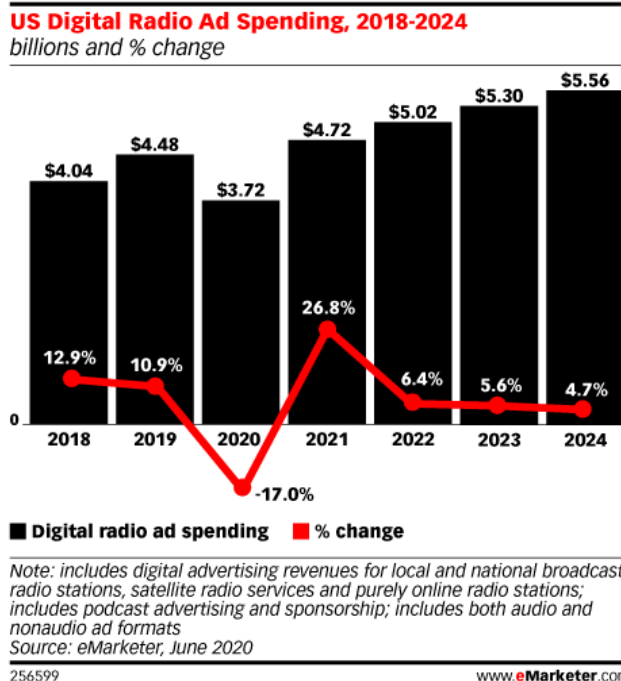


US Digital Radio Ad Spending Will Drop 17.0% in 2020

ARTICLE

eMarketer Editors

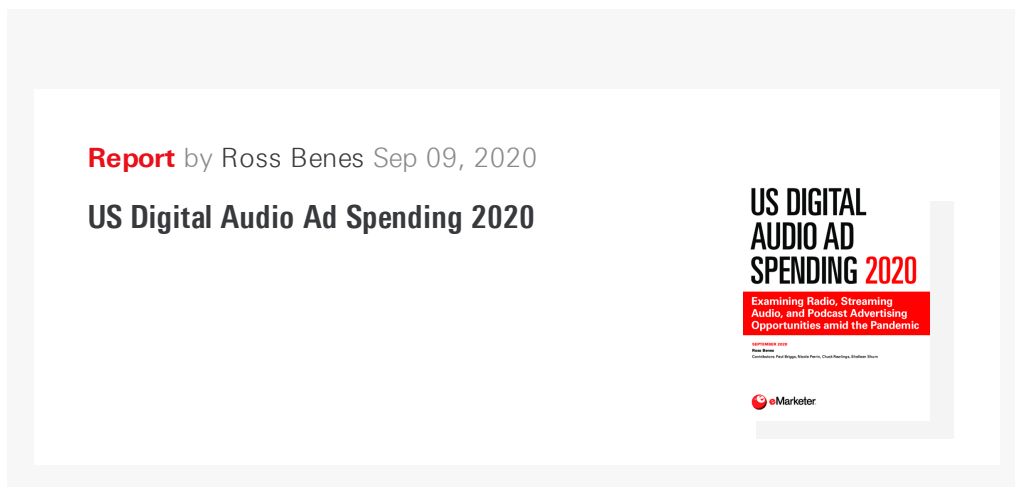
We forecast that US digital radio ad spending will shrink from \$4.48 billion in 2019 to \$3.72 billion this year, a 17.0% decrease.



We expect digital radio advertising will have a strong rebound next year and continue to increase throughout our forecast period. However, if there is a second US outbreak, it could create more economic havoc that will require us to readjust these figures.

Read More:

- [Podcasting Is a Bright Spot amid Declining Digital Radio Spending](#)
- [Where Americans Stream Audio, TV's Optimistic H2 and What More Voice Assistants Means](#)
- [US Podcast Ad Spending to Surpass \\$1 Billion Next Year](#)



*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, **subscribe to Chart of the Day.***