**Radio's Online Gambling Ad Revenue To Hit $164M**

Online gambling firms will spend $164 million on broadcast and digital radio advertising this year as the category's rapid growth continues, BIA Advisory Services predicts. Ad spending by local online gambling companies is now set to hit $1.8 billion this year, with local television, radio and cable taking in approximately 60% of that, BIA adds.

***Inside Radio 8/18/22***

[*https://www.insideradio.com/free/bia-radio-to-book-164-million-in-online-gambling-ads-in-2022/article\_4f634e8c-1ebf-11ed-8ea4-cb45066116d1.html*](https://www.insideradio.com/free/bia-radio-to-book-164-million-in-online-gambling-ads-in-2022/article_4f634e8c-1ebf-11ed-8ea4-cb45066116d1.html)

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[*https://bettingsite.com.au/wp-content/uploads/2017/11/radio\_gambling\_ads-768x512.jpg*](https://bettingsite.com.au/wp-content/uploads/2017/11/radio_gambling_ads-768x512.jpg)