**BIA: Local Radio Revenue Will Rise 21% In 2021**

BIA Advisory Services predicts local radio revenue will hit $11.7 billion during 2021, up 21% over 2020. The COVID-19 pandemic contributed to a drop of 23.6% last year, though digital advertising only declined slightly.

***Inside Radio (free content) 5/14/21***

[*http://www.insideradio.com/free/bia-local-radio-s-digital-revenue-will-top-1-billion-in-2020-as-ad-market/article\_e2e8c868-b47f-11eb-b095-eb6d4b8aa6f9.html*](http://www.insideradio.com/free/bia-local-radio-s-digital-revenue-will-top-1-billion-in-2020-as-ad-market/article_e2e8c868-b47f-11eb-b095-eb6d4b8aa6f9.html)

*Image credit:*

[*https://www.businessinsider.in/photo/80402414/radio-ad-revenue-for-july-sept-quarter-in-2020-was-rs-198-53-crore-trai.jpg?imgsize=313475*](https://www.businessinsider.in/photo/80402414/radio-ad-revenue-for-july-sept-quarter-in-2020-was-rs-198-53-crore-trai.jpg?imgsize=313475)