

LOCAL MEDIA INSIGHTS

2025 Industry Survey

OVERVIEW

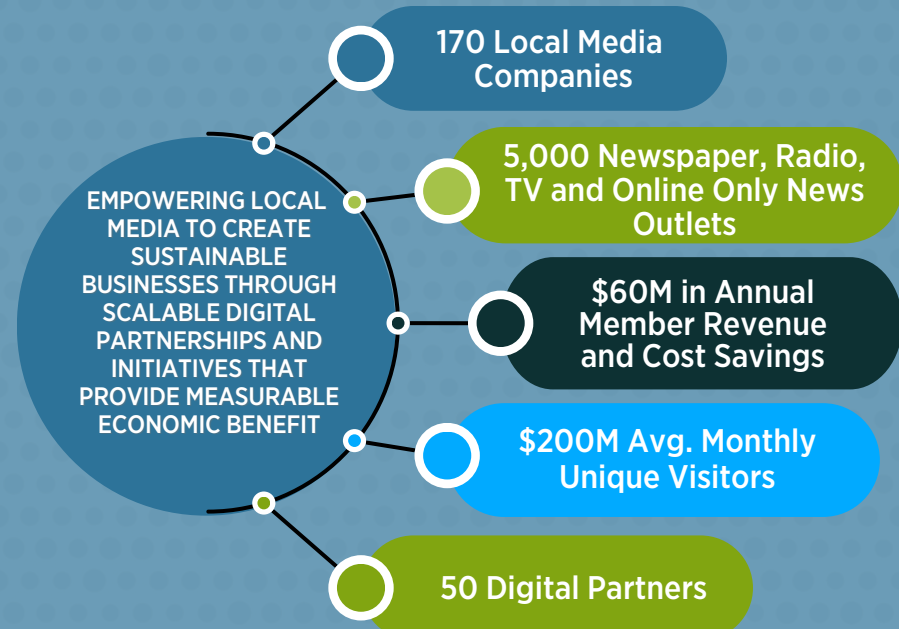
Local Media Consortium (LMC) conducted a comprehensive survey from September 22 - October 17, 2025, garnering insights from local media companies representing thousands of local news outlets across the U.S. and Canada.

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.

