**US Local Ad Rev to Top $161B In ’20**

Political and over-the-top advertising, plus growth in mobile and social ads will be key elements in local media next year. Traditional media revenue will account for 58.5% of total local advertising in 2020 at $94.4 billion, increasing with the help of political spend from $93.2 billion in 2019. Online/digital revenue will grow to $66.9 billion in 2020, or 41.5% of total local media revenue, up from $59.3 billion in 2019.

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<https://tvnewscheck.com/article/top-news/240902/bia-us-local-ad-rev-to-top-161b-in-20/?utm_source=Listrak&utm_medium=Email&utm_term=BIA%3a+US+Local+Ad+Rev+To+Top+%24161B+In+%26%23039%3b20&utm_campaign=Sinclair%2c+Nexstar+Report+3Q+Earnings>

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