



What Will A Station “Look” Like In 2030?

Jacobs
media | research | mobile | social

@Pauljacobsmedia



If you don't know exactly
where you're going, how will
you know when you get there?

Steve Maraboli



Radio becomes television.
Television becomes radio.
And both become everything else.

What Is Radio?



Radio 2024



**“ALEXA PLAY
MAGIC 106.5”**


Magic 106.5
Numero Uno Tejano Hit Station

**CLICK HERE TO LEARN HOW TO ENABLE
MAGIC 106.5 ON YOUR ALEXA DEVICE**



1:57


KHCB
network



Press Play To
Listen To KHCB

choose
stream

Upliftd Living



**5 Ways To Guard Your Life
From Any Temptation**

Mon, Jul 22 2024, 2:54 AM

**Cultivating Prayer Within Your
Marriage**

Home OnDemand Donate Connect

Podcasts and Video

KTSA PODCASTS



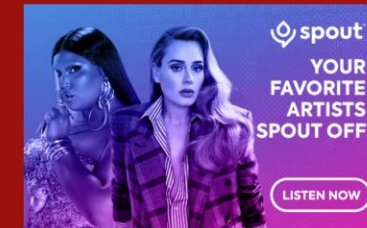
Master Debaters



Texas News
Radio



KTSA NewsFlash



Spout Podcast





Newsletters

 ideastream
public media
EARLY CHILDHOOD

EDUCATION NEWSLETTER


wshu | Public Radio


The Pause




10 Pieces of Really Good Advice

WFE's Life Kit interviews a lot of people who give advice for a living. Here are 10 of the best pieces of well-worn advice from therapists, career coaches, relationship experts and writers. [We hope you find something that resonates.](#)



The Many Doughnuts of Mardi Gras

The history of doughnuts is intrinsically linked to the celebration of Mardi Gras. "Fat Tuesday" — the Christian day of revelry and indulgence before the austere season of Lent — features dough deep-fried in fat as its main staple. Turns out, there are many different versions of the doughnut in various cultures. [WFE explores many doughnut traditions and recipes.](#)


"My Unsung Hero": A Stranger

In the synopsis, Cynthia Page was a young copywriter working in Manhattan and living in New Jersey. One night, after missing the train home, she found herself entered by a group of terrifying-looking men. What a stranger did next may have saved her life. About her "unsung hero," Page says, ["I think it does remind you what kind of kindness there is out there."](#)




Support for "The Pause" comes from


rynaHEALTH™
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If you enjoy *The Pause* and the programming you hear on WSHU Public Radio, please consider making a contribution. Thank you!

[Donate now](#)

We are here for you. WSHU is your home for important news, and also for uplifting music and inspiring stories. Each Wednesday, this micro-newsletter delivers a little of each. Have a question or story suggestion? [Share it with us here.](#)

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 Noon(ish)

An Ideastream Public Media Newsletter

Events and Forums

STATION EVENTS

[VIEW ALL](#)



CHRISTMAS IN JULY!

1:00 PM on Wednesday, July 3 - 11:00 PM on
Saturday, July 6



BY THE BROOK

2:00 - 8:30 PM on Friday, July 12



EGYPTIAN FOOD FESTIVAL

4:00 - 9:00 PM on Friday, July 12

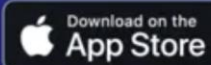
What Is Television?



peacock
hulu

Television 2024

Download
FOX 26
News App



- SEVERE WEATHER ALERTS
- INTERACTIVE RADAR
- CUSTOMIZED LOCAL FORECASTS

DOWNLOAD
OUR
WEATHER APP



Television 2024



Choose the newsletters that interest you and we will deliver them directly to your inbox.

Email Address:

example@example.com

KXAN NEWSLETTERS

☐ **KXAN Breaking News Alerts**

Alerts about major news in Central Texas.

Frequency: As it happens.

☐ **KXAN Severe Weather Alerts**

KXAN's First Warning Weather Team keeps you updated as severe weather heads into Central Texas.

Frequency: As it happens.

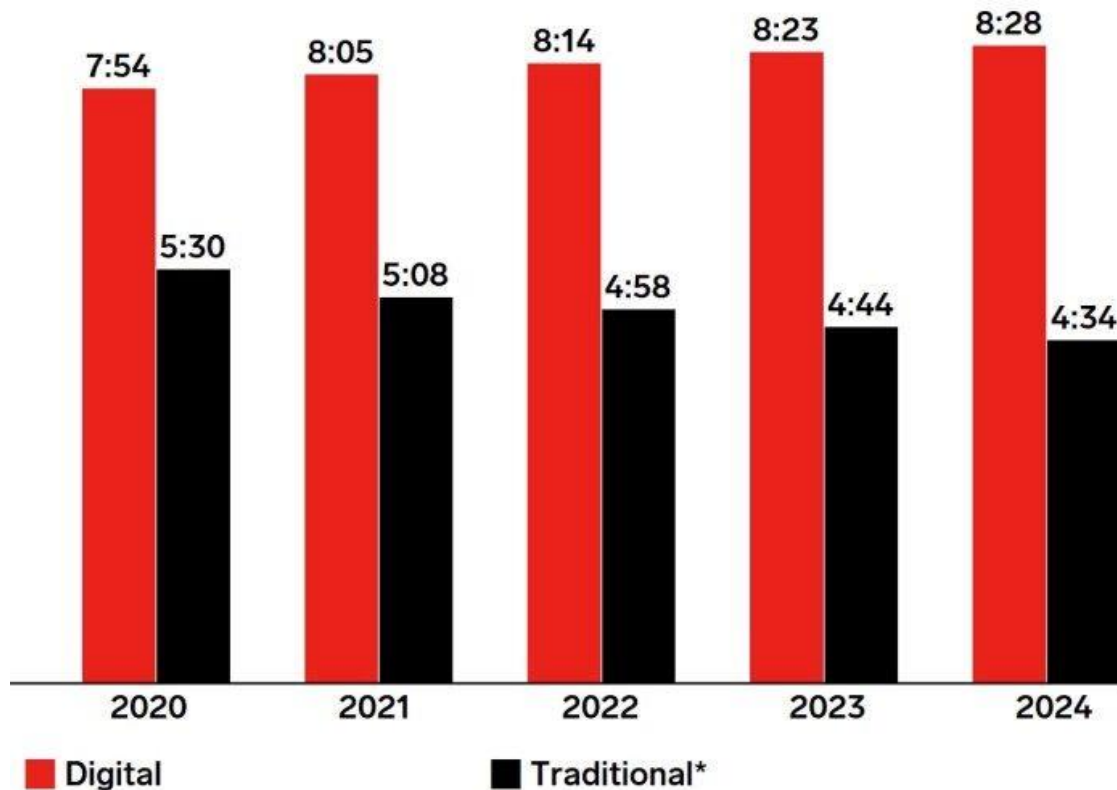
☐ **KXAN Live Stream Alerts**



Decline of Traditional Media

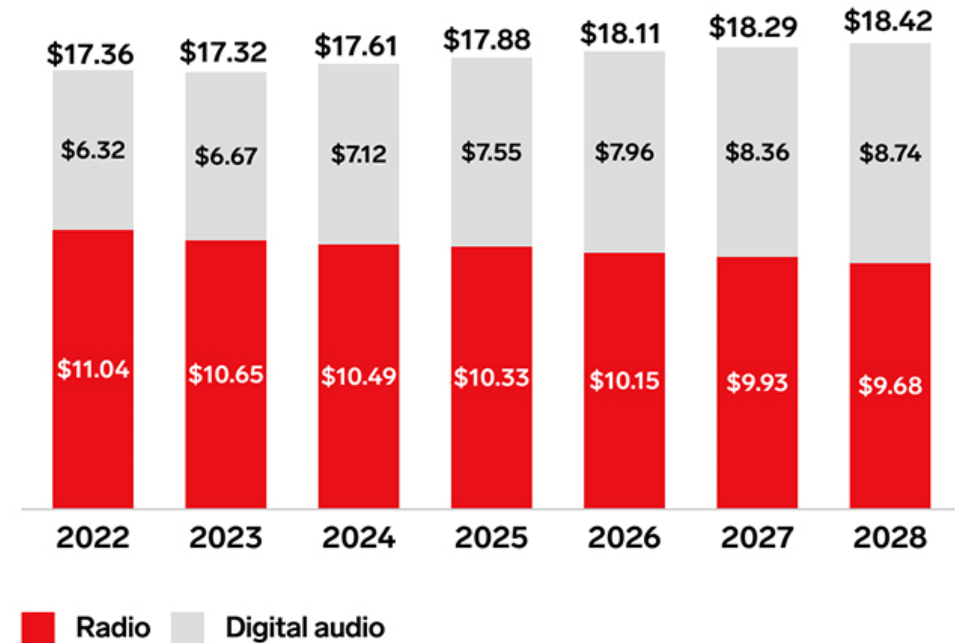
Traditional* vs. Digital Media: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Despite Shrinking Broadcast Radio Ad Revenues, Audio Ads Power Ahead Thanks to Digital Audio

billions in US ad spending, 2022-2028



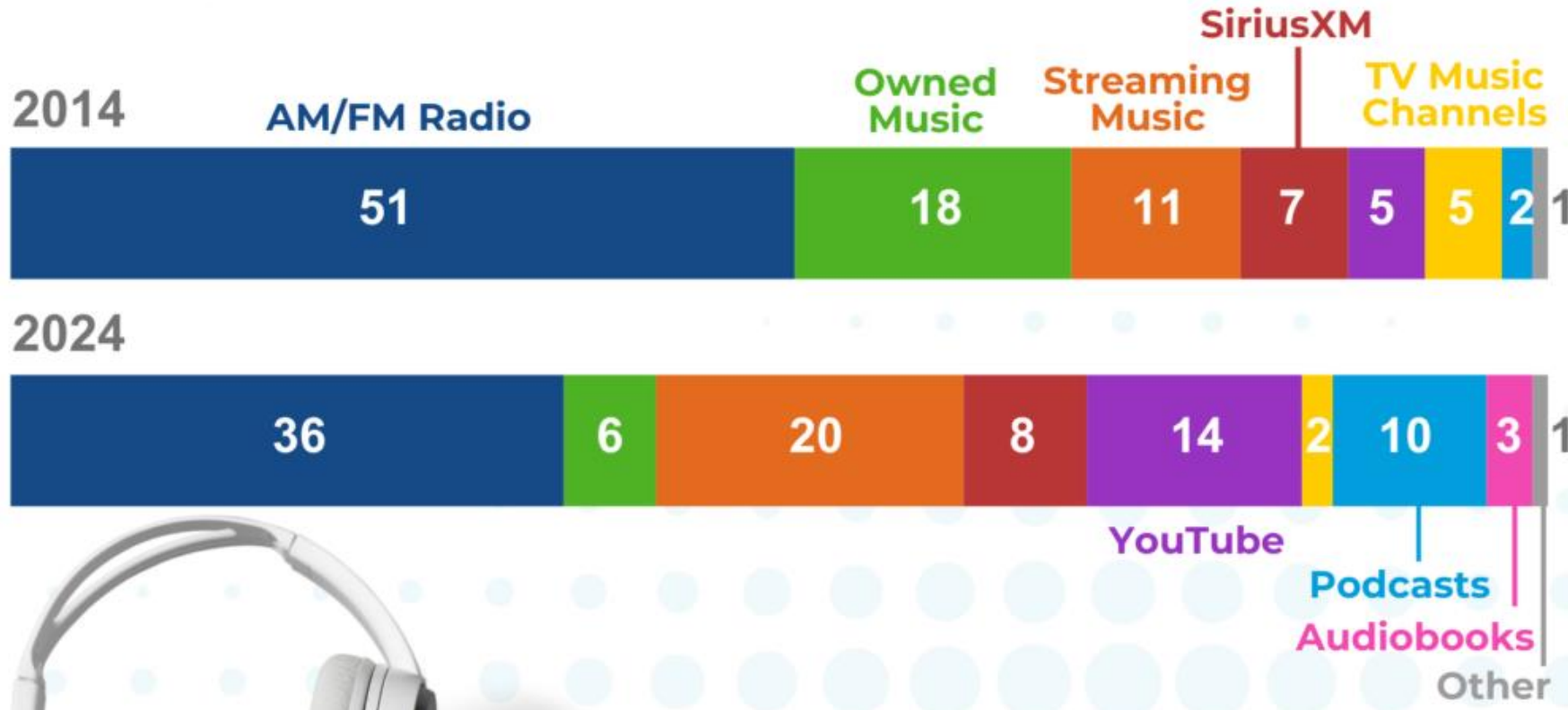
Note: radio includes local and national broadcast of traditional on-air radio stations and satellite radio services that are delivered over the air; digital audio includes digital advertising revenues for local and national broadcast radio stations, satellite radio services, purely online radio stations, and streaming music services such as Pandora and Spotify; includes podcast advertising and sponsorship; includes both audio and nonaudio ad formats

Source: EMARKETER Forecast, March 2024

Radio Listening Trends

Share of Audio Listening Time by Platform

U.S. Population 13+



How to read: Those age 13+ in the U.S. spend 36% of their daily audio time listening to AM/FM Radio.

Where The Local \$\$\$ Are

2025: Total Local U.S. Ad Revenue \$171B

Local ad revenue, not including political spend, growing an estimated 5.5% from 2024 to 2025 with digital getting larger share of ad wallet.

**Digital Media
Revenue
\$89
Billion**

Digital Media includes:

1. OTT/CTV
2. TV Digital
3. Radio Digital
4. PC or Laptop
5. Mobile (smartphone, tablet)
6. Email
7. Newspaper Digital
8. Magazines Digital
9. Directories Digital

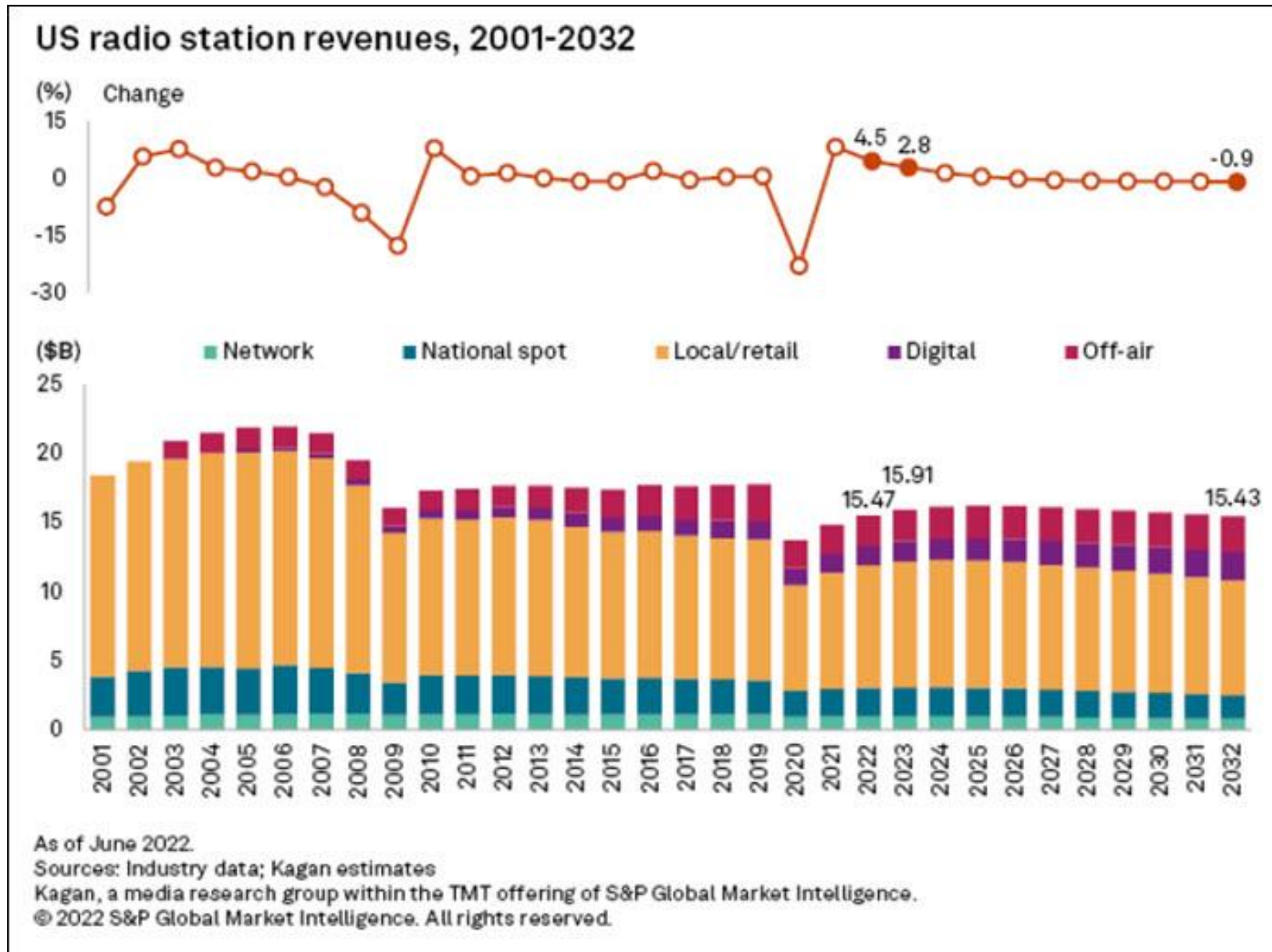


**Traditional
Media Revenue
\$82
Billion**

Traditional Media

1. Cable
2. TV O-T-A
3. Radio O-T-A
4. Direct Mail
5. Newspaper Print
6. Magazines Print
7. Directories Print
8. Out of Home (OOH)

Radio Revenue Projections

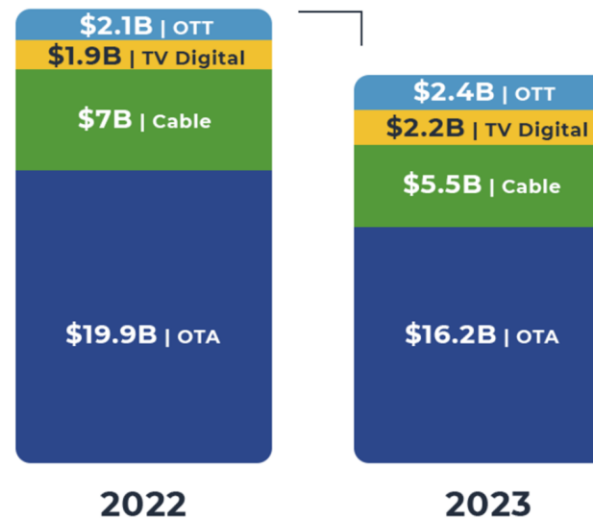


Local Television Revenue

Local TV Numbers

With political, it's a 14.8% decrease, with OTA shrinking the most.

Without political, it's a 2.2% increase, with OTA staying flat.

