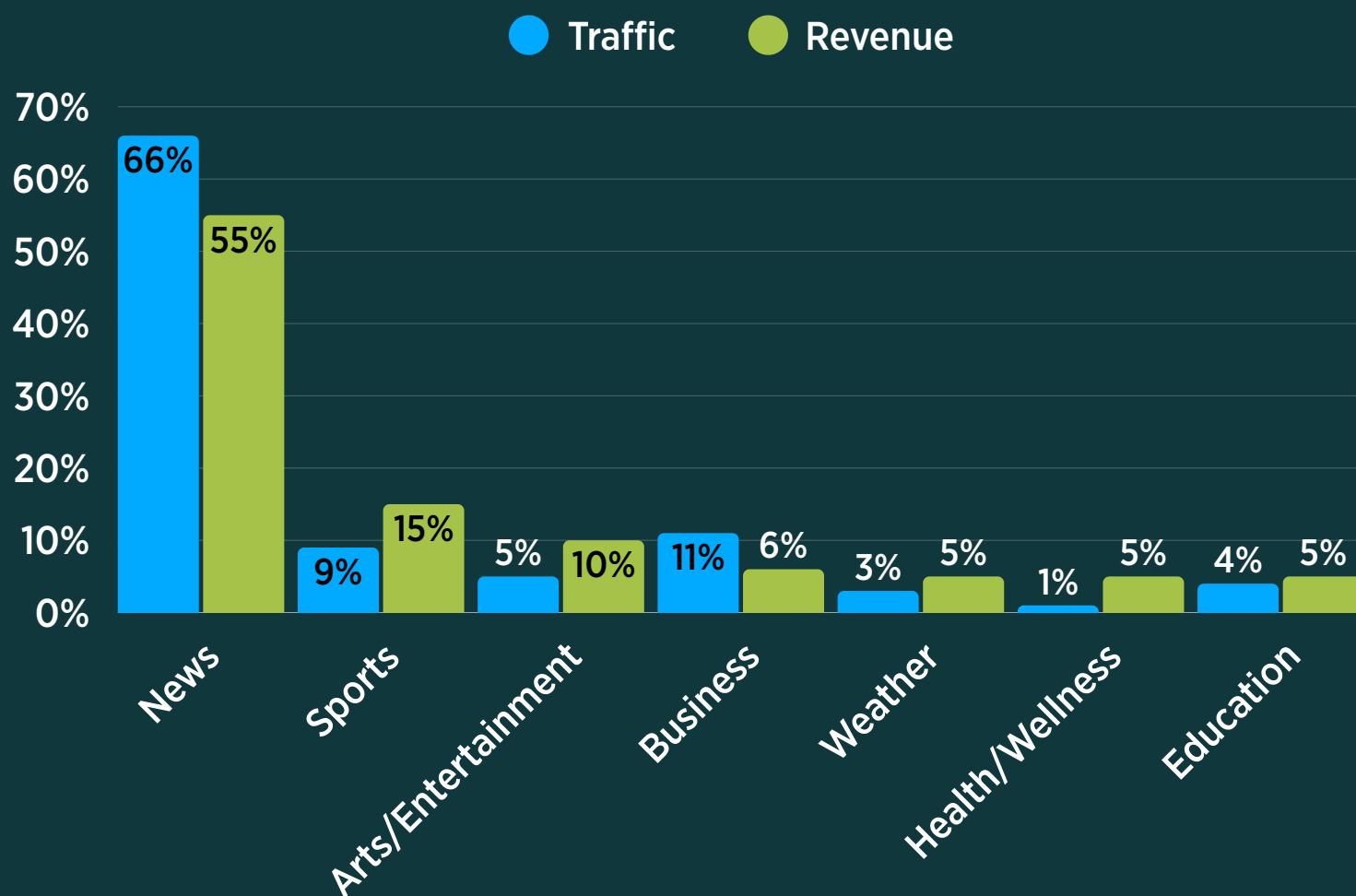


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2025 Local Media Content that Generates Most Traffic vs. Revenue



Local Media AI Use 2024 - 2026