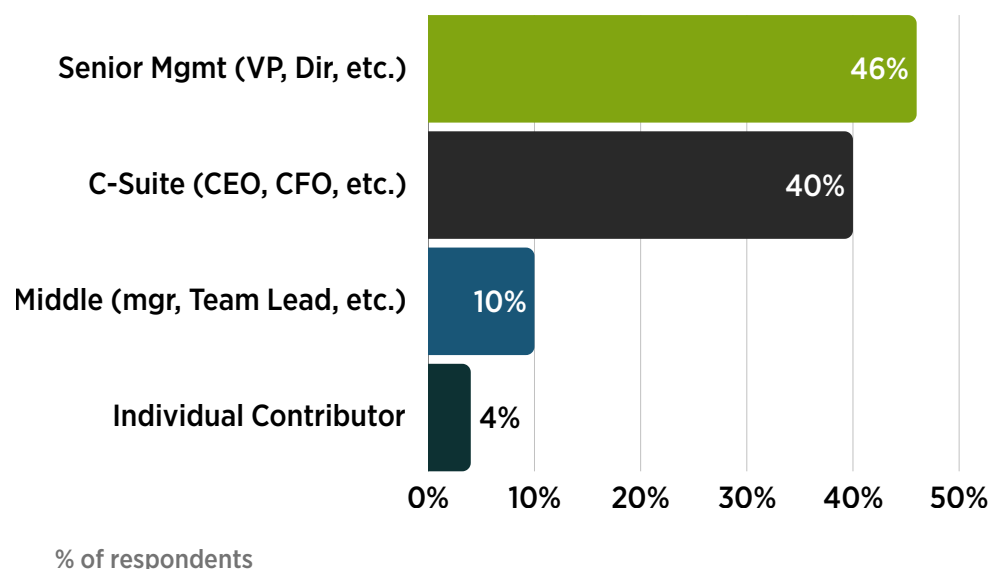
ABOUT THE LMC

Scalable Local Media Economic Benefit

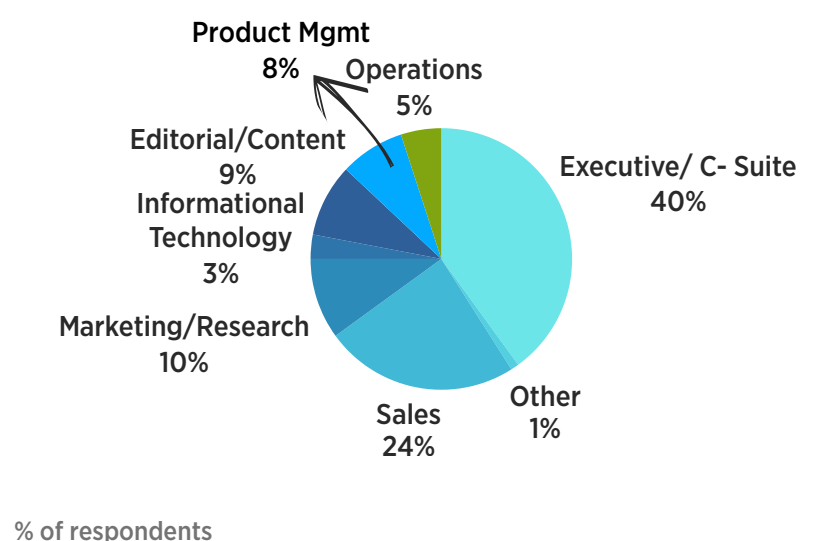


RESPONDENT PROFILE

Management Level



Department



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

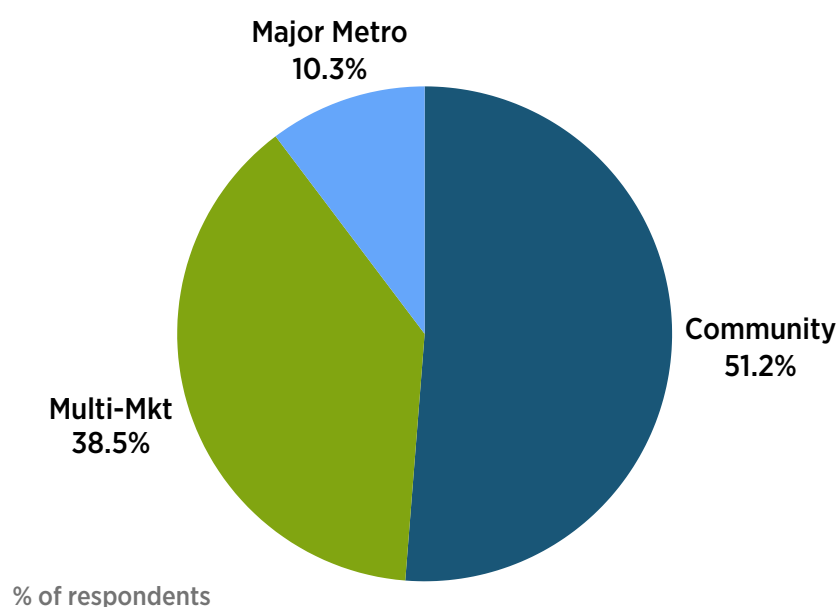
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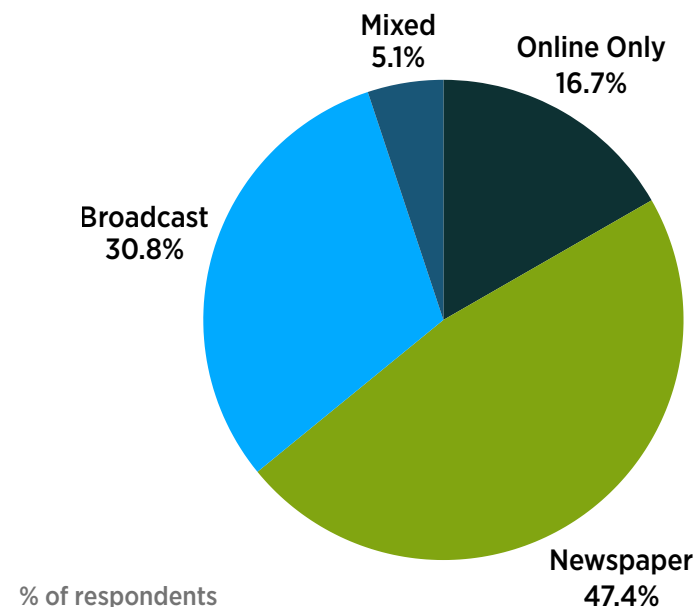
RESPONDENT PROFILE