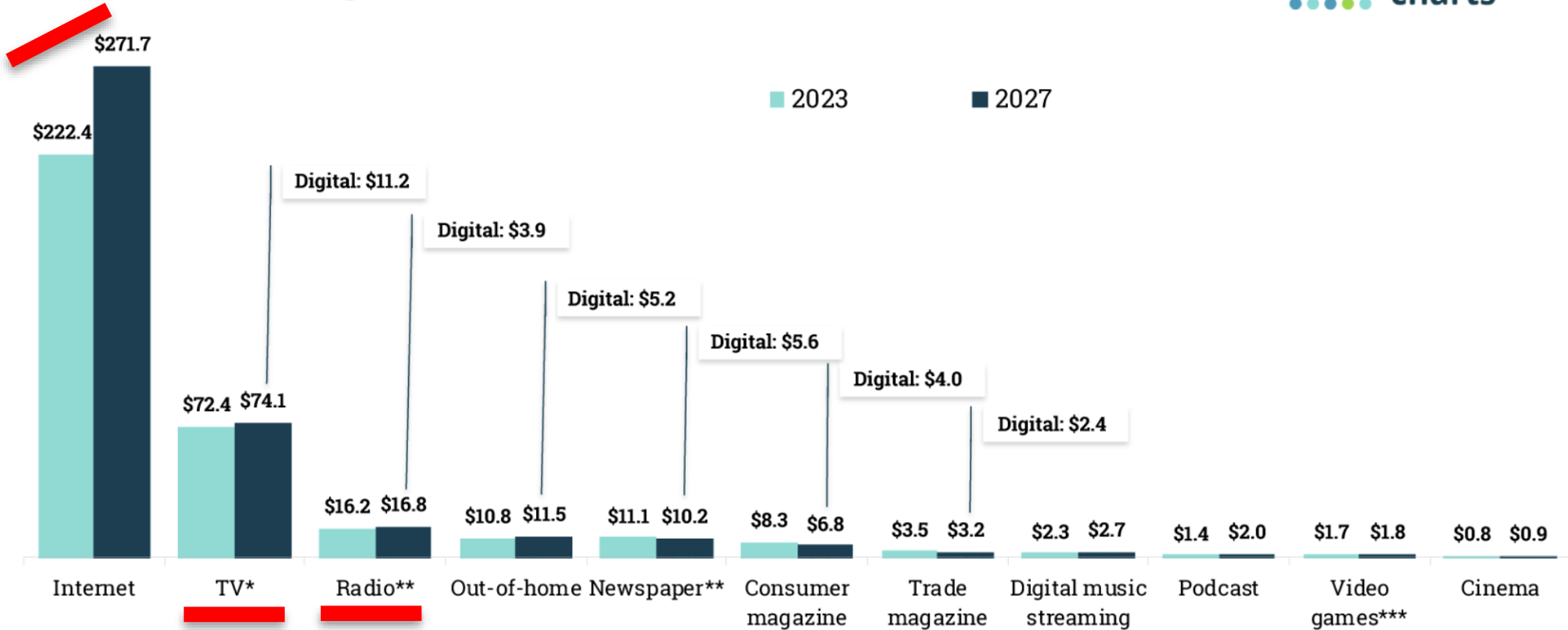


BIA
ADVISORY
SERVICES

Jacobs
media | research | mobile | social

Where The \$\$\$ Are Heading

US Advertising Media Market Sizes (\$B), 2023 v. 2027



Published on MarketingCharts.com in June 2023 | Data Source: PwC

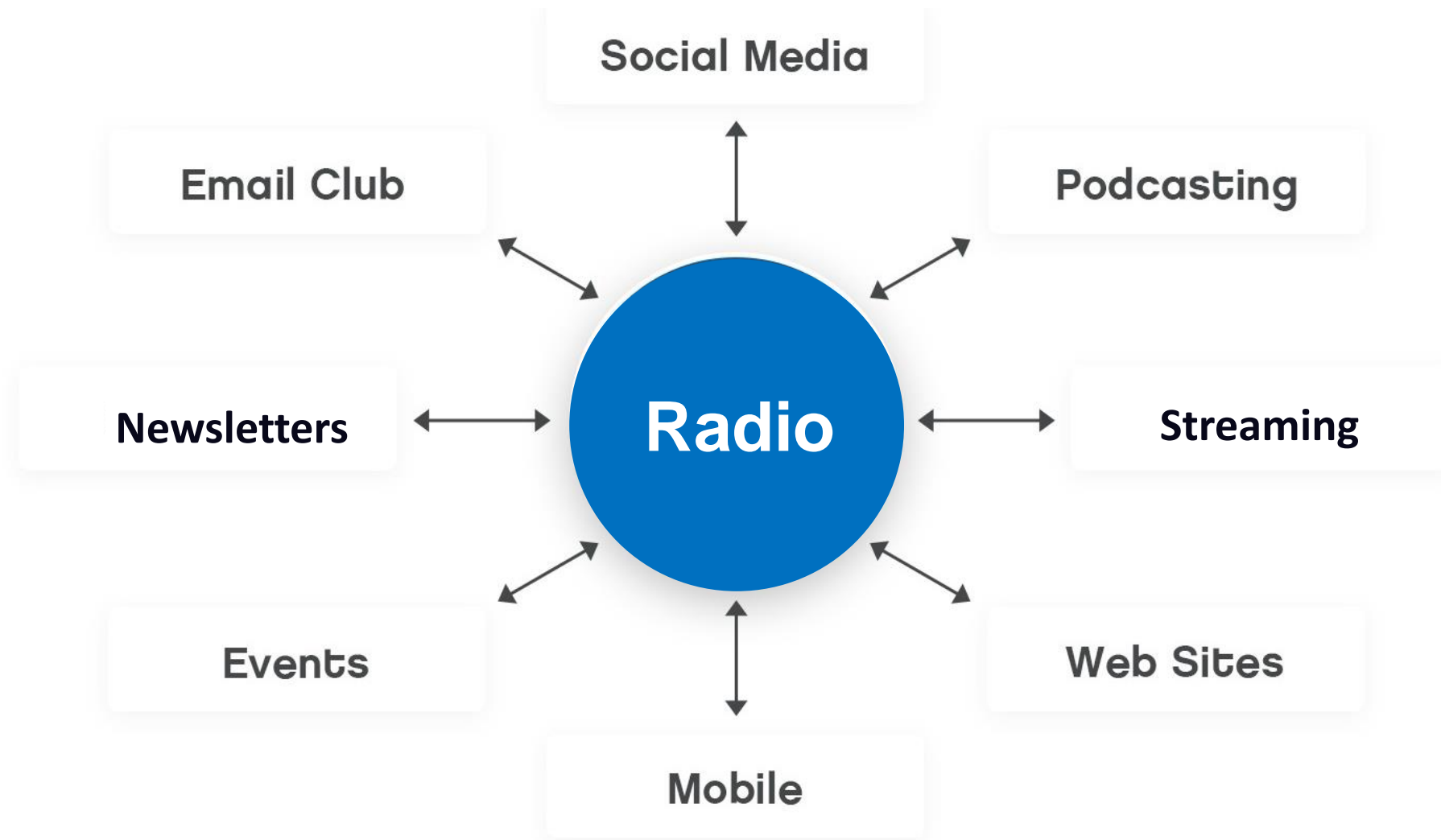
Traditional media figures include online equivalents (e.g. \$11.5 in OOH advertising in 2027 includes forecast \$5.2B in digital OOH)

Excludes connected TV advertising **Includes advertising in Canada *Excludes e-sports streaming advertising and in-app games advertising*

What Is The Value Of A Listener/Viewer?



Traditional Media Model



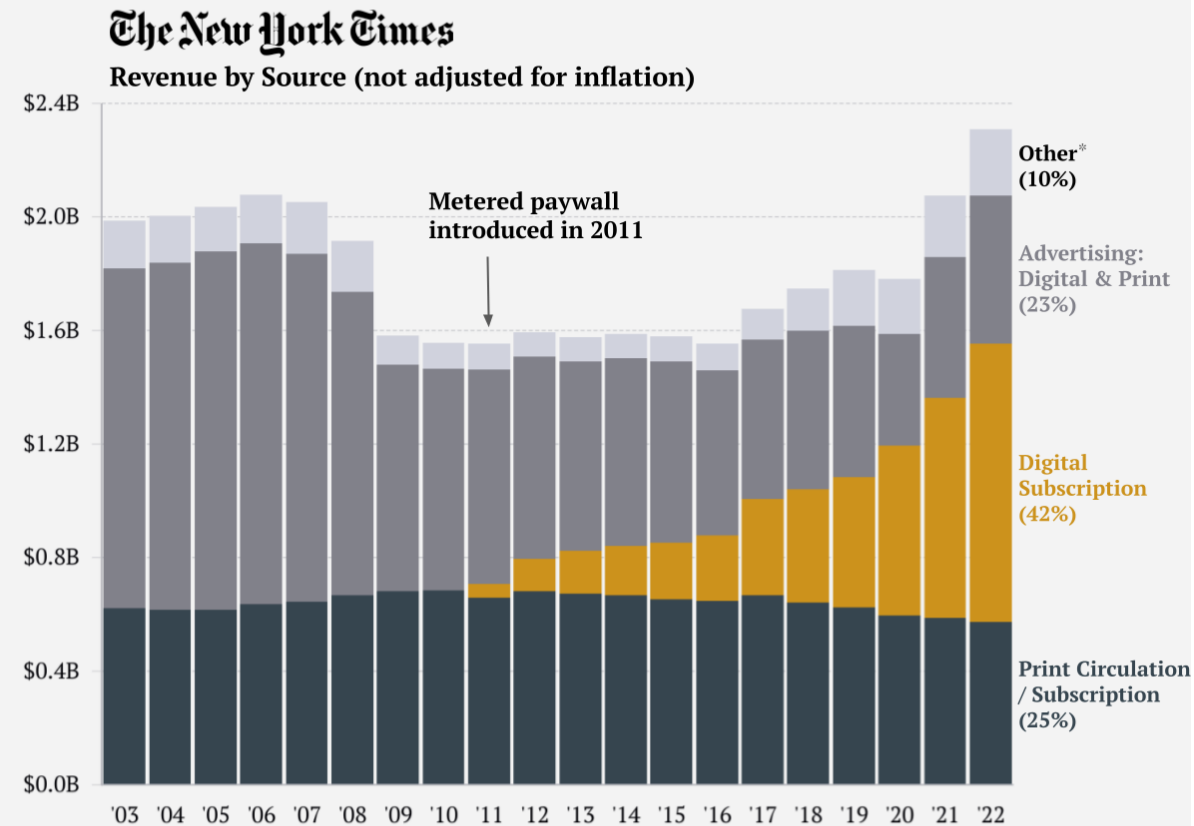
The Future of Media: A Content Platform



The New York Times

The NY Times Revenue Trajectory

The New York Times has transitioned from an advertising-led to a subscription business

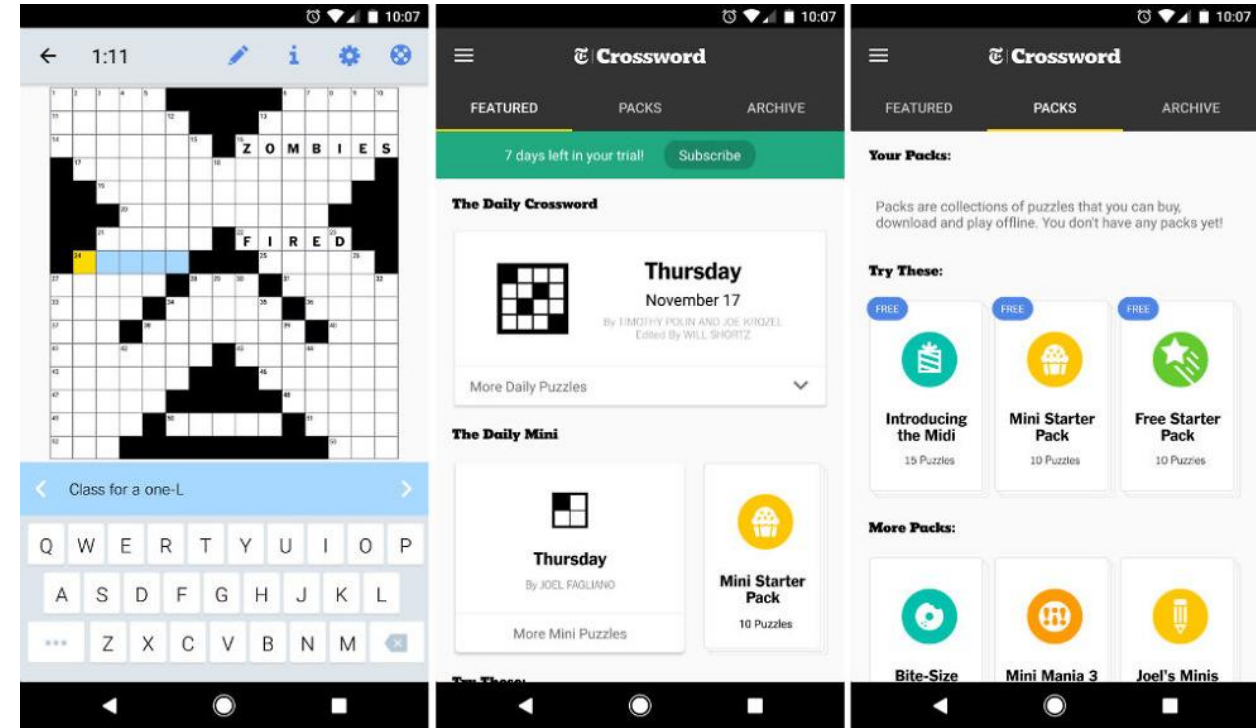
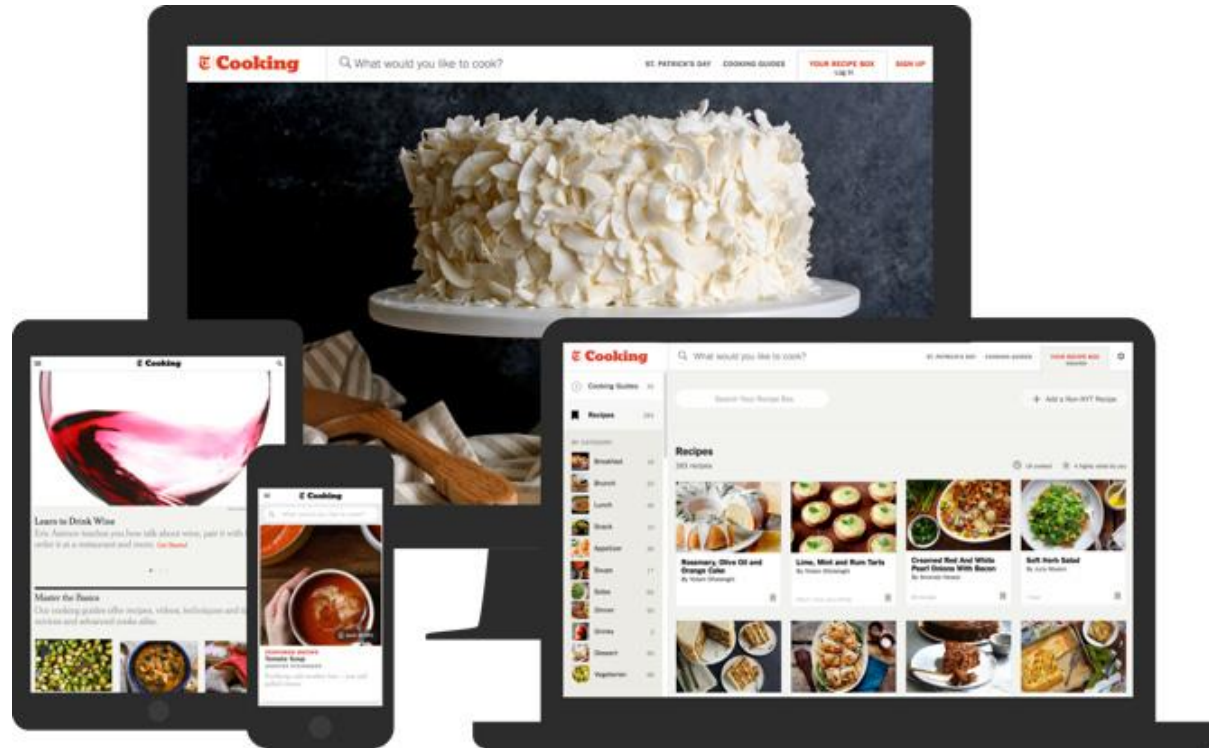


* Other revenue is for various smaller revenue sources e.g. affiliate referrals, leasing, commercial printing, licensing

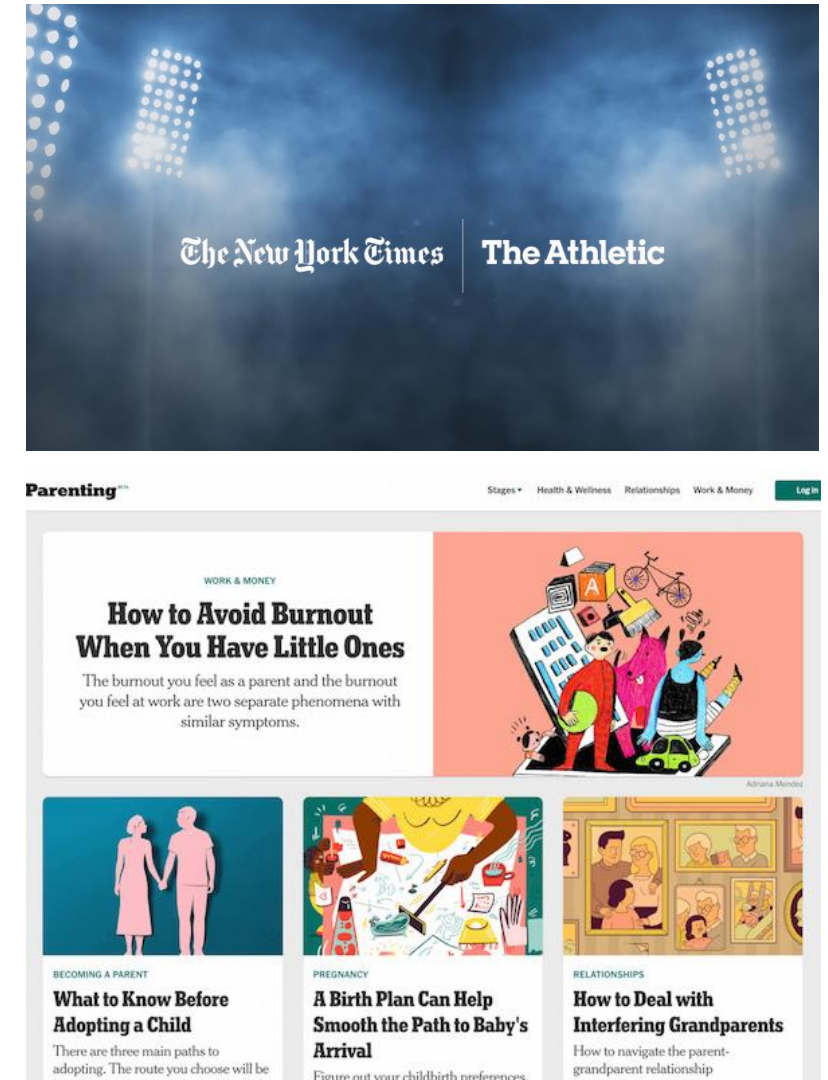
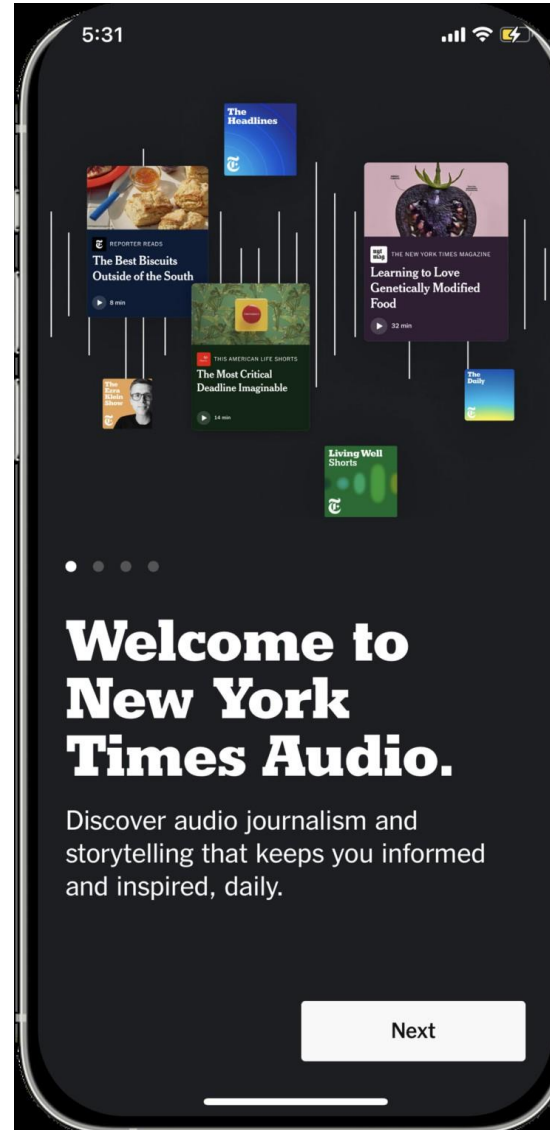
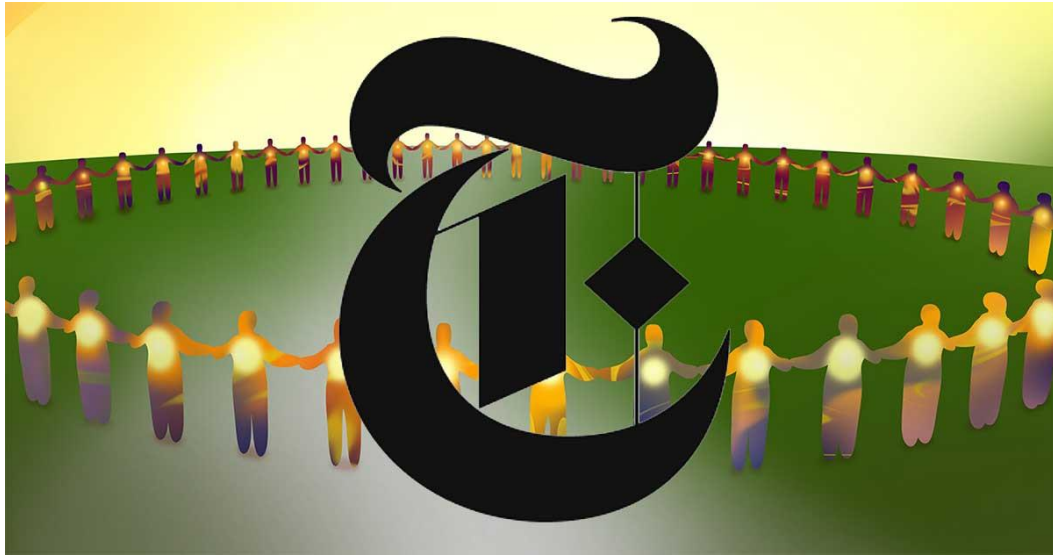
Source: NY Times company reports

