**Radio Revenue Reached $15B In 2023**

Ad revenue in the radio industry reached $15.15 billion last year despite decreases in advertiser spending, Kagan Research reports. Kagan senior research analyst Justin Nielson says, "[R]adio's lower ad cost, community outreach and relatively high return on investment compared to other media should help maintain its ad share in its local markets."

***Inside Radio 2/27/24***

[*https://www.insideradio.com/free/kagan-radio-industry-revenue-topped-15-billion-in-2023/article\_9460e25e-d545-11ee-aead-035bdc846ad3.html*](https://www.insideradio.com/free/kagan-radio-industry-revenue-topped-15-billion-in-2023/article_9460e25e-d545-11ee-aead-035bdc846ad3.html)

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