Media Size



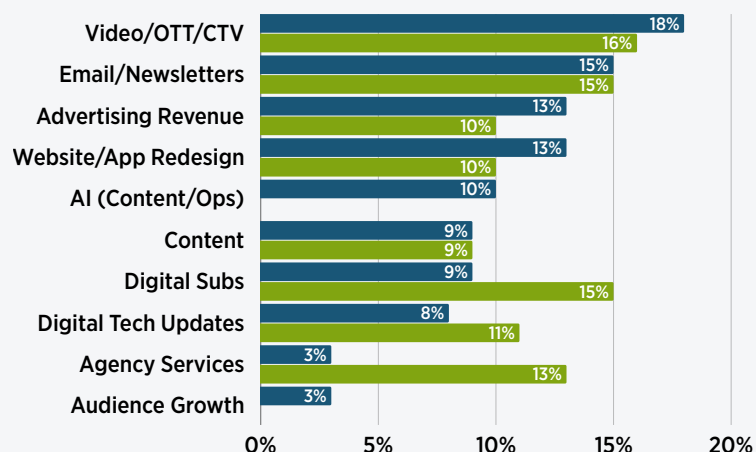
Media Type



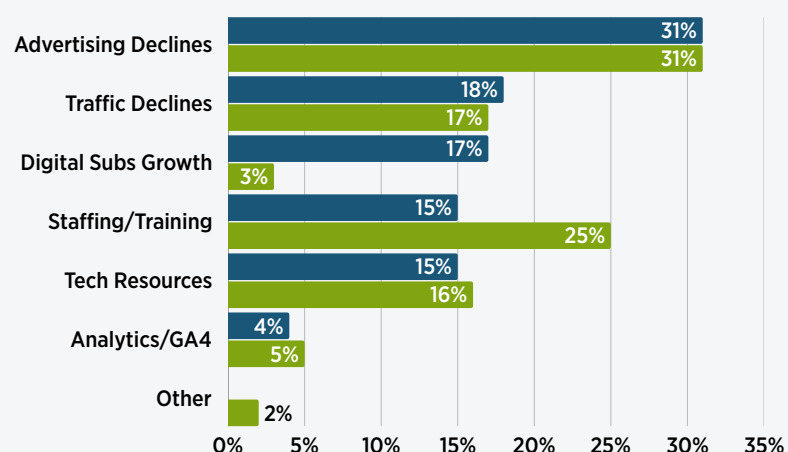
SUCCESSES & CHALLENGES

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:

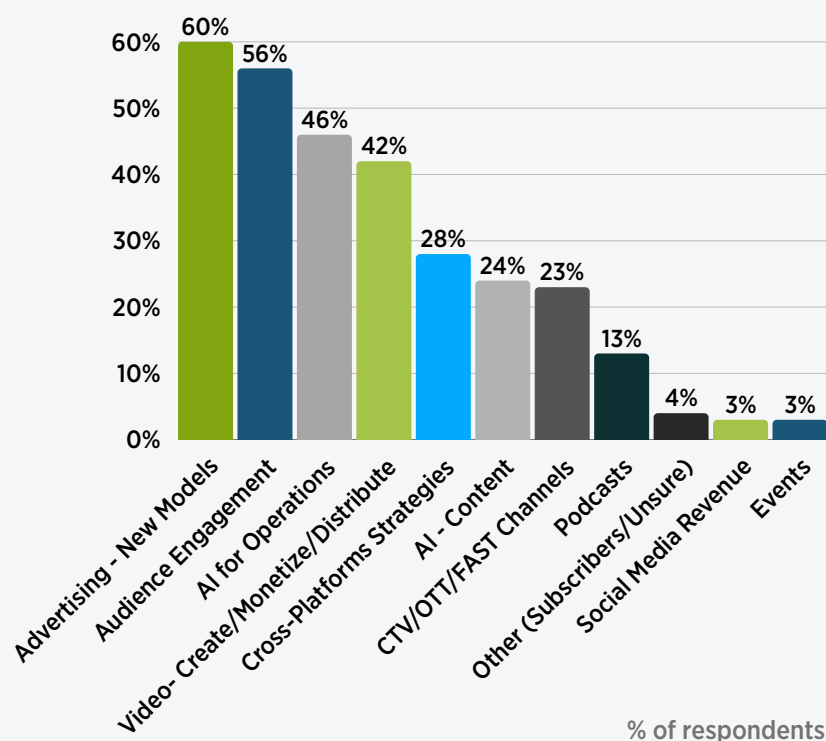
- Staffing/Training (39%)
- Analytics (16%)
- Tech Resources (4%)