More charts at www.trendlineHQ.io

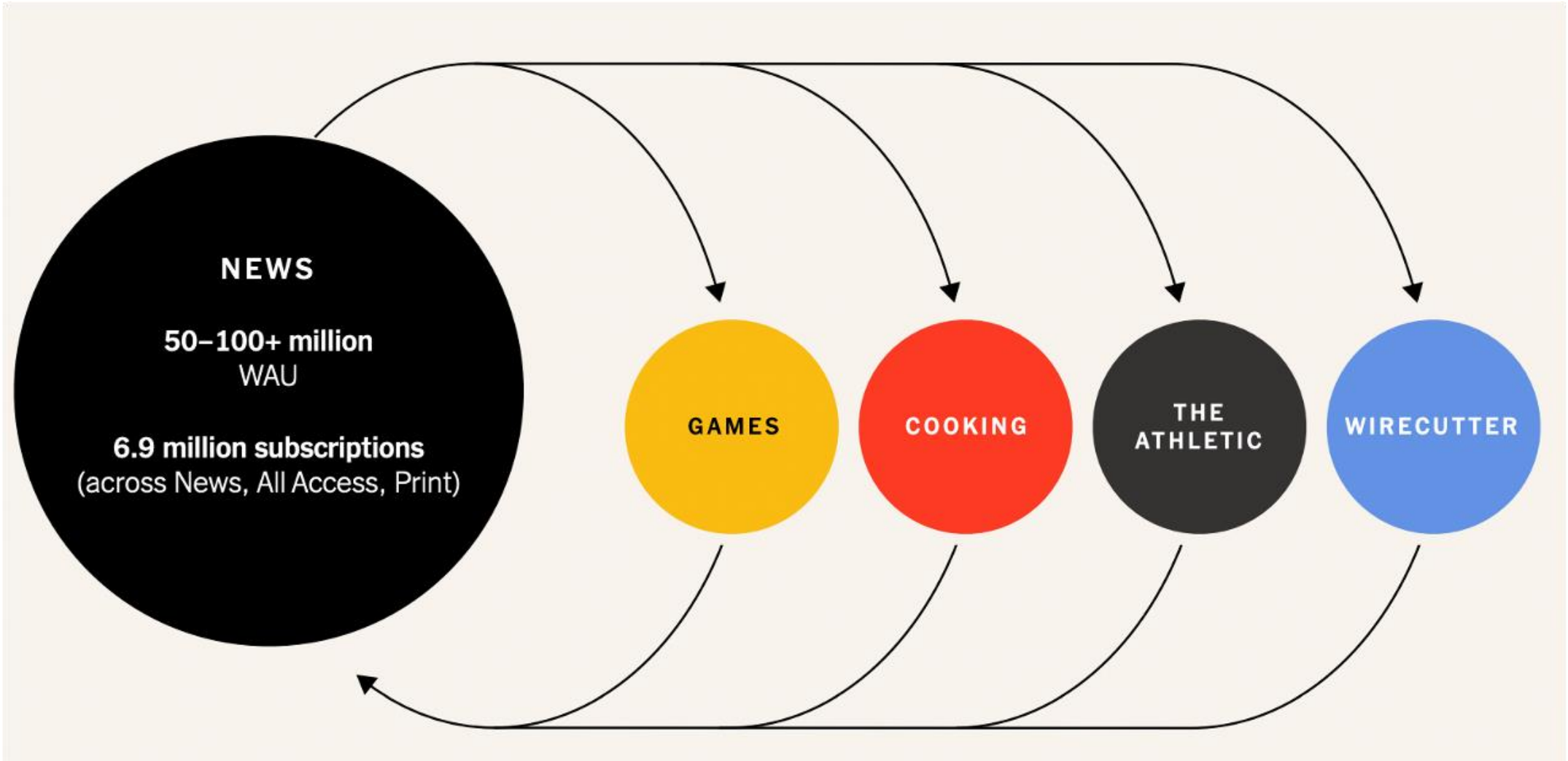
Audience Expansion By Creating Platforms



Audience Expansion By Creating Platforms



Audience Expansion By Creating Platforms



The Value of First-Party Data

AUDIENCE DATA TYPES



Zero-Party Data

Data that consumers freely and intentionally share with your company.



First-Party Data

Data you own because you obtained it directly from your audience.



Second-Party Data

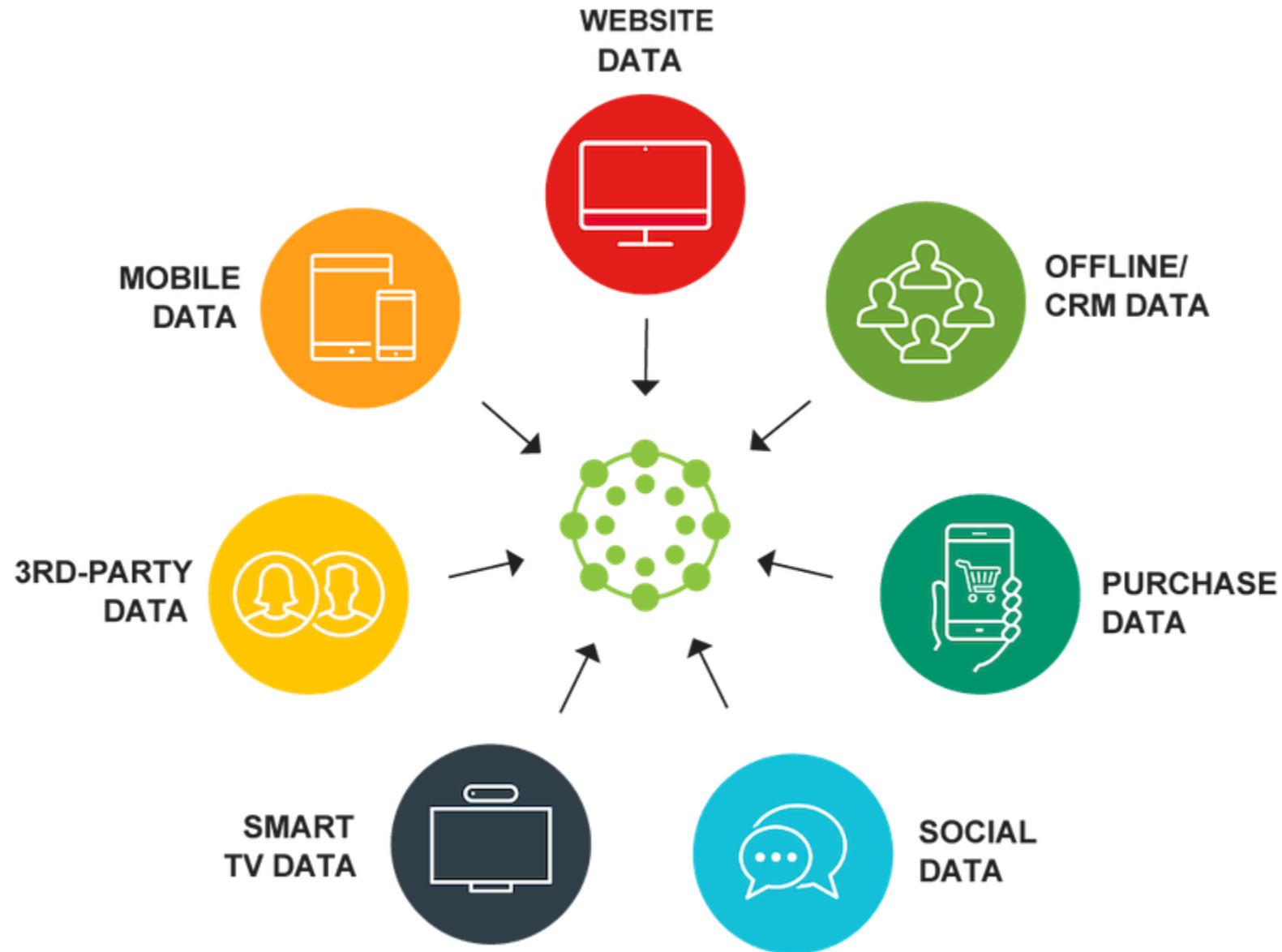
Data from a reliable source that you can use and customize.



Third-Party Data

Data you do not own which was aggregated from a number of sources.

Segmenting First-Party Data





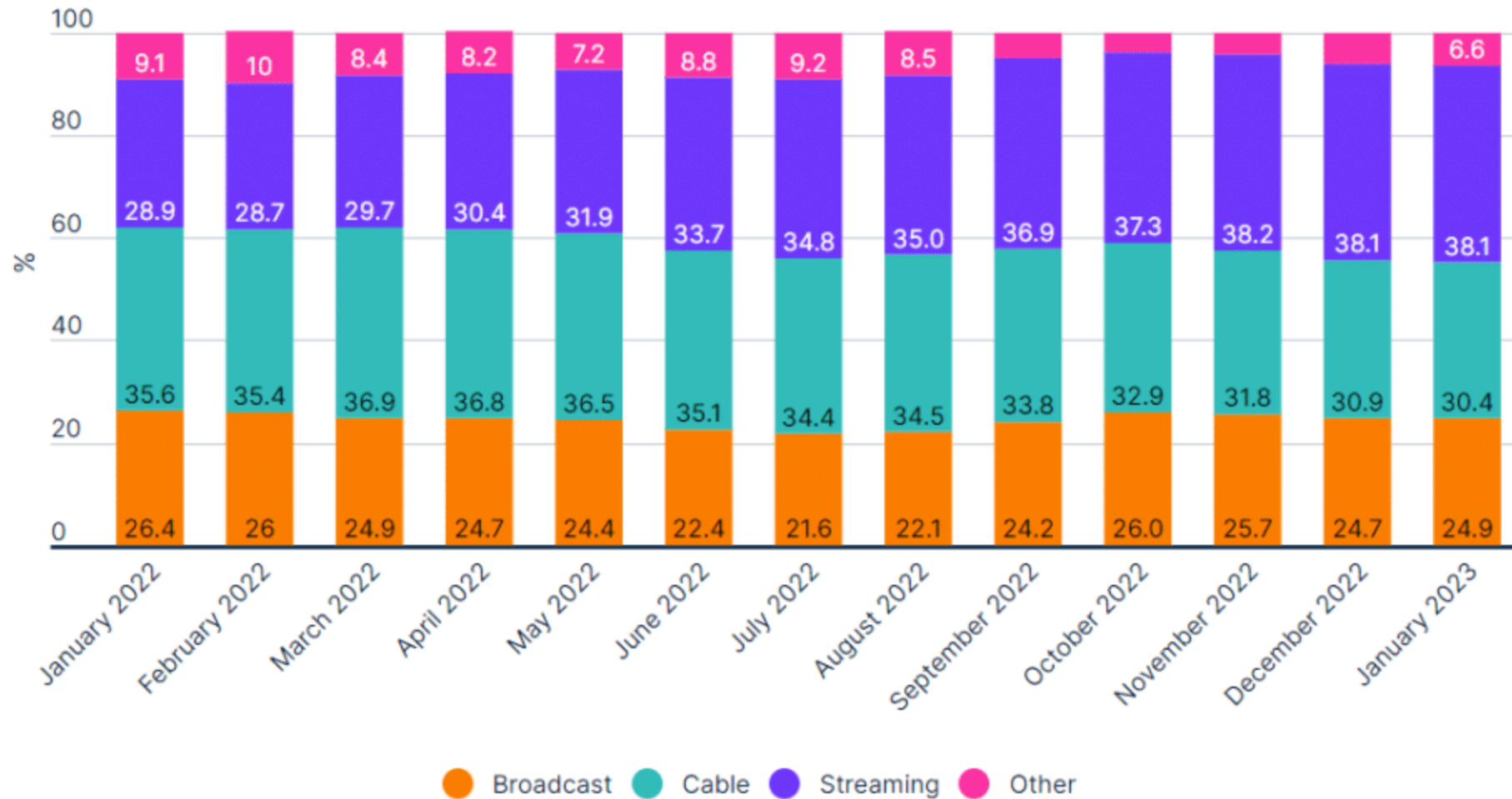
The end of program schedules.

The End of the Program Schedule

Program Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 AM	Food Circus	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	Jackson Show
12:30 AM	Where We Live						Global Great Lakes
1:00 AM	Jackson Show	Locker Room	Classic JTV	Food Circus	Jackson Show	Classic JTV	Classic JTV
1:30 AM	Global Great Lakes		Soundwave	Where We Live	Global Great Lakes	Soundwave	Soundwave
2:00 AM	Classic JTV						Food Circus
2:30 AM	Soundwave	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	Where We Live
3:00 AM	Food Circus						Jackson Show
3:30 AM	Where We Live						Global Great Lakes
4:00 AM	Jackson Show	Locker Room	Classic JTV	Food Circus	Jackson Show	Classic JTV	Classic JTV
4:30 AM	Global Great Lakes		Soundwave	Where We Live	Global Great Lakes	Soundwave	Soundwave
5:00 AM	Classic JTV						Food Circus
5:30 AM	Soundwave	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	Where We Live
6:00 AM	Food Circus						Jackson Show
6:30 AM	Where We Live						Global Great Lakes
7:00 AM	Jackson Show	Food Circus	Jackson Show	Food Circus	Jackson Show	Food Circus	Classic JTV
7:30 AM	Global Great Lakes	Where We Live	Global Great Lakes	Where We Live	Global Great Lakes	Where We Live	Soundwave
8:00 AM	Classic JTV	Jackson Show	Classic JTV	Jackson Show	Classic JTV	Jackson Show	Food Circus
8:30 AM	Soundwave	Global Great Lakes	Soundwave	Global Great Lakes	Soundwave	Global Great Lakes	Where We Live
9:00 AM	Food Circus	Classic JTV	Food Circus	Classic JTV	Food Circus	Classic JTV	Jackson Show
9:30 AM	Where We Live	Soundwave	Where We Live	Soundwave	Where We Live	Soundwave	Global Great Lakes
10:00 AM	Locker Room	Food Circus	Jackson Show	Food Circus	Jackson Show		
10:30 AM		Where We Live	Global Great Lakes	Where We Live	Global Great Lakes	Locker Room	Locker Room
11:00 AM	Jackson Show	Jackson Show	Classic JTV	Jackson Show	Classic JTV	Classic JTV	Food Circus
11:30 AM	Global Great Lakes	Global Great Lakes	Soundwave	Global Great Lakes	Soundwave	Soundwave	Where We Live
12:00 PM	Classic JTV	Classic JTV	Food Circus	Classic JTV	Food Circus		
12:30 PM	Soundwave	Soundwave	Where We Live	Soundwave	Where We Live	Locker Room	Locker Room
1:00 PM							
1:30 PM	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	JTV Sports Weekend/ Summer Spectacular	JTV Sports Weekend/ Summer Spectacular
2:00 PM							
2:30 PM							
3:00 PM	Locker Room	Locker Room	Food Circus	Jackson Show	Classic JTV		
3:30 PM			Where We Live	Global Great Lakes	Soundwave	JTV Sports Weekend/ Summer Spectacular	JTV Sports Weekend/ Summer Spectacular
4:00 PM	Food Circus	Jackson Show	Classic JTV	Food Circus	Jackson Show		
4:30 PM	Where We Live	Global Great Lakes	Soundwave	Where We Live	Global Great Lakes		
5:00 PM						Jackson Show	Food Circus
5:30 PM	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	Global Great Lakes	Where We Live
6:00 PM						Locker Room	Locker Room
6:30 PM							
7:00 PM	Locker Room	Locker Room	Food Circus	Jackson Show	Classic JTV		
7:30 PM			Where We Live	Global Great Lakes	Soundwave	JTV Sports Weekend/ Summer Spectacular	JTV Sports Weekend/ Summer Spectacular
8:00 PM							
8:30 PM	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show		
9:00 PM							
9:30 PM							
10:00 PM	Locker Room	Locker Room	Food Circus	Jackson Show	Classic JTV	JTV Sports Weekend/ Summer Spectacular	JTV Sports Weekend/ Summer Spectacular
10:30 PM			Where We Live	Global Great Lakes	Soundwave		
11:00 PM	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	The Bart Hawley Show	Locker Room	Locker Room
11:30 PM							

The Rise of Streaming Television



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The Rise of On-Demand Audio

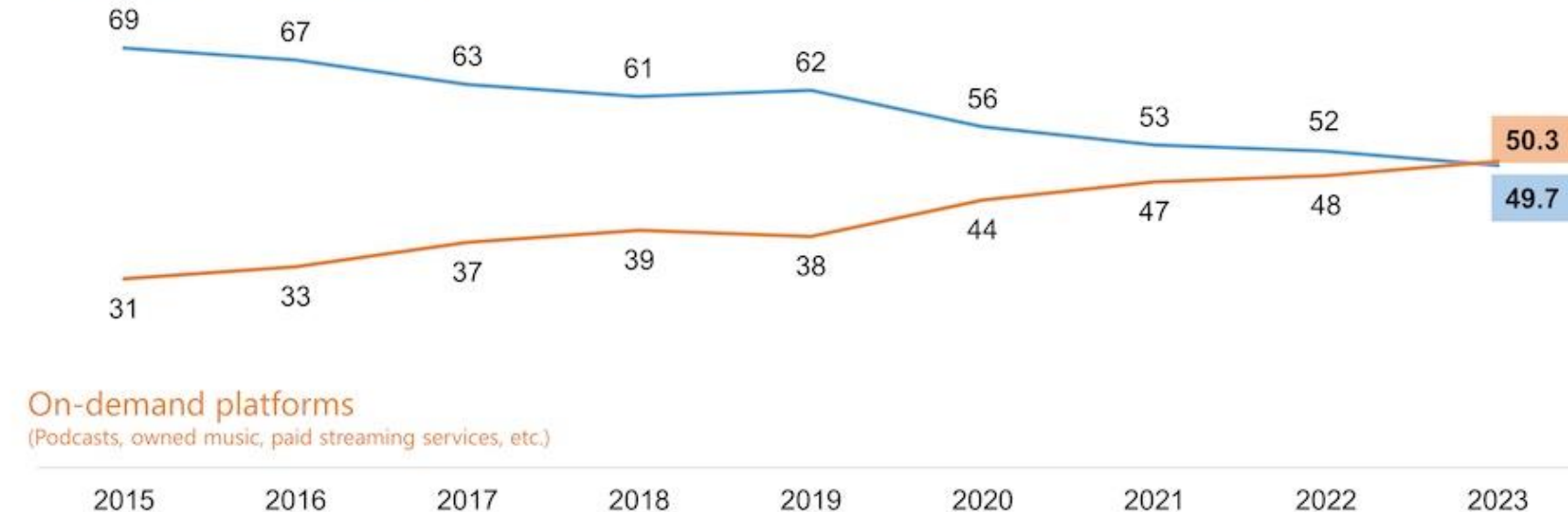


Americans are now spending more time with on-demand platforms than with linear

Share of all audio listening

Linear platforms

(OTA radio, radio streams, radio services, etc.)



