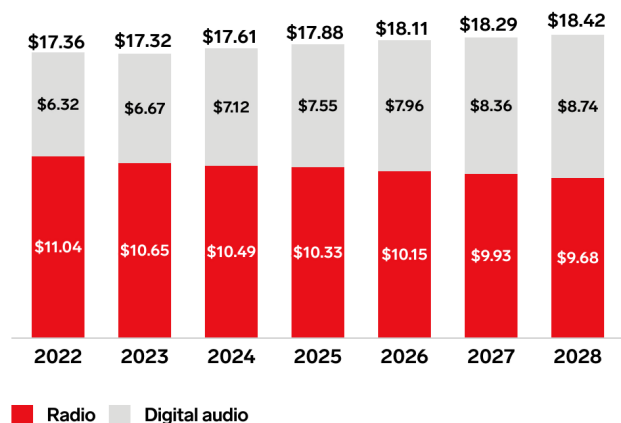


Digital drives growth in audio ad market, as radio broadcast advertising shrinks

Article

Despite Shrinking Broadcast Radio Ad Revenues, Audio Ads Power Ahead Thanks to Digital Audio

billions in US ad spending, 2022-2028



Note: radio includes local and national broadcast of traditional on-air radio stations and satellite radio services that are delivered over the air; digital audio includes digital advertising revenues for local and national broadcast radio stations, satellite radio services, purely online radio stations, and streaming music services such as Pandora and Spotify; includes podcast advertising and sponsorship; includes both audio and nonaudio ad formats
Source: EMARKETER Forecast, March 2024

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Key stat: US digital audio ad spend will reach \$7.12 billion this year, according to our March 2024 forecast. It will account for an increasing share of overall audio ad spend, as broadcast radio spend continues to decline.

Beyond the chart:

- Digital audio will account for 40.4% of audio’s \$17.61 billion in ad revenue this year, per our [Digital Audio Ad Spending Forecast and Trends Q2 2024](#) report.
- Compared to TV, audio’s shift to digital has been longer and steadier, thanks to early popularity of iPods and streaming services.
- Audio could be an underappreciated ad medium. Although consumers will spend 21.4% of their total media time listening to audio this year, it will only claim 4.5% of total advertising spend in the US.

Use this chart:

- Prove the audio ad opportunity.
- Consider where you are allocating your audio ad spending.

More like this:

- **Audio generates relatively little ad revenues per listener and time spent**
- **Making the case for investing in audio ads in 2024**
- **Where and how Gen Alpha consumes content: From YouTube to Netflix to Roblox**
- **Guide to podcast industry: Top platforms, key audience stats, and ad trends**

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and EMARKETER interviews with executives at ad agencies, brands, media publishers, and other industry leaders.