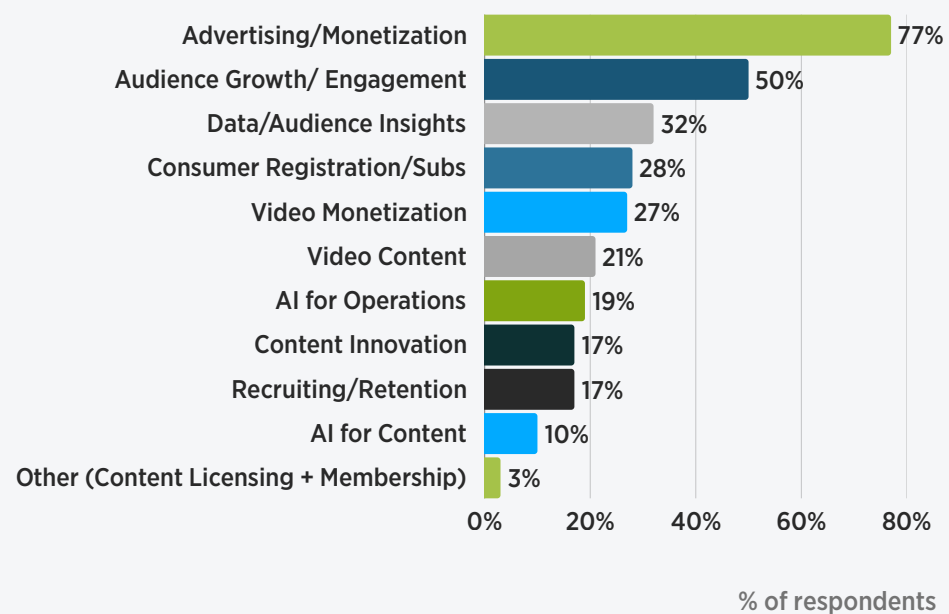
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Top 2026 Trends On Local Media Radar