On-demand platforms

(Podcasts, owned music, paid streaming services, etc.)

Includes all audio sources
Edison Research Share of Ear © 2015-2023

ESPN: One App . . . One Tap



ESPN's Time-Shift Mobile Approach

DIGIDAY

NEWS ▼

DIGIDAY +

PODCASTS

EVENTS

AWARDS

SUBSCRIPTIONS

ESPN sees its mobile app as a path to paying subscribers

HUGE SHARE of U.S. SPORTS
ESPN Digital
accounted for more
than half of U.S. sports
traffic in November.

54%

TOP TWO APPS

29.4
MILLION
UNIQUE FANS



No. 1
U.S. SPORTS
CATEGORY

The **ESPN App** remained **No. 1** with more than
29 million unique visitors in November.

11.6
MILLION
UNIQUE FANS

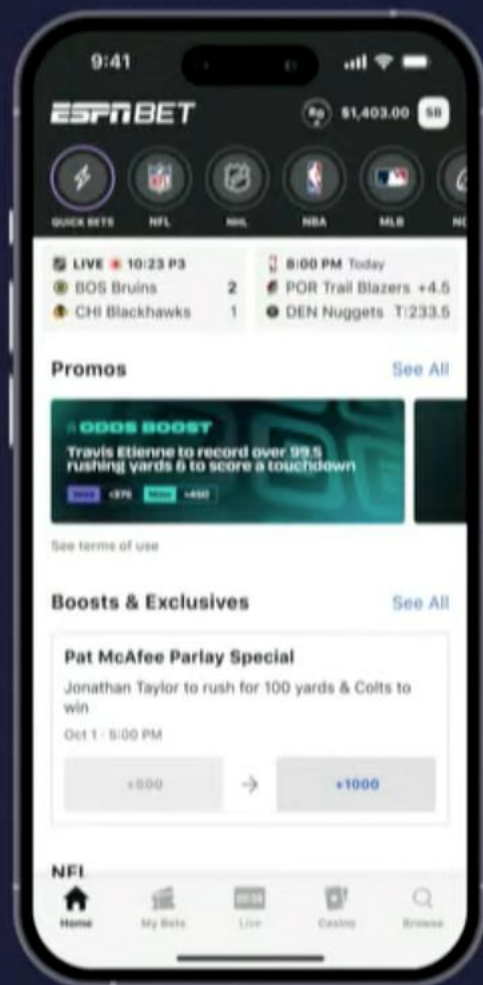


No. 2
U.S. SPORTS
CATEGORY

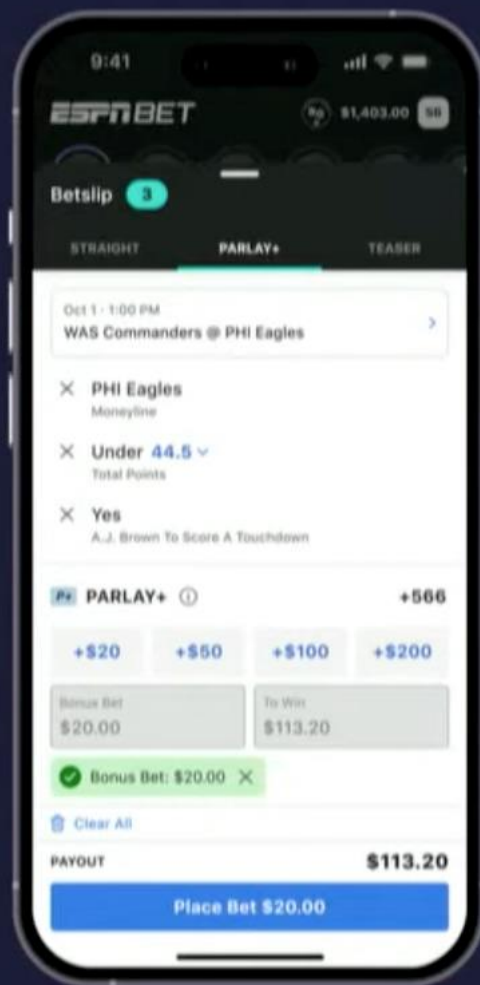
The **ESPN Fantasy App** was also **No. 1** among
fantasy and sports betting apps in November.

ESPN BET - LOOK AND FEEL

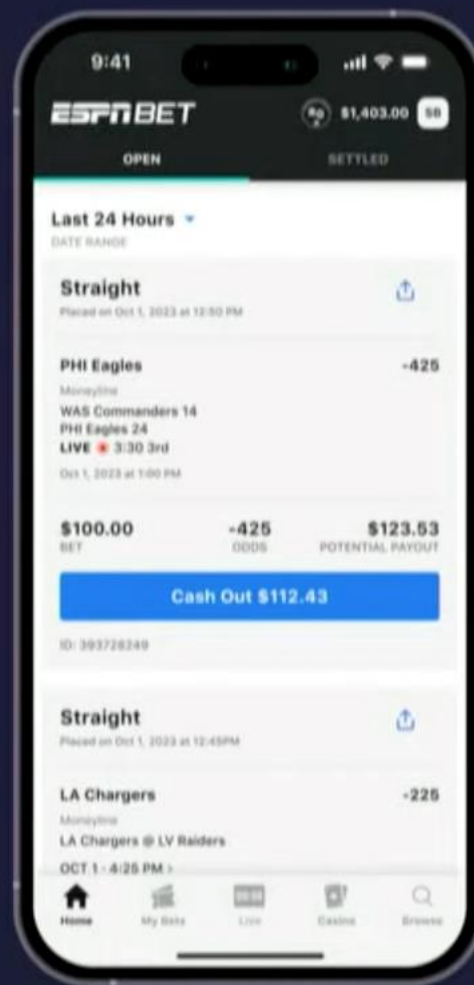
Home Screen



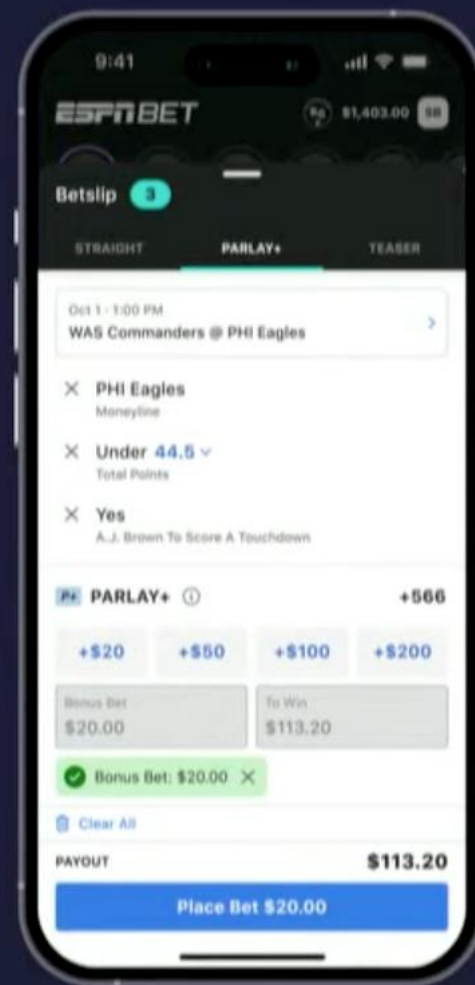
Shareable Bet Slips



My Bets



Parlay+





The car becomes a full-blown entertainment experience.

[illegible]

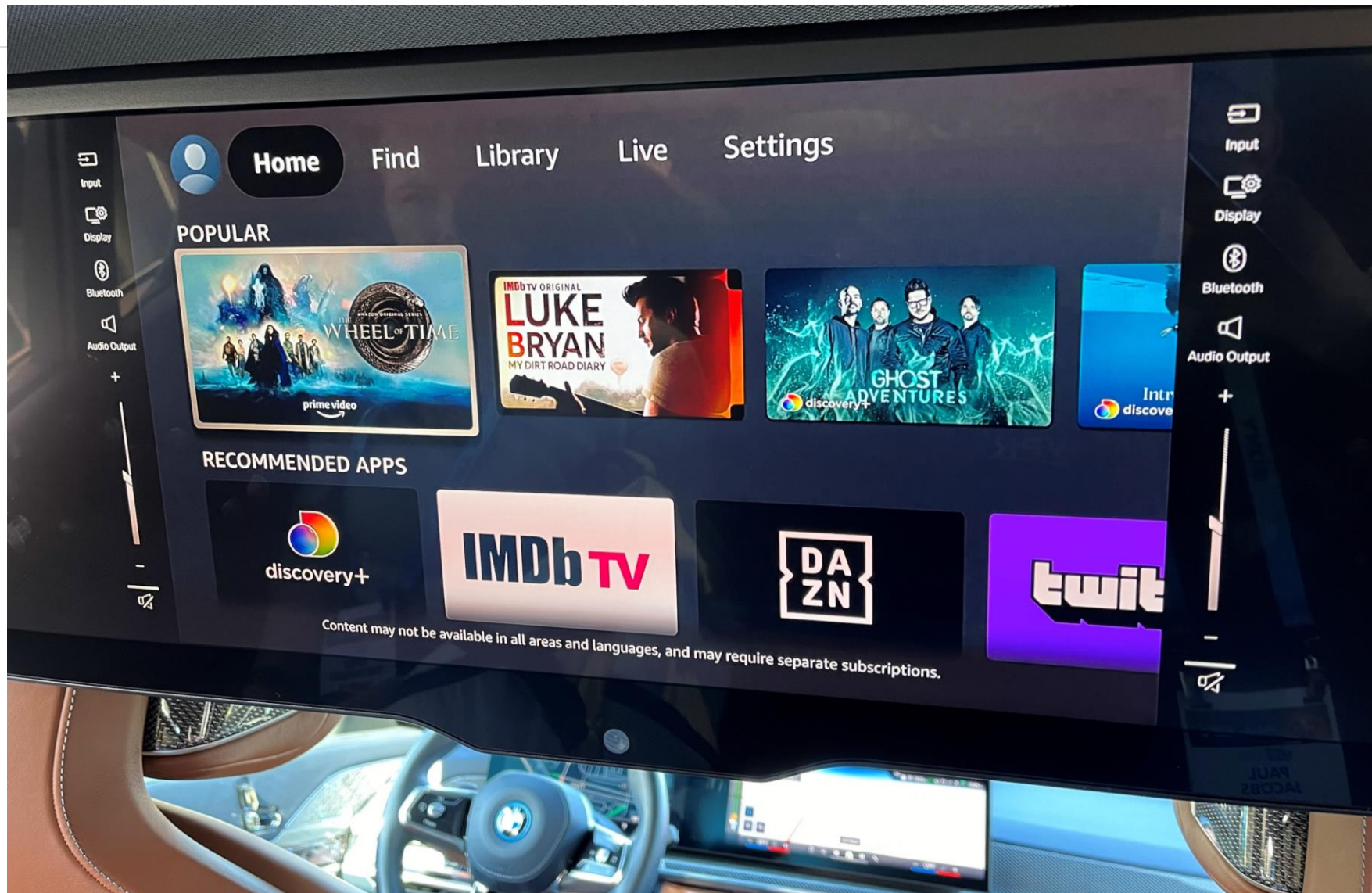
A Cure For Parallel Parking



A Flying Car? Seriously?



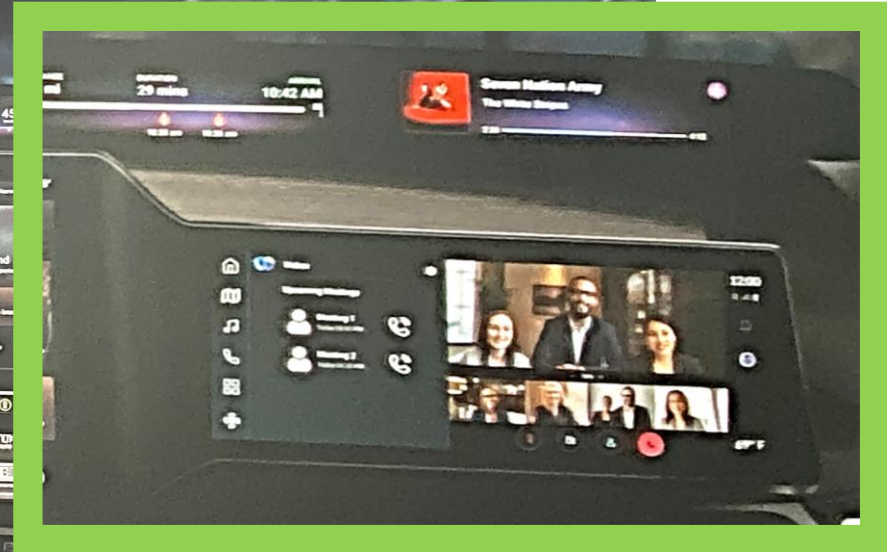
The Car: A Multimedia Entertainment Center

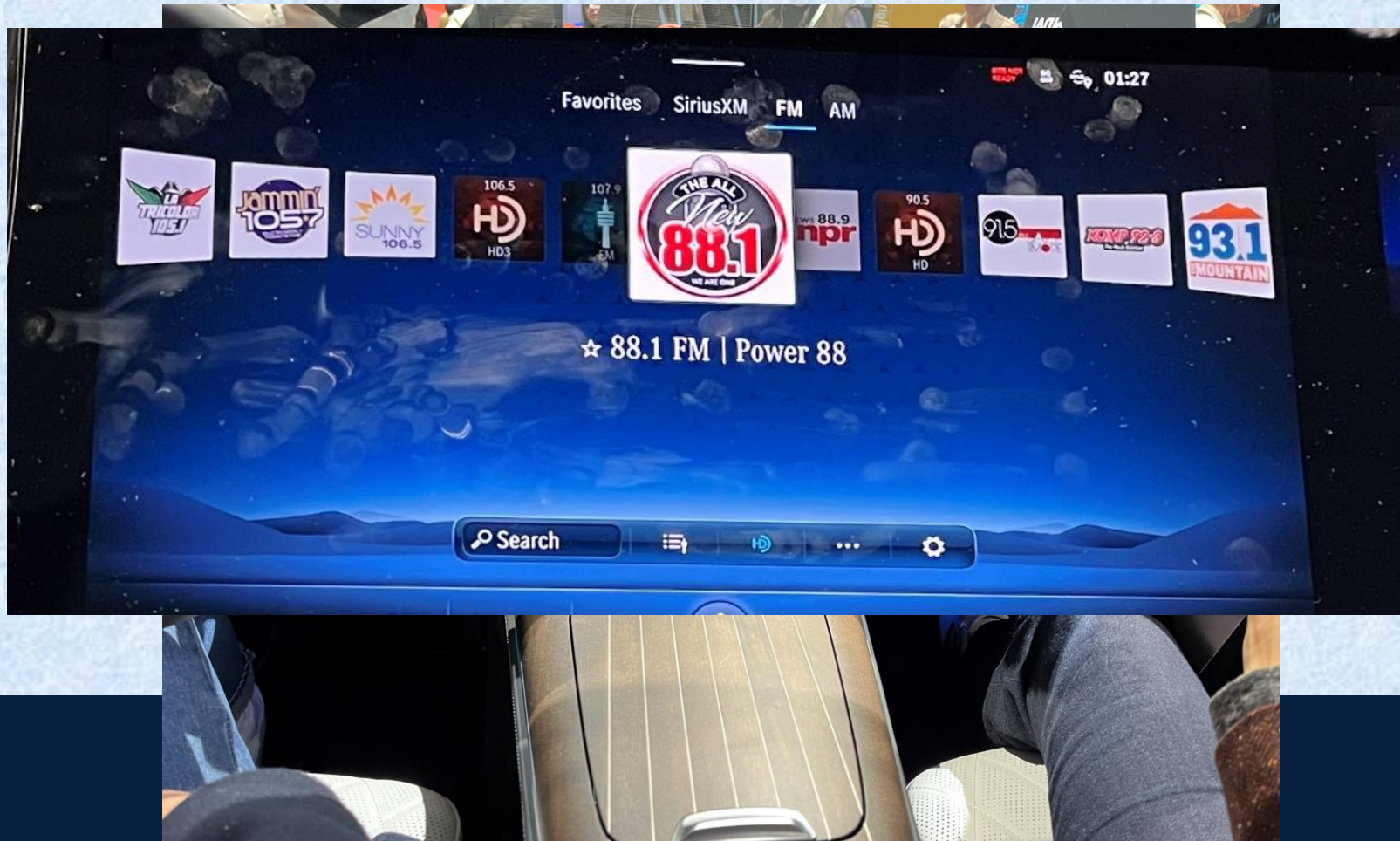


The Car: A Multimedia Entertainment Center



The Car: A Multimedia Entertainment Center

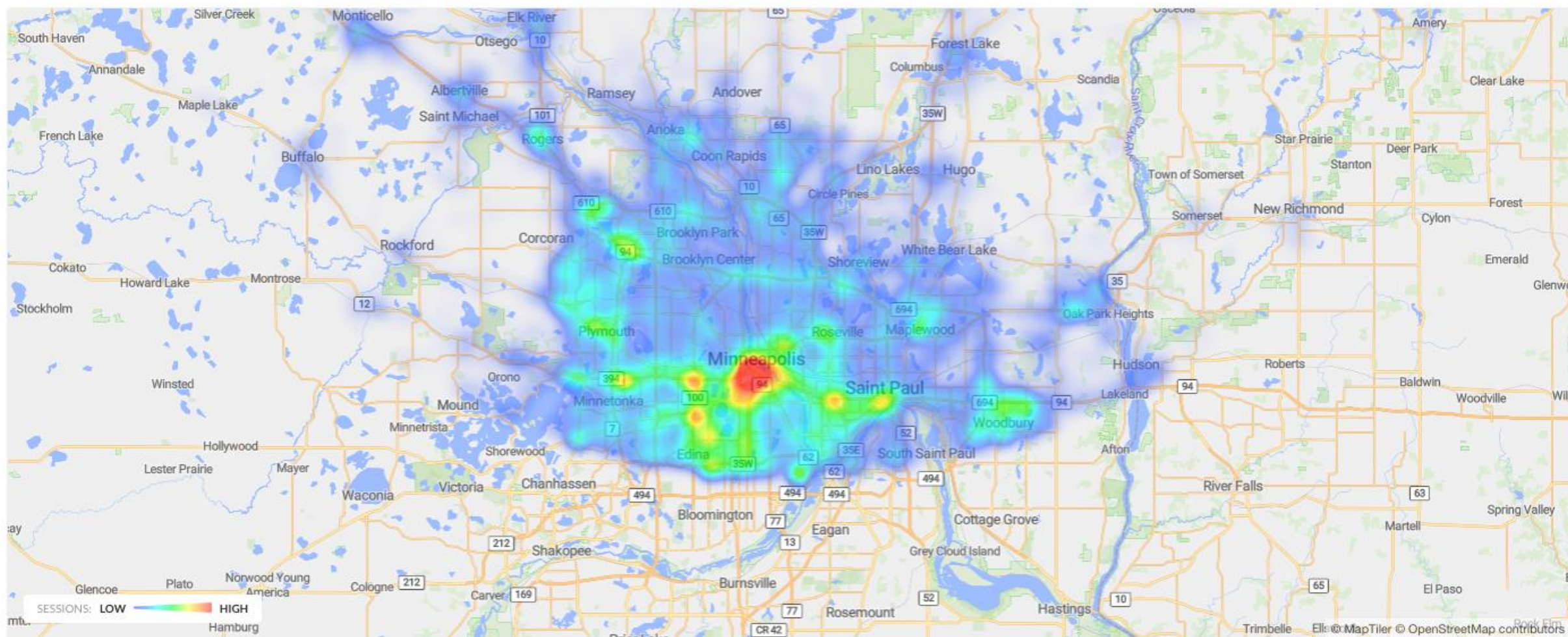




Xperi's DTS AutoStage

 Top charts

BROADCAST: **FM** 105.3 FM PI CODE: 73CB GCC: 1A0 ECC: —

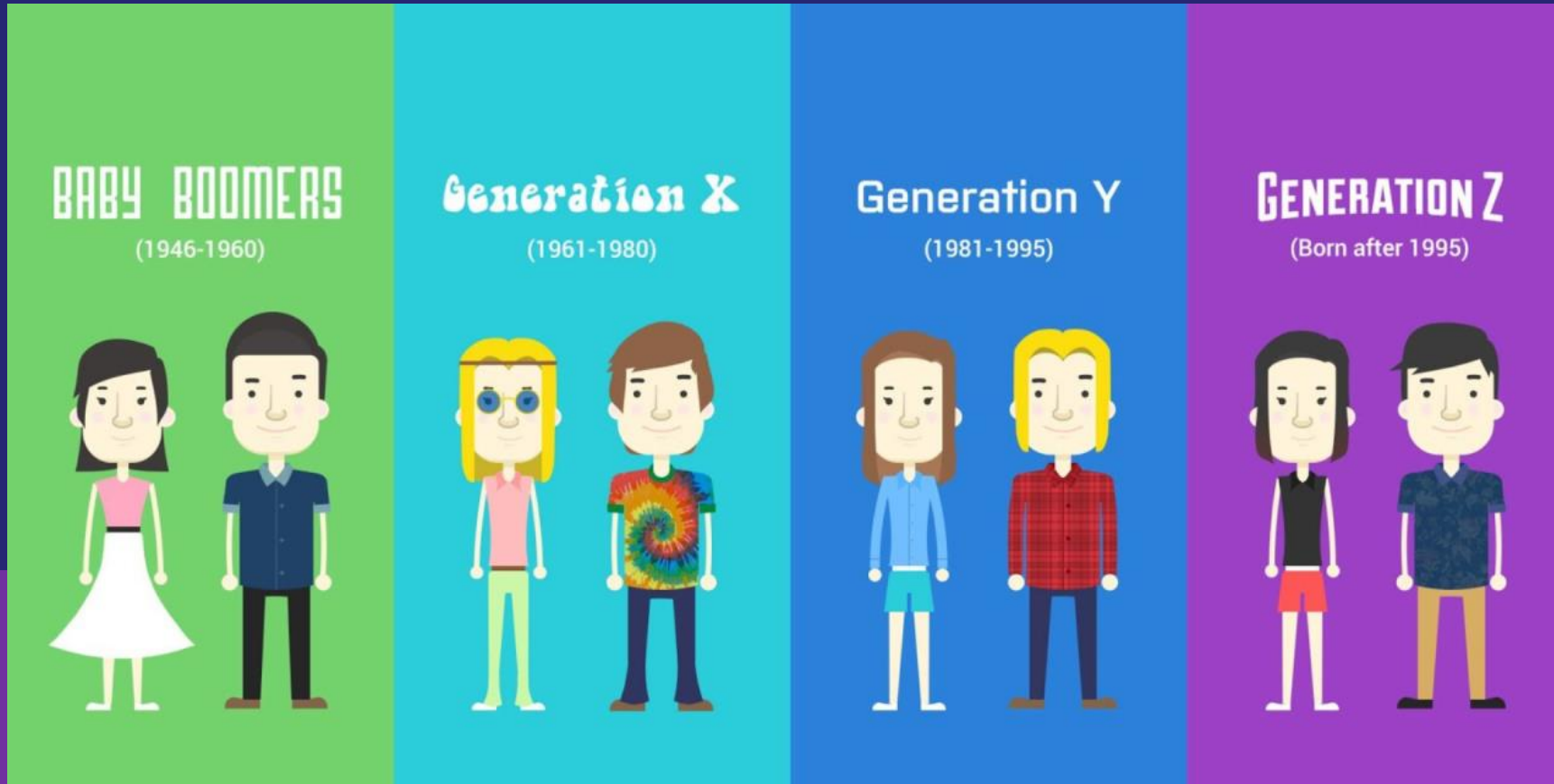


Quu



Quu Applications

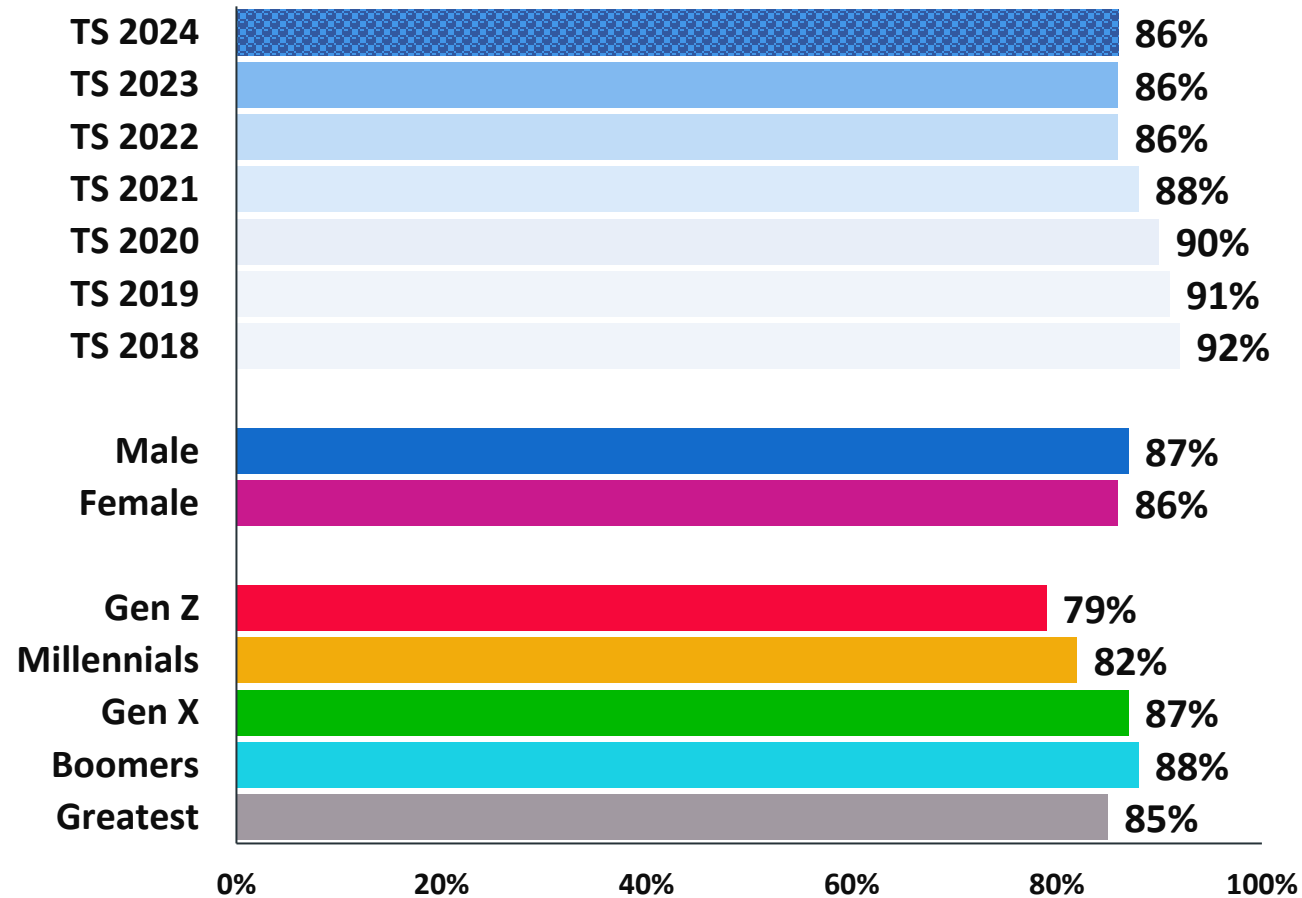




The generational split.

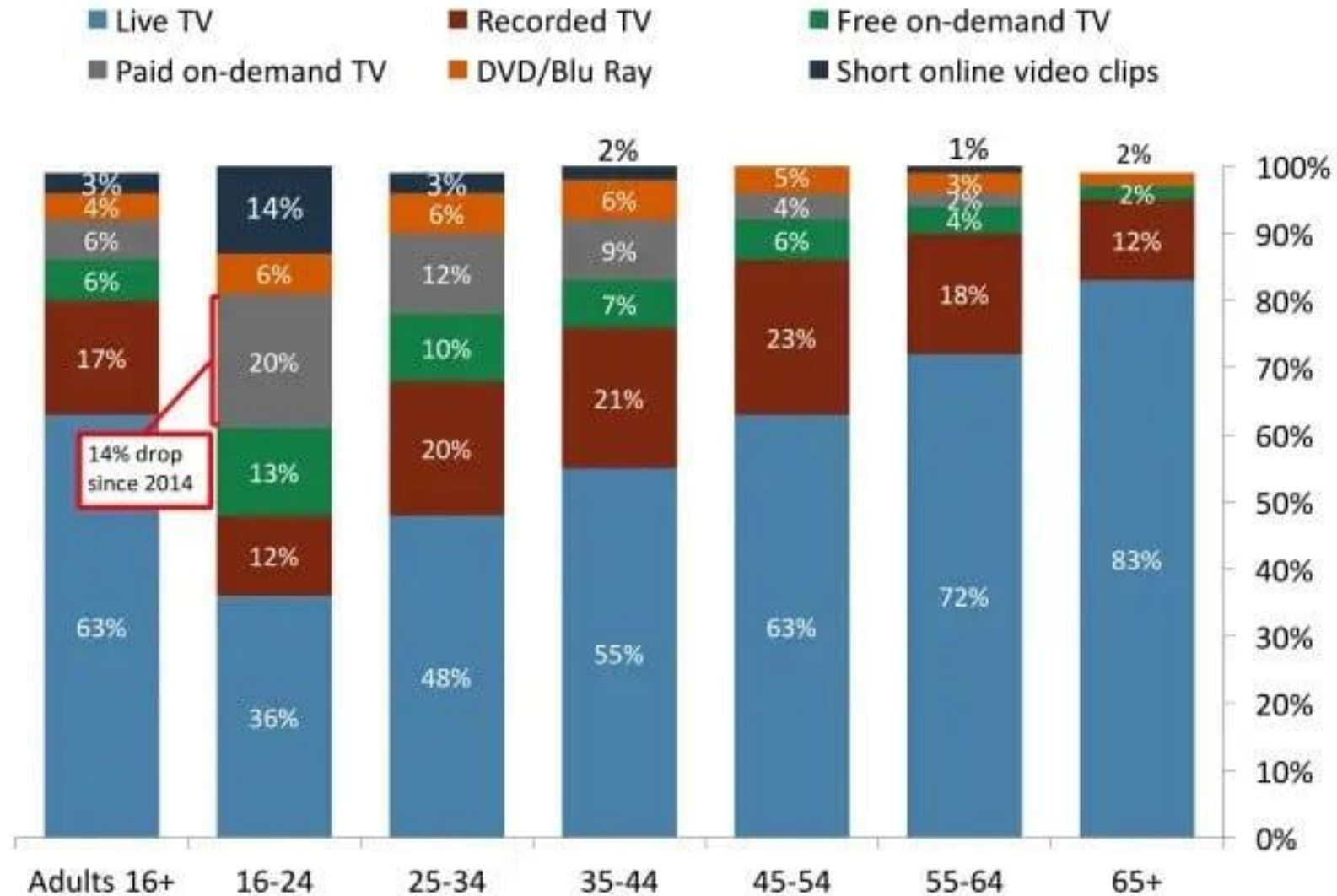
Radio Listening By Generations

% Who Listen to AM/FM Radio (On Any Device)
For One Hour or More Each Weekday



*"How many hours on an average WEEKDAY (Monday-Friday)
do you use/listen to any local AM/FM radio stations (using a
regular radio OR audio stream on any device)?"*

TV Viewing By Demographics





The algorithm revolt.