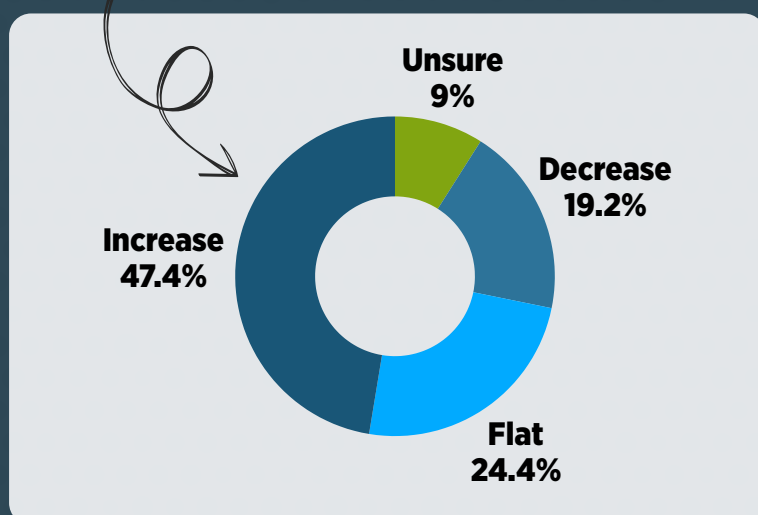


Local Media Top 2026 Priorities

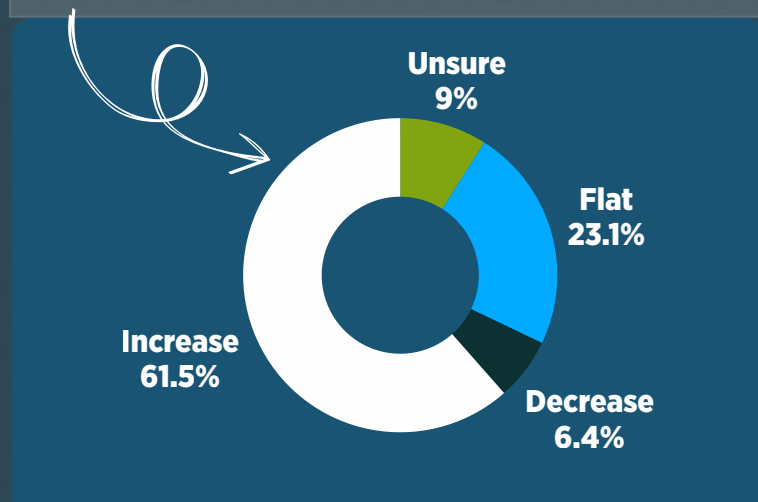


DIGITAL YOY REVENUE TRENDS

2025 Total Digital Revenue vs. 1Y

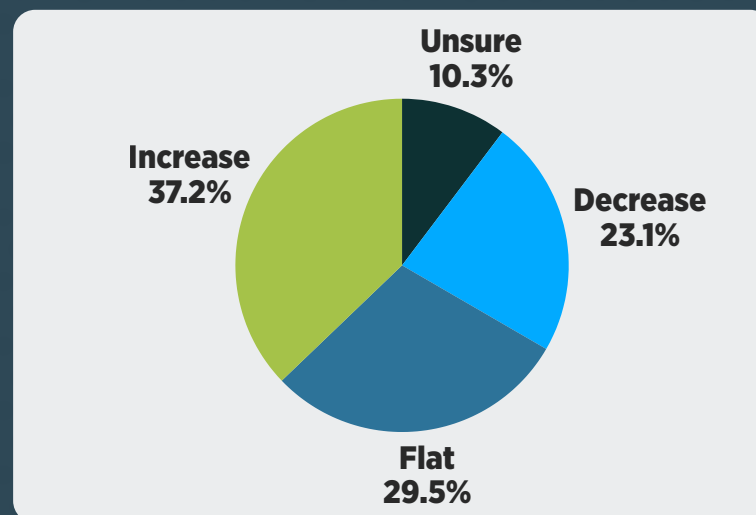