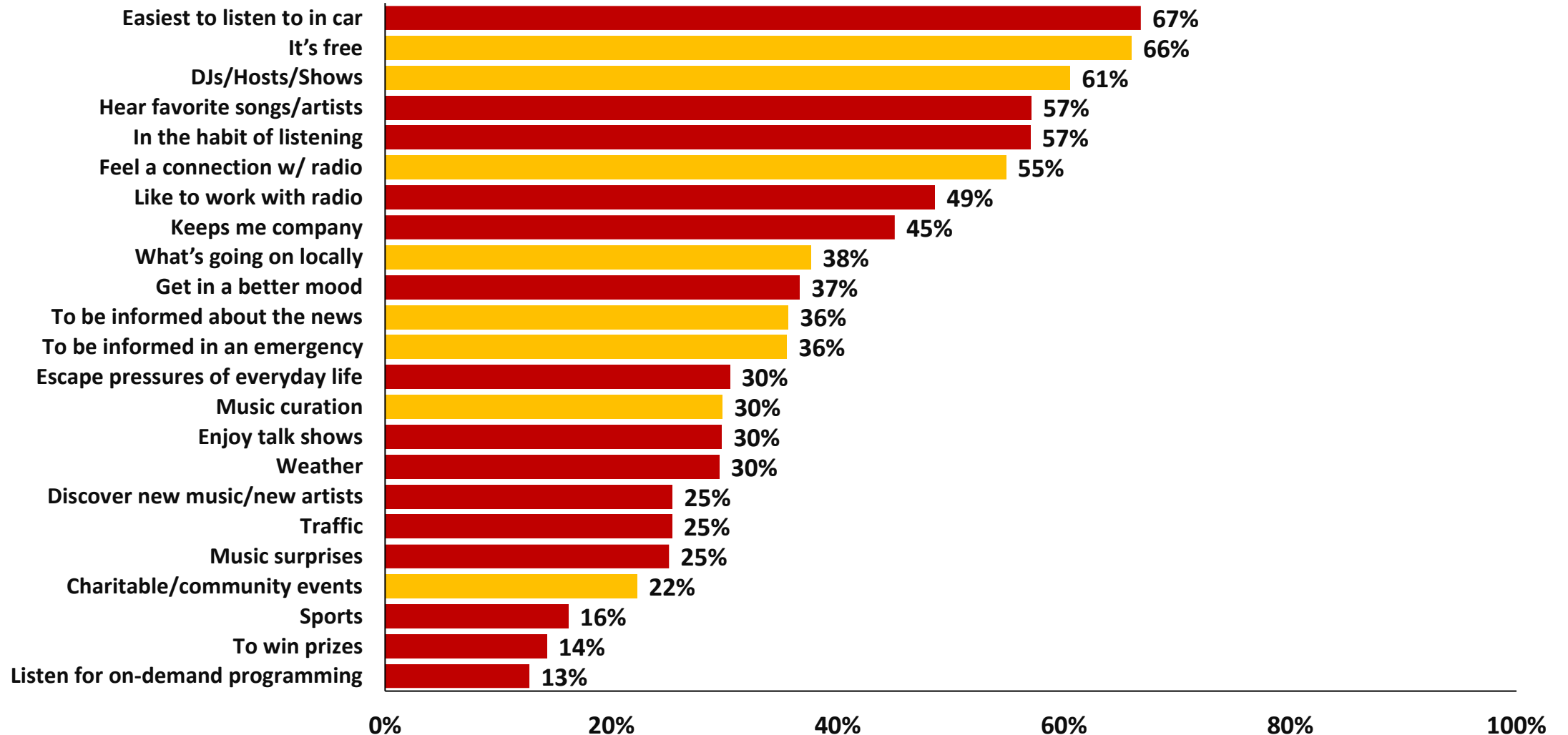
Experiences



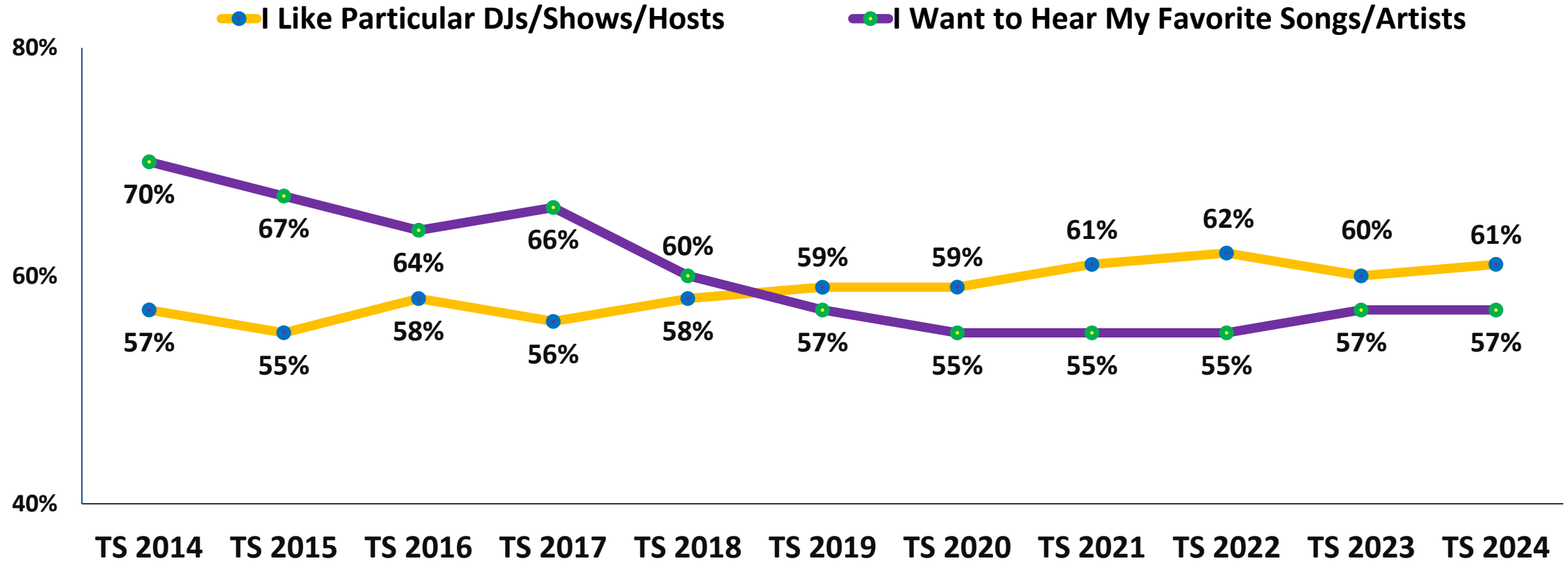
Experiences



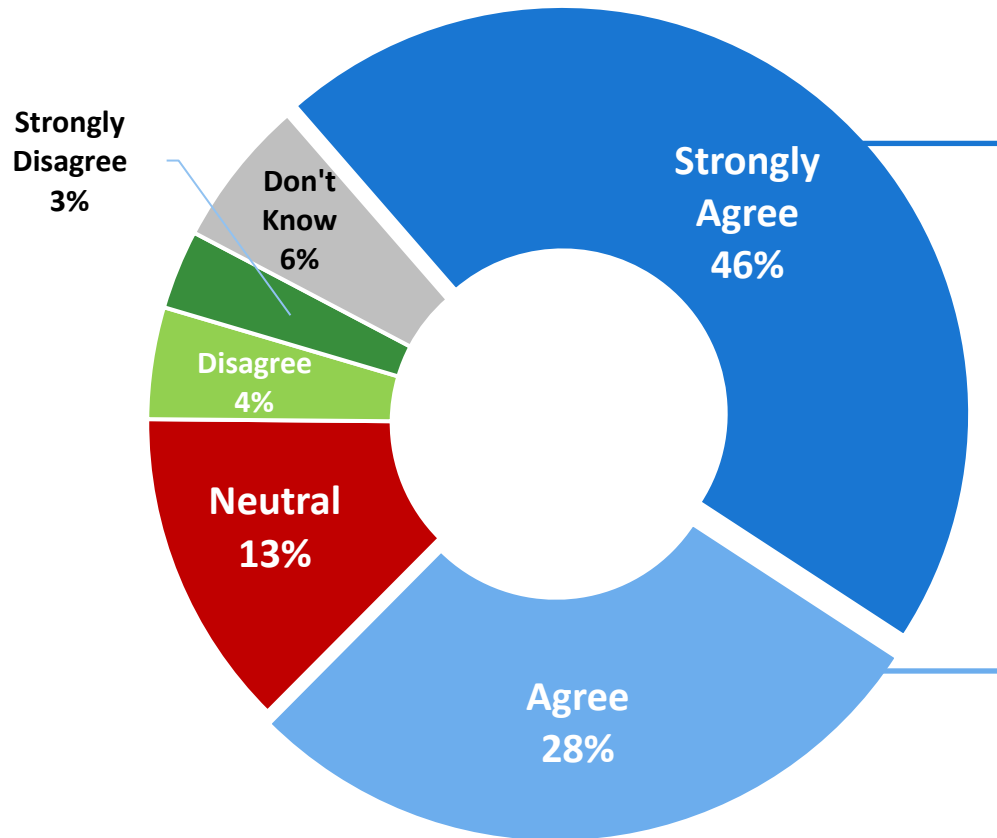
Why Listen To The Radio?



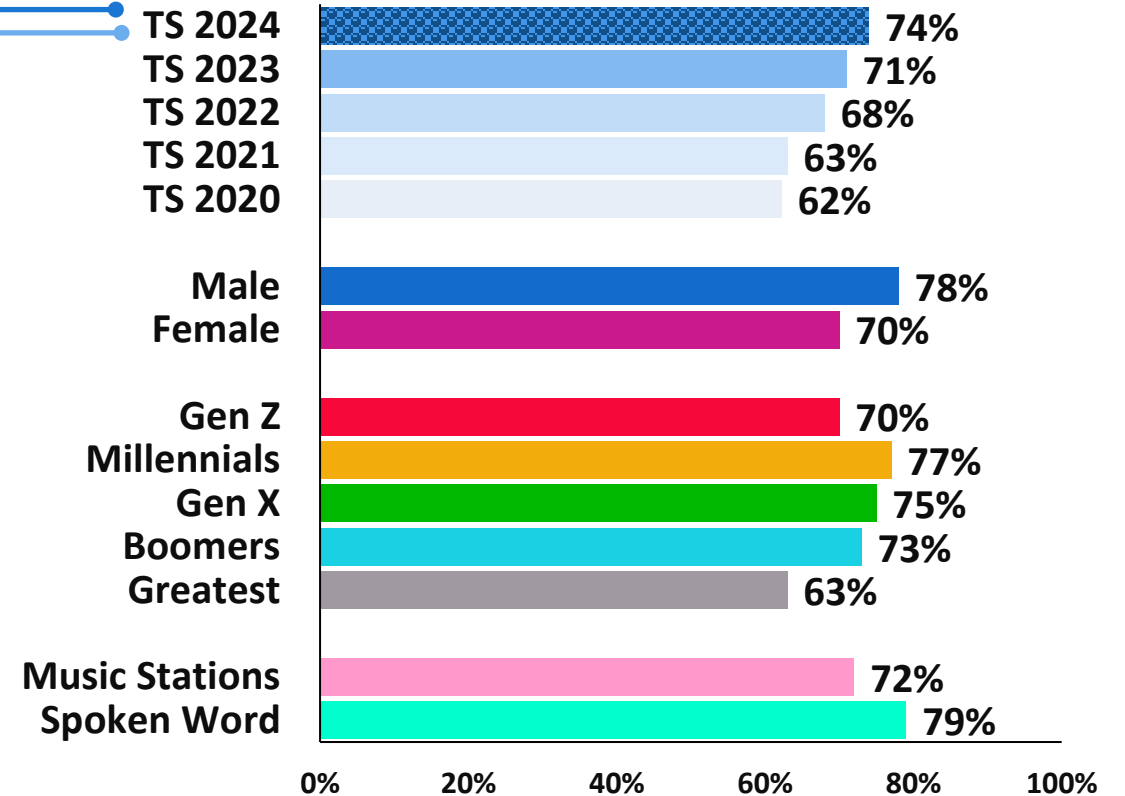
Personalities Vs. Music



Concerns About Subscription Fees

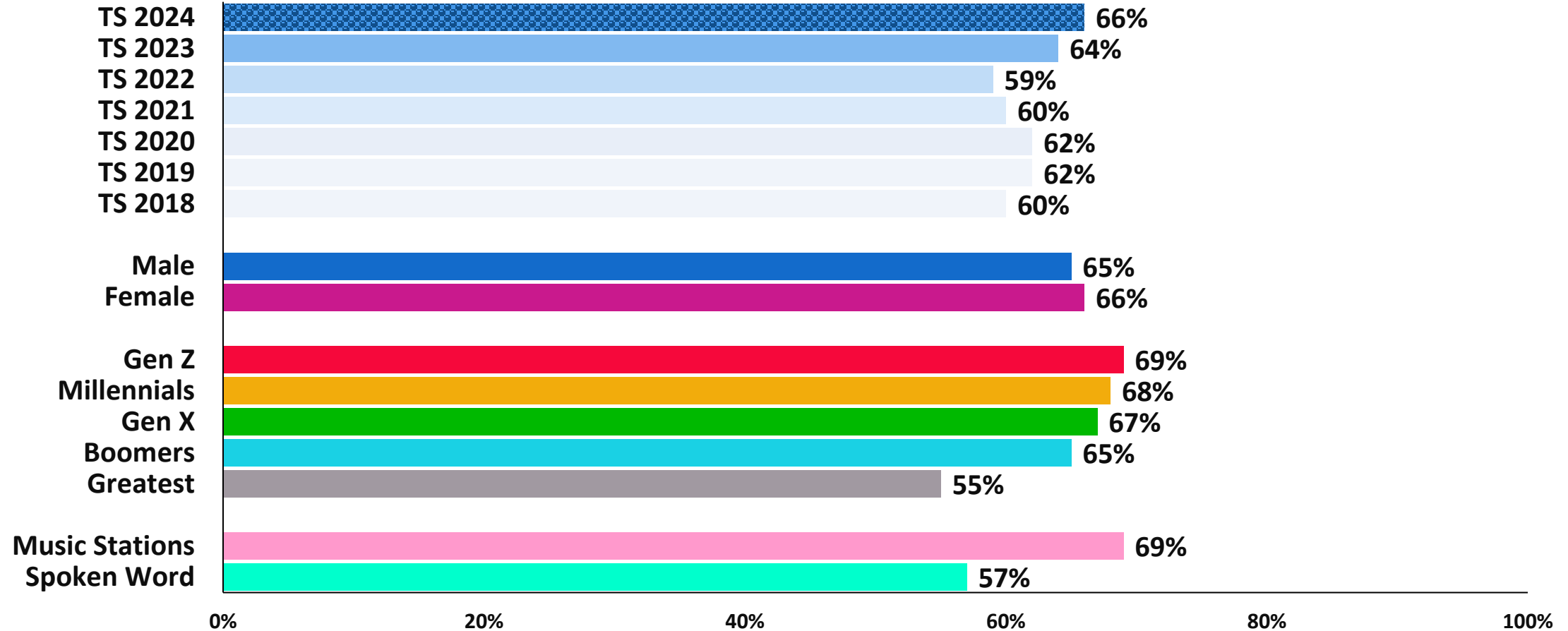


% Agreement (Strongly Agree + Agree)



"I am concerned about the growing number of subscription fees I'm paying for media content"

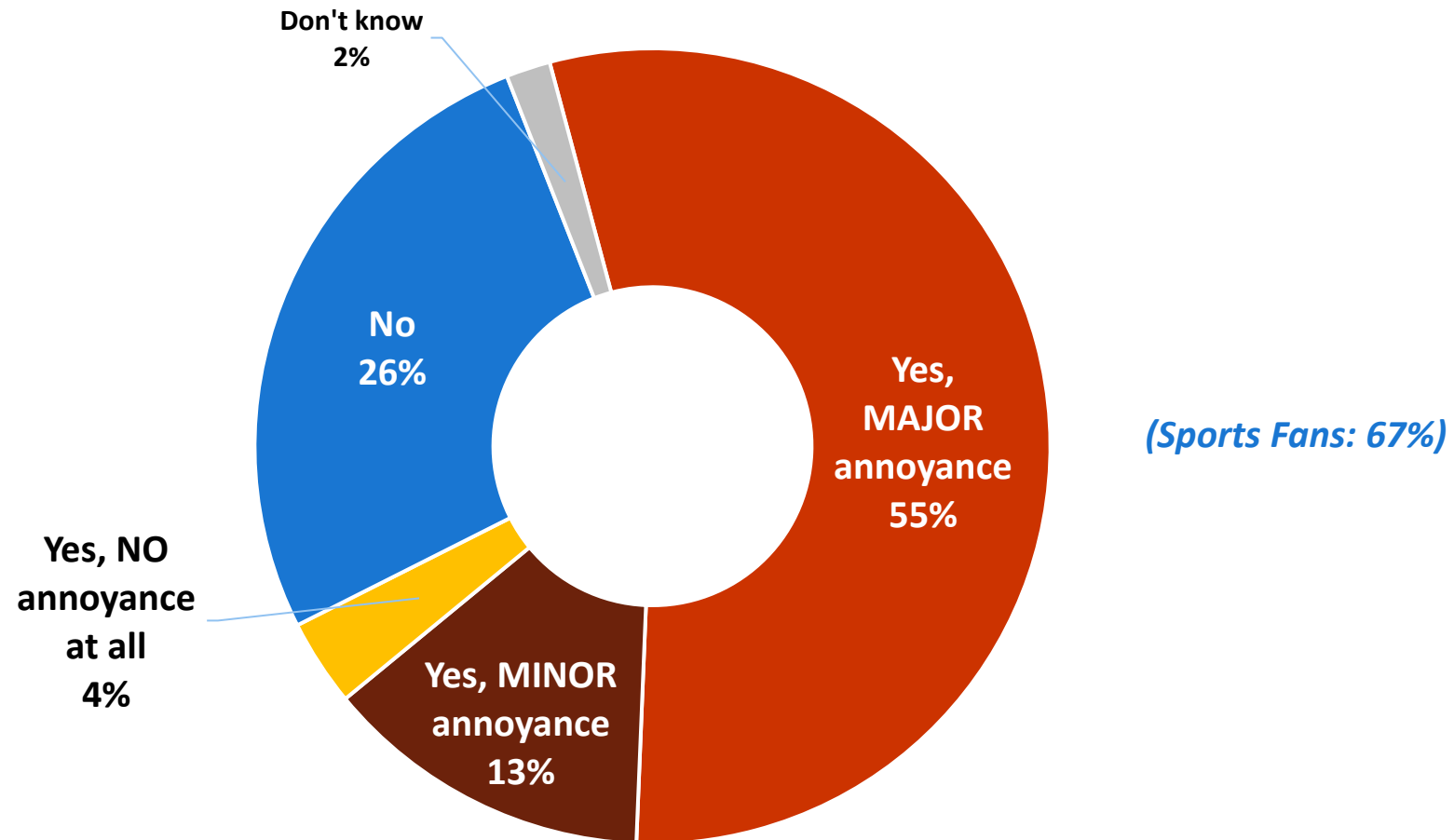
Key Value Point: “It’s Free”



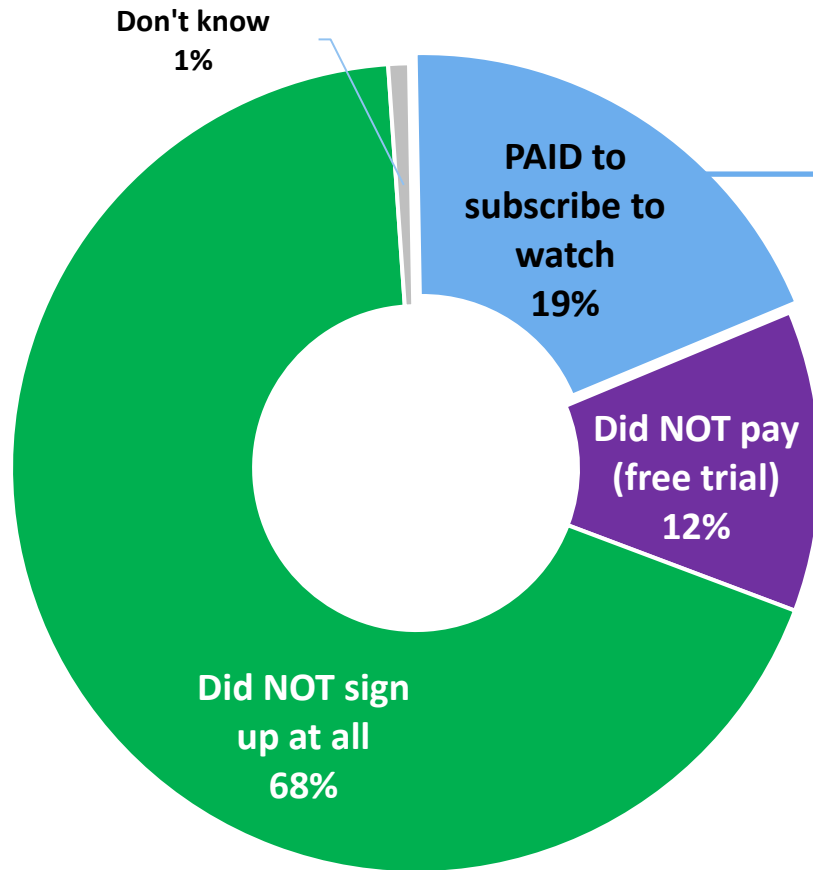
Among those who listen to AM/FM radio,
% who say this is a main reason they listen

Streaming Sports Events

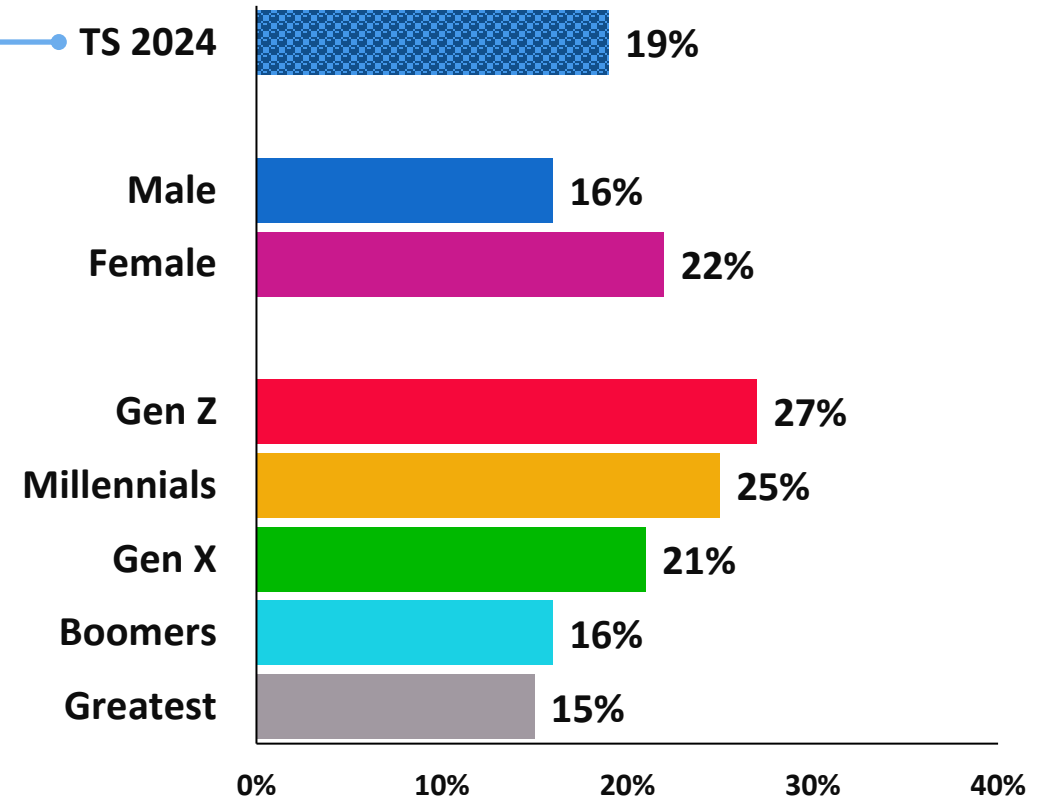
*“Have you ever tried to watch a sporting event that you thought was available to watch on local TV or cable that you found out was **ONLY** available on a pay/subscription streaming video content provider that you didn't have access to?”*



Paid A Fee For A Sporting Event



% Who Paid to Subscribe to a Video Streaming Service Specifically to Watch a Sporting Event



"Did you end up paying for a new subscription streaming video content provider specifically to watch a sporting event?"