2026 Digital Revenue Budget vs. 2025

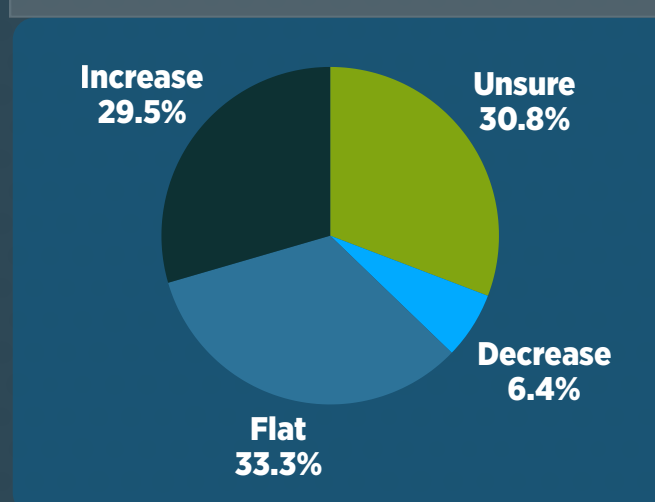


YOY TRENDS FOR ADVERTISING AND CONSUMER REVENUE

Digital Ad Revenue 2025 vs 2024



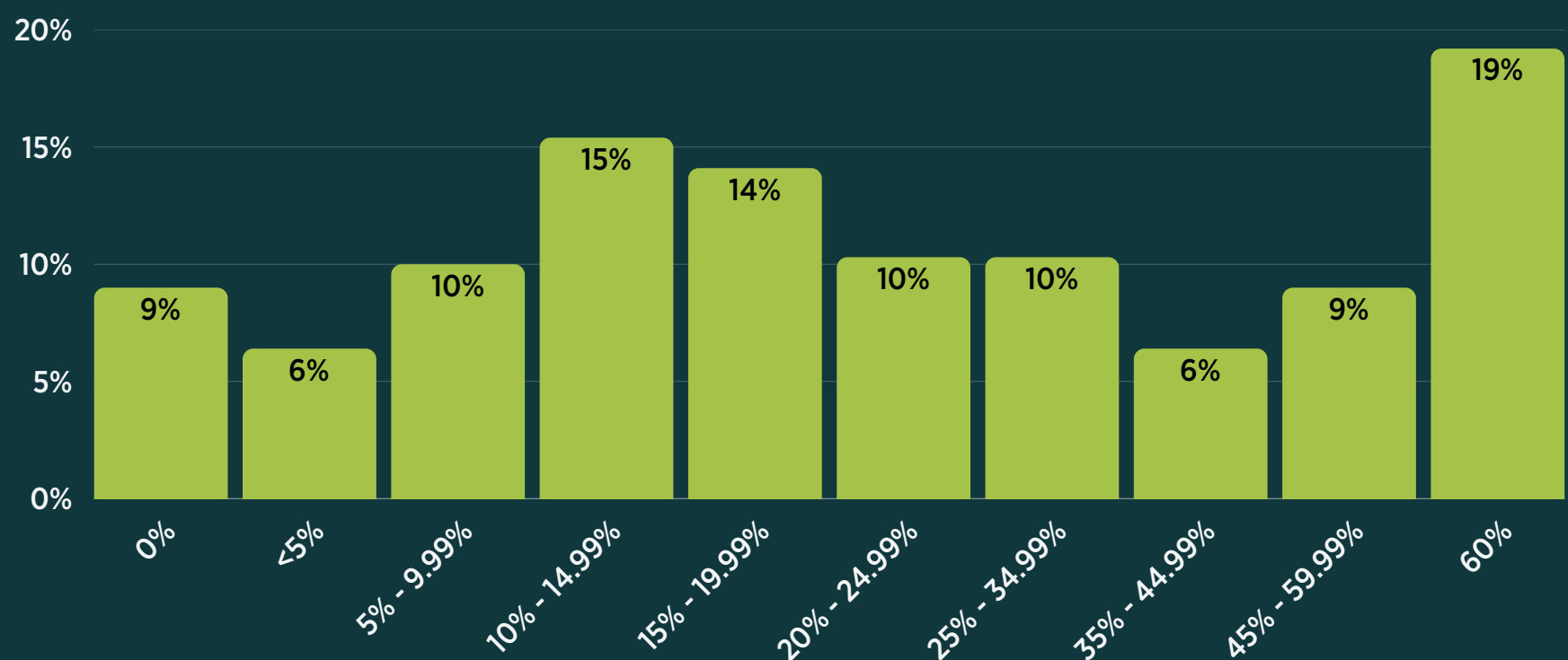