Among those who have tried to watch a sporting event that they thought was available on local TV/cable but was only available on pay/subscription streaming video service



The Not-So-Secret Sauce: Local

Covid: A Worldwide Pandemic . . . A Local Issue

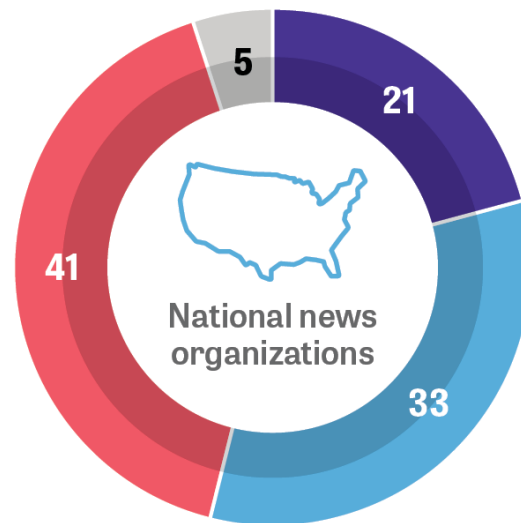


Trust In Local Vs. National News Media

FIGURE 8

Average Emotional Trust in National vs. Local News Organizations

■ % With high trust ■ % With moderate trust ■ % With low trust ■ % With no opinion



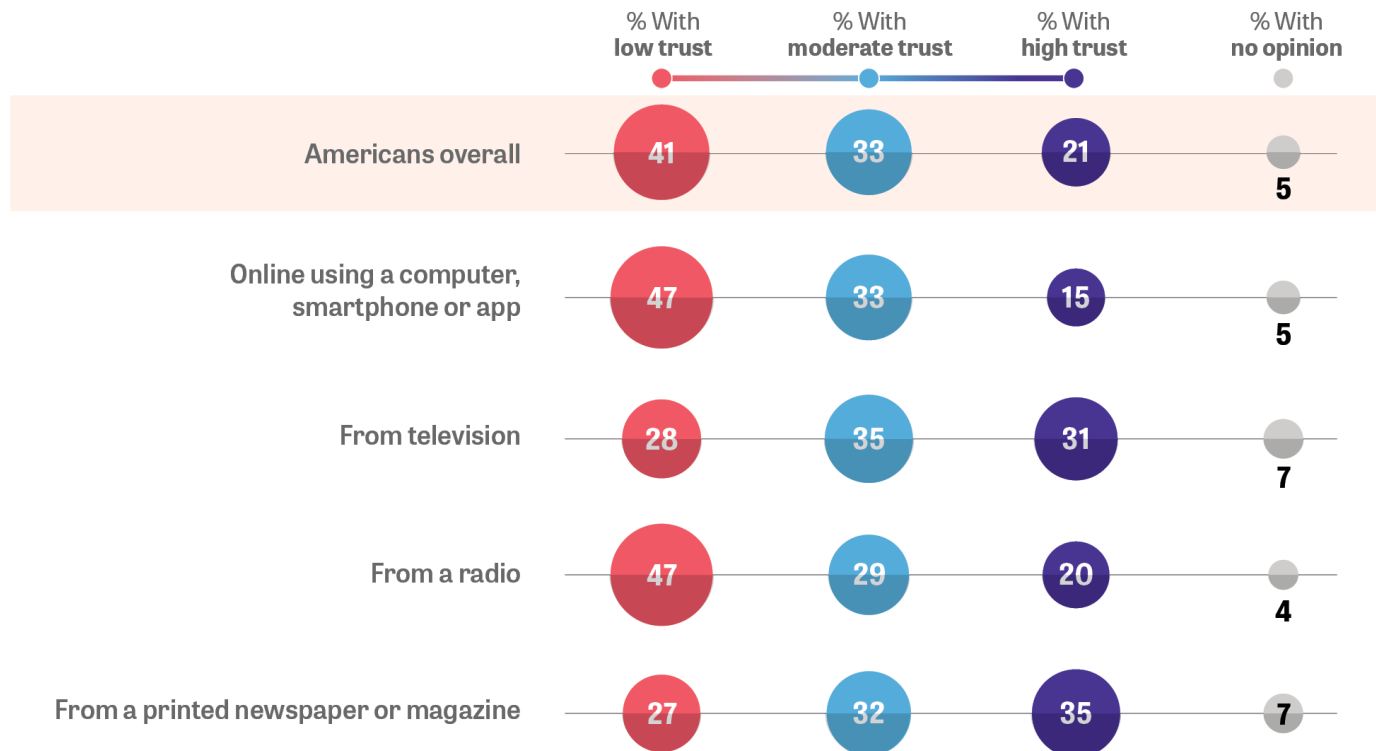
Note: Due to rounding, percentages may sum to 100% ±1%.

Trust In Local vs. National News Media

FIGURE 20

Relationship Between Preferred News Format and Emotional Trust in National News Organizations

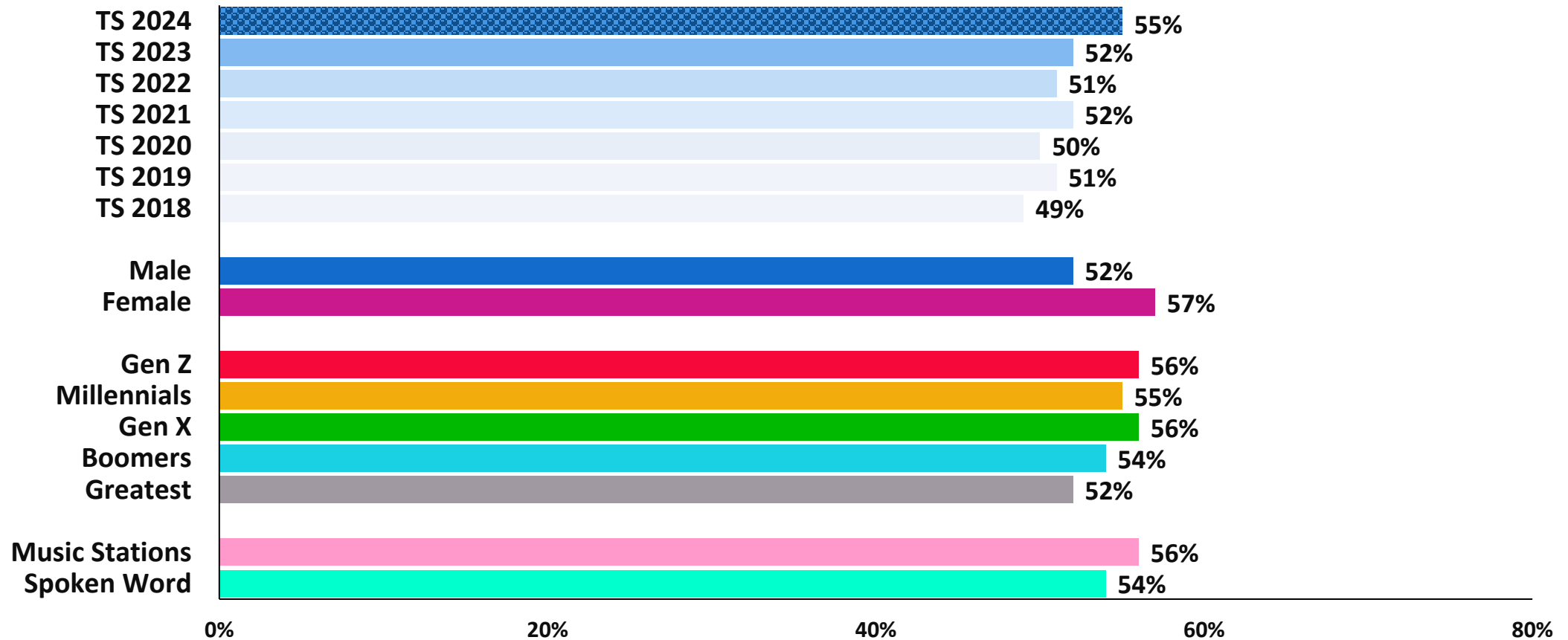
In which format do you get most of your news?



Note: "No answer" percentages not shown. Due to rounding, percentages may sum to 100% ±1%.

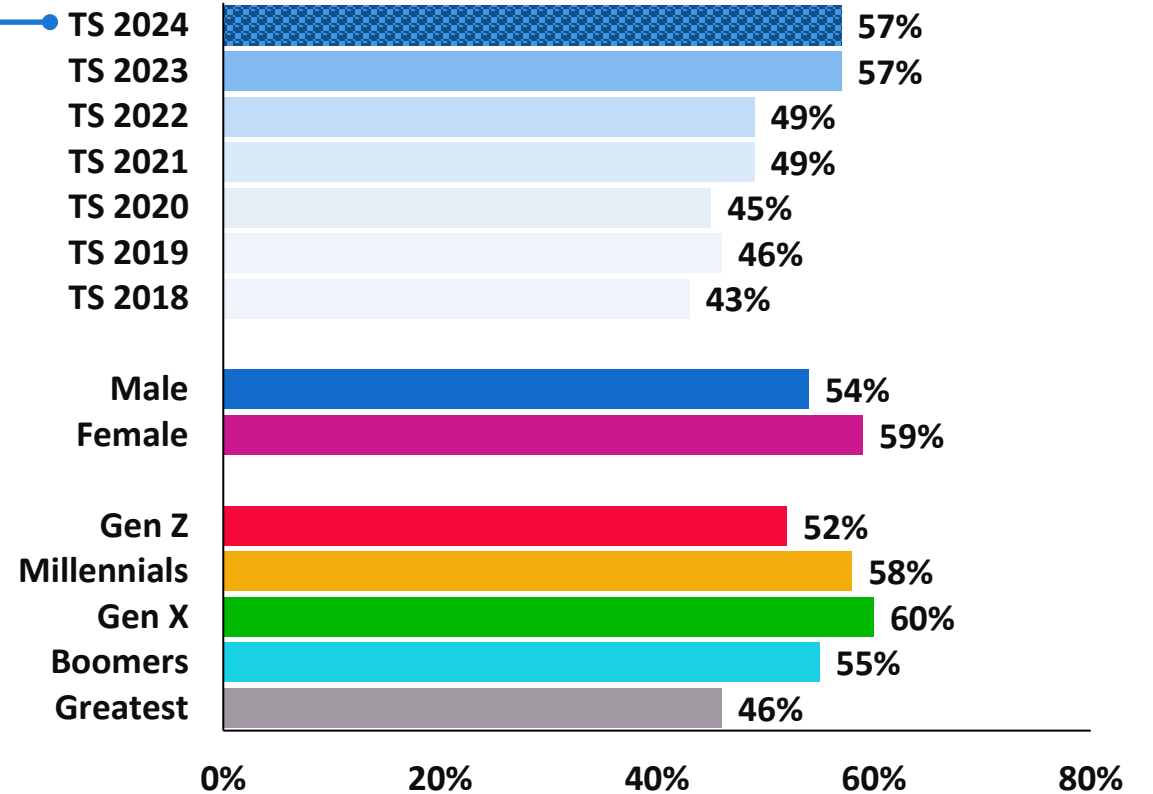
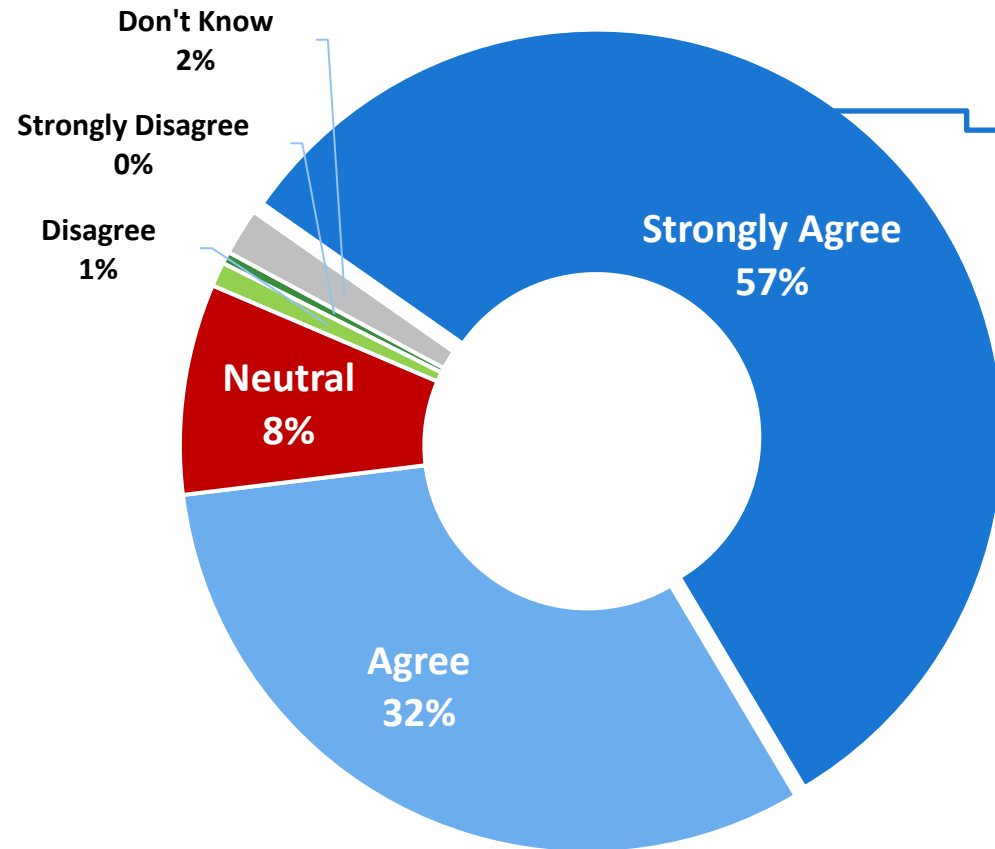
The Power of Local Radio

*I feel a sense of connection with local radio stations that
I don't get with other forms of audio*



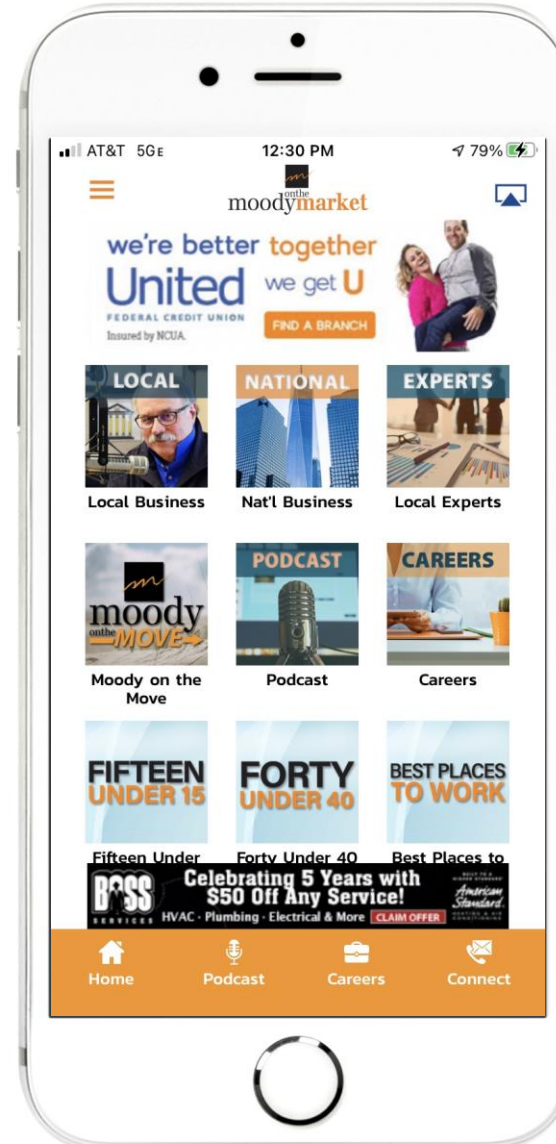
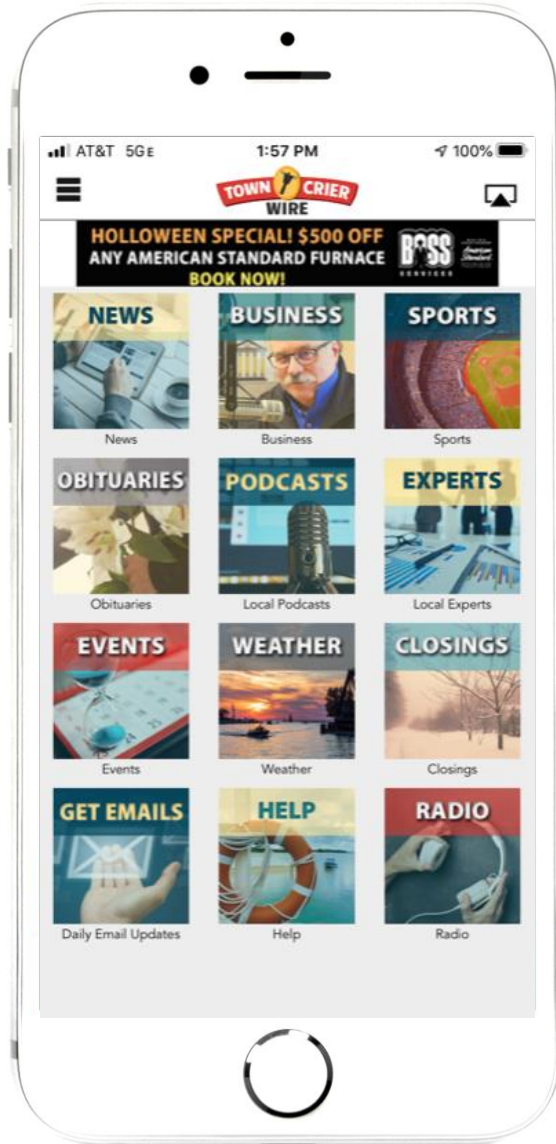
Among those who listen to AM/FM radio, % who say this is a main reason they listen