Consumer Revenue 2025 vs 2024



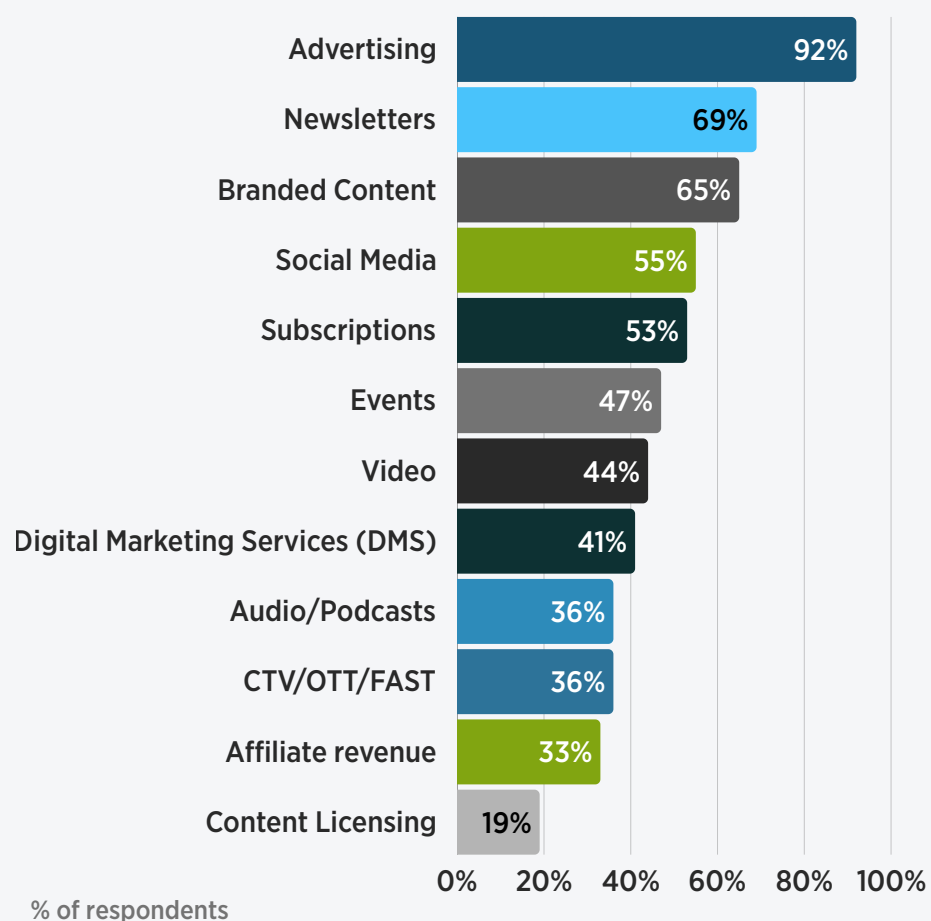
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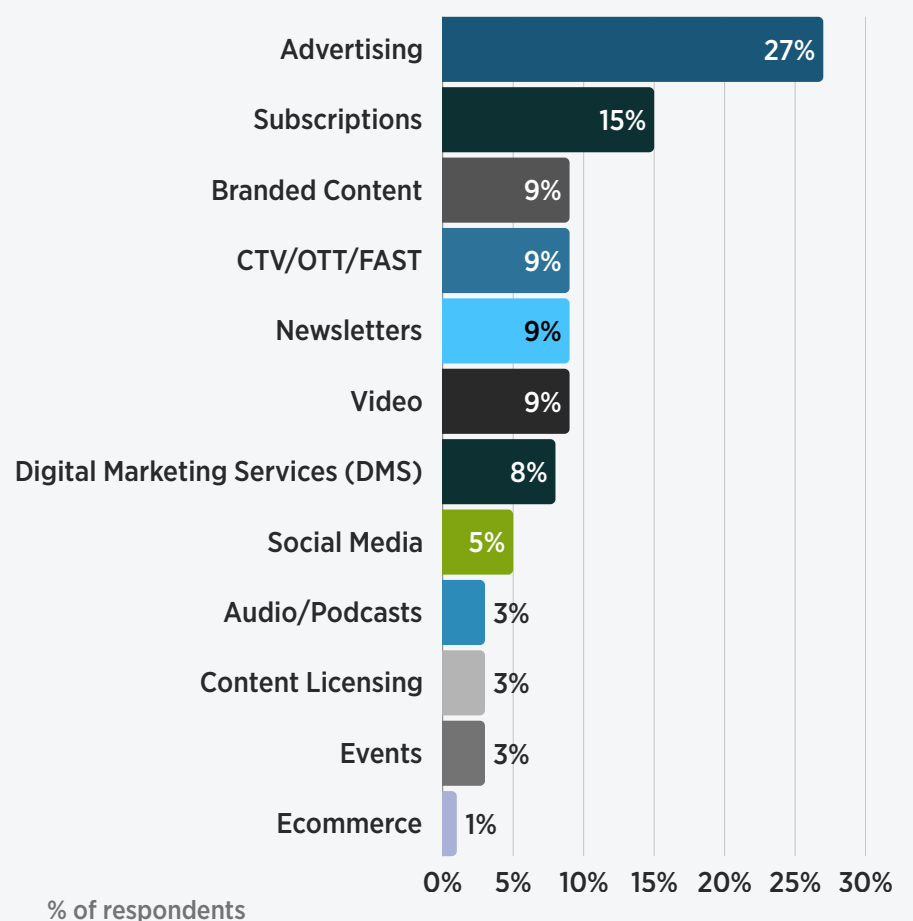
2025 Digital Revenue % to Total Revenue



2025 Digital Revenue Streams Used By Local Media



2025 Digital Revenue Streams with Highest Growth Rate

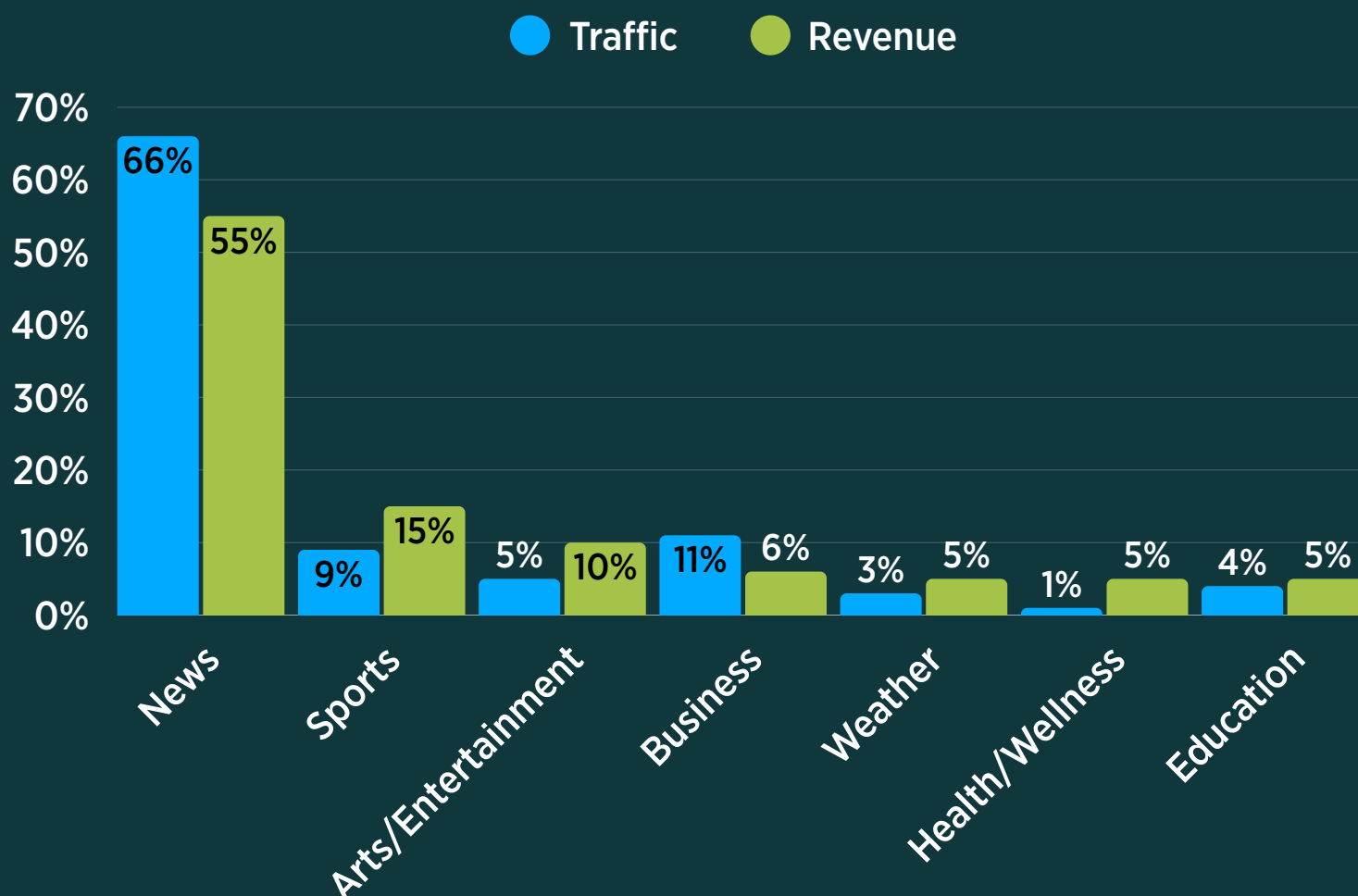


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2025 Local Media Content that Generates Most Traffic vs. Revenue



Local Media AI Use 2024 - 2026