“Local” Feel

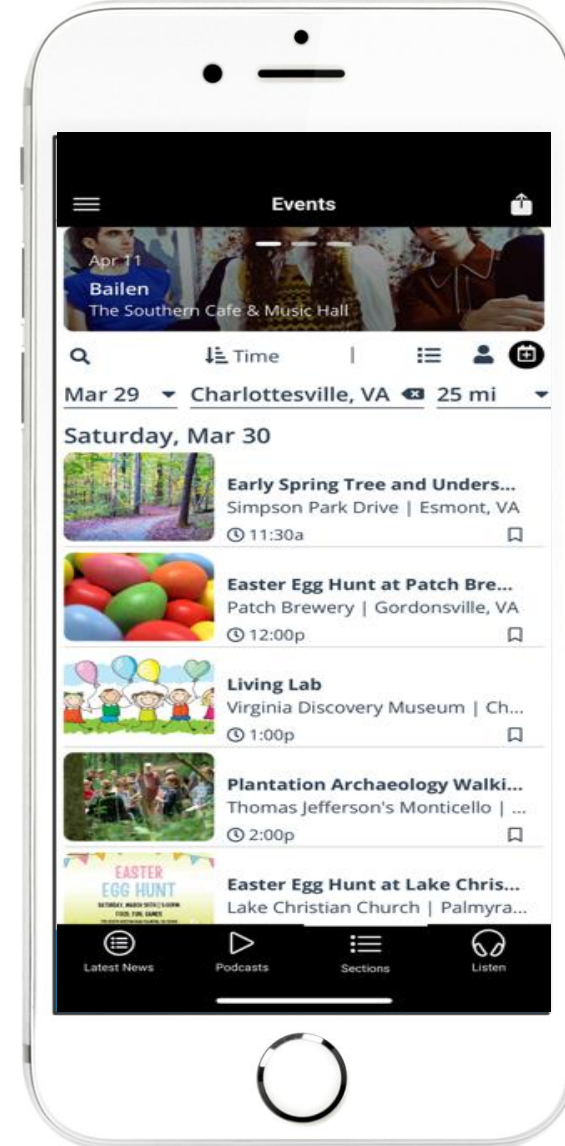
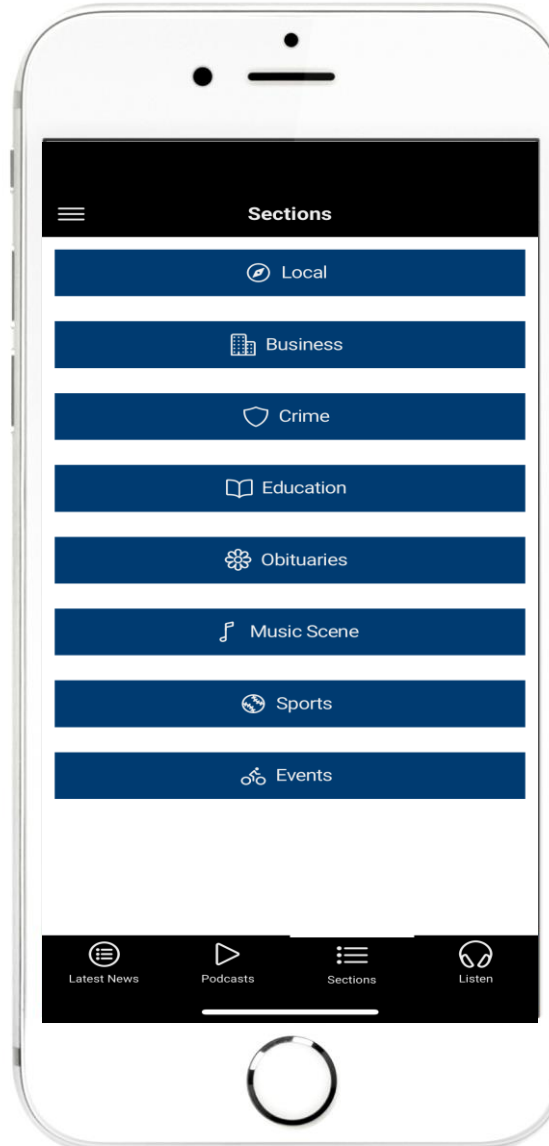
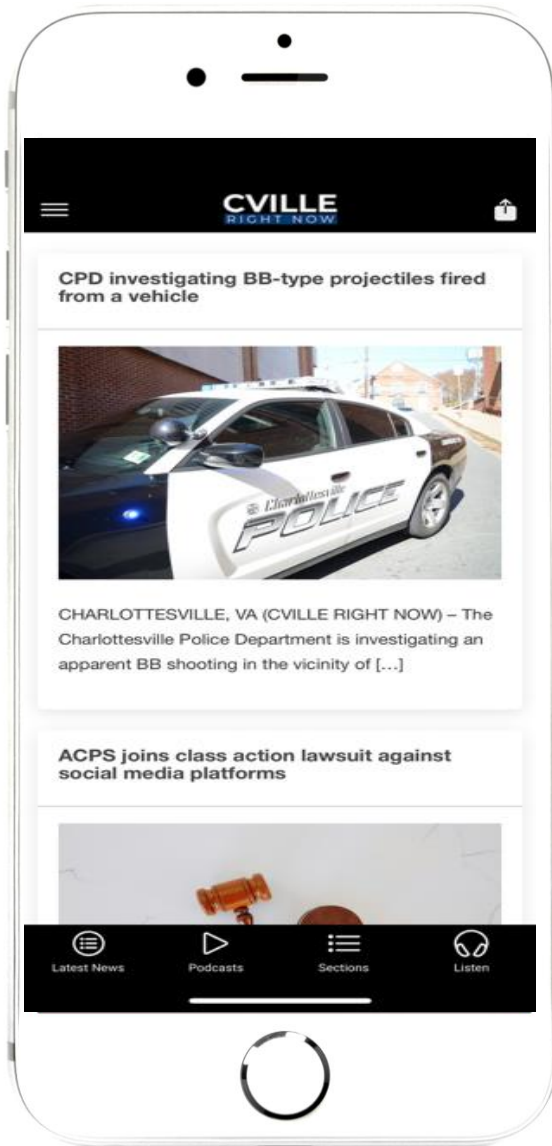


“One of radio’s primary advantages is its local feel”

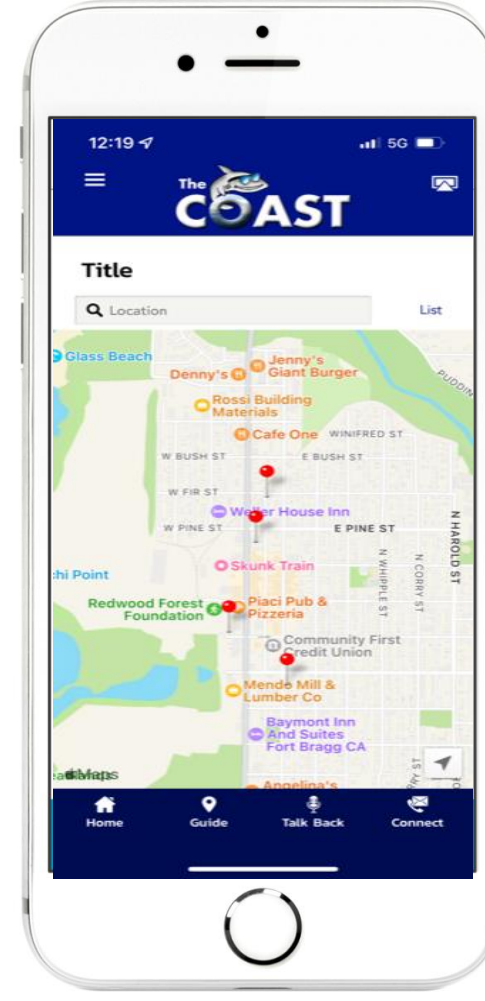
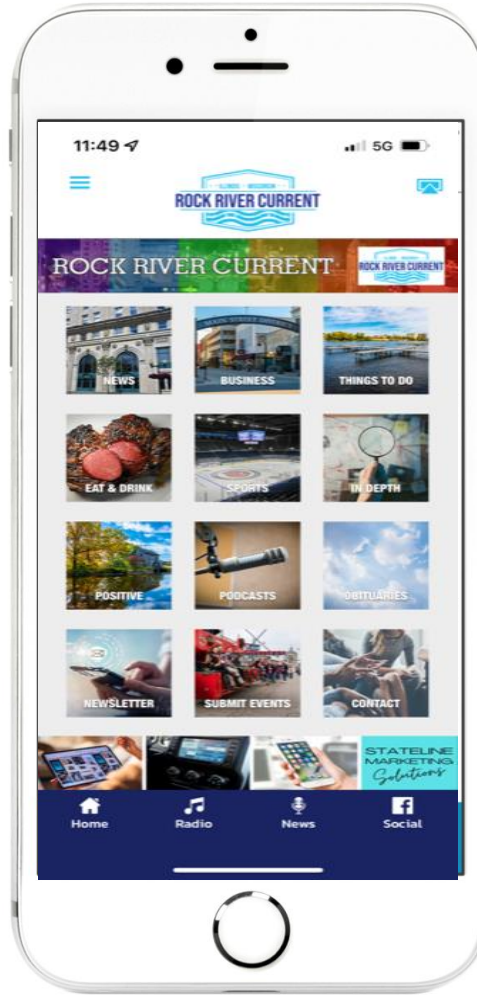
Filling Local Needs With Existing Content



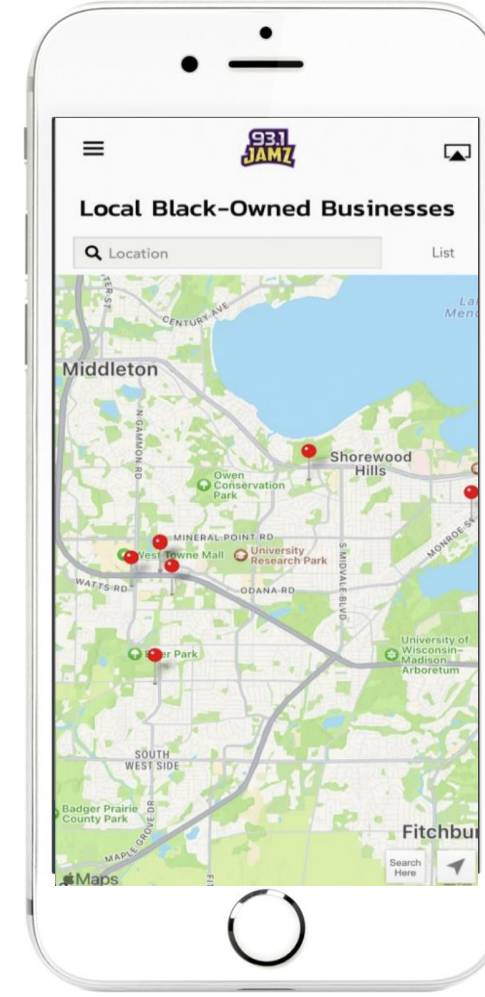
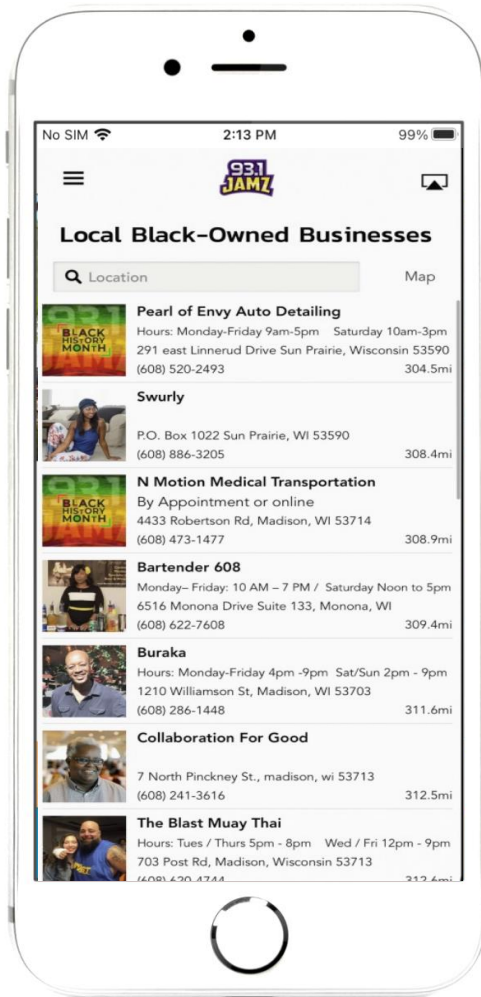
New Content Verticals – C’Ville Right Now



Local Mobile Guides



Promote Local Business Ownership





Nonprofit Journalism

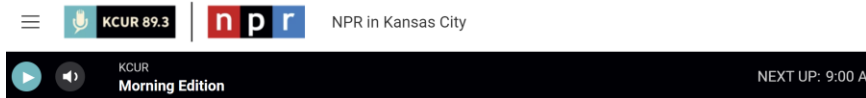
FUNDING, SURVIVING, AND THRIVING

News Becomes Non-Profit.

The State of Media and Advertising

yahoo/finance

Media companies cut thousands of jobs so far this year. They're not coming back.



Newspapers in rural areas are folding, leaving vast news deserts. But there are bright spots

VICE MEDIA
GROUP

BuzzFeed

AXIOS LOCAL

Jacobs
media | research | mobile | social

The Final Straw



The Weather Channel

CONTINUING **LIVE** COVERAGE

HURRICANE IRMA

ADVISORY: 2:00 PM EDT
LOCATION:
**35 MI S OF NAPLES
FLORIDA**

WIND: **120 mph** CAT: **3**
PRESSURE: **936 mb**
MOVING: **N at 12 mph**
NEXT ADVISORY: **5 PM EDT**

Current Winds

Naples	47 MPH
Fort Myers	37 MPH G 59 MPH
Sarasota	32 MPH G 43 MPH
Tampa	15 MPH G 31 MPH

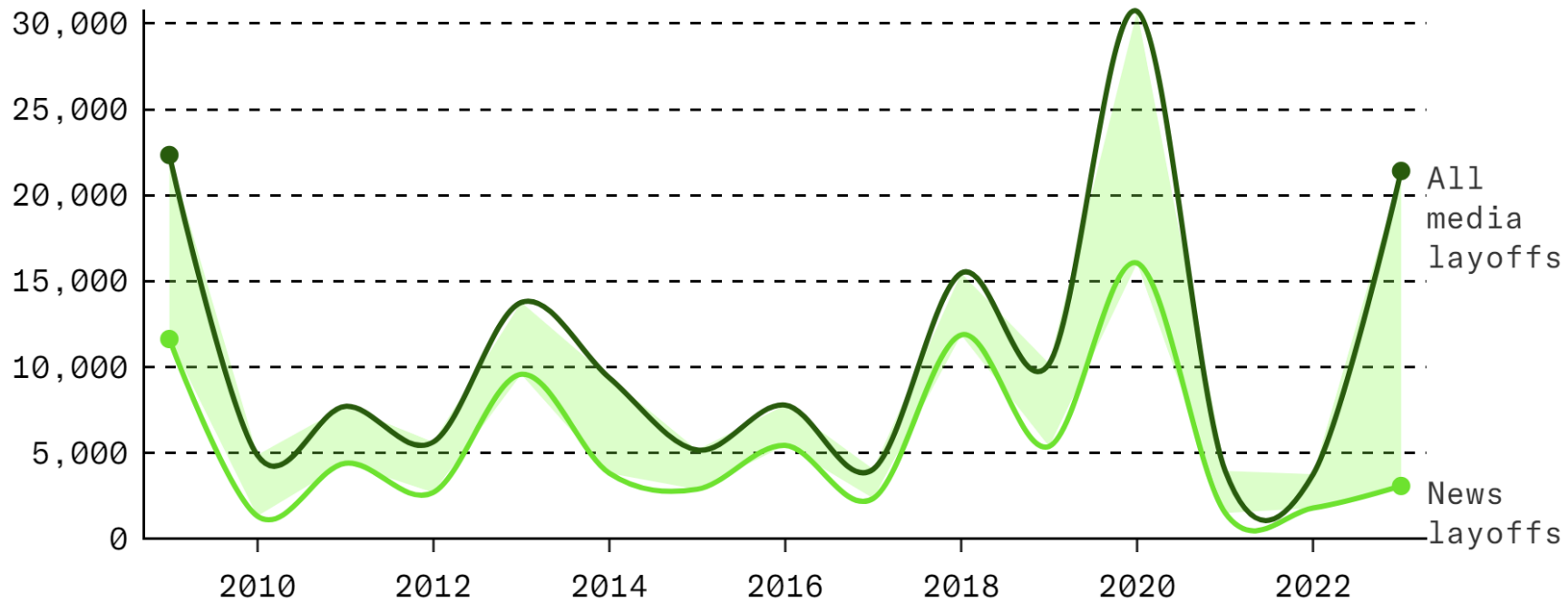
11:53p **IRMA** 02 Charter Communications opens its Spectrum WiFi hotspots for free to non-customers Florid

The Weather Channel TULSA, OK

News/Media Layoffs

News and media layoffs by year

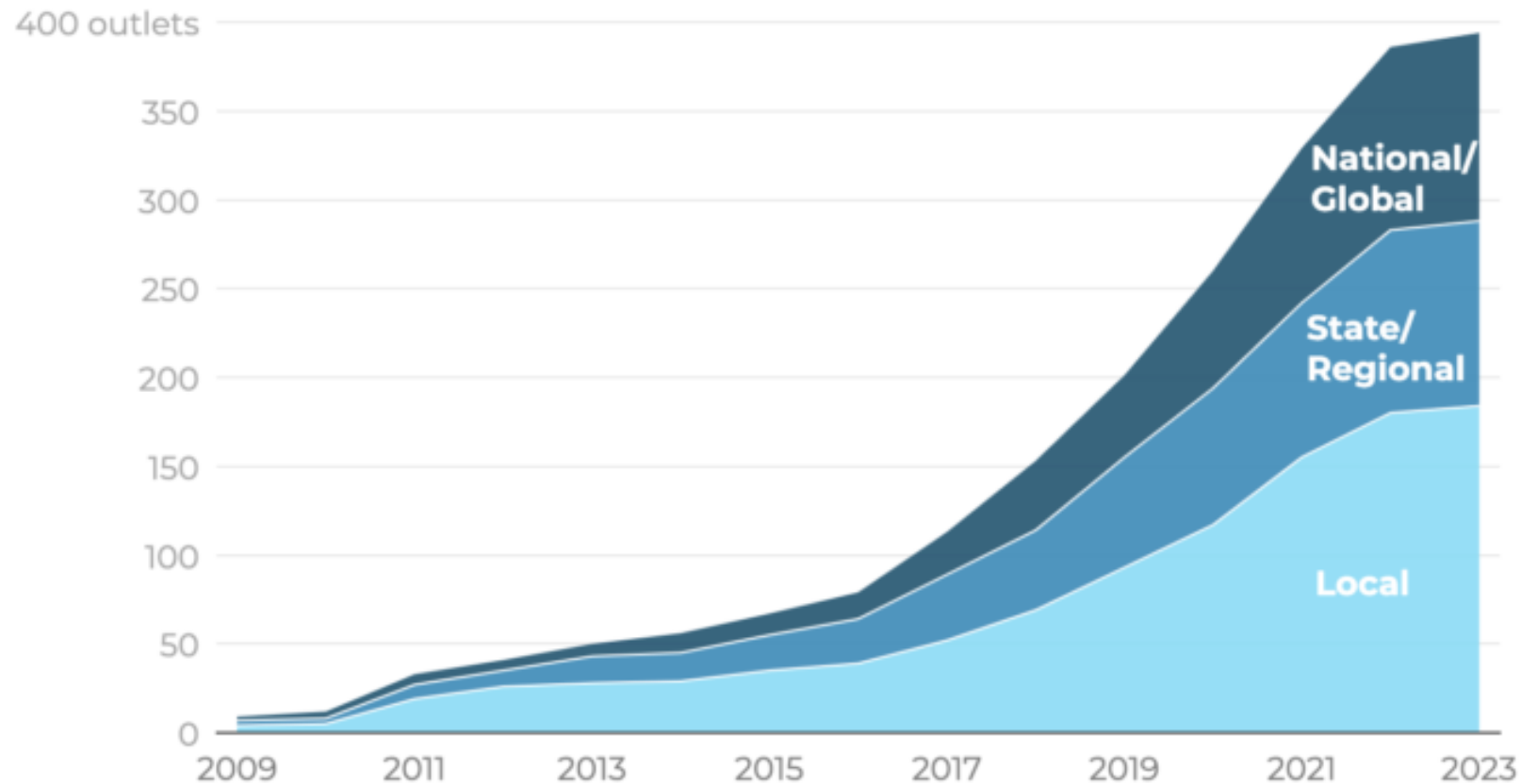
Annual job losses in the media sector were worse in 2023 than at any point since the Great Recession, with the exception of the peak pandemic year of 2020. Job losses in news, a subset of media, are also on the rise.



Source: Challenger, Gray & Christmas

Growth In Non-Profit News Outlets

GROWTH IN NUMBER OF NONPROFIT NEWS OUTLETS BY GEOGRAPHIC SCOPE (2009 - 2023)





What is a “station?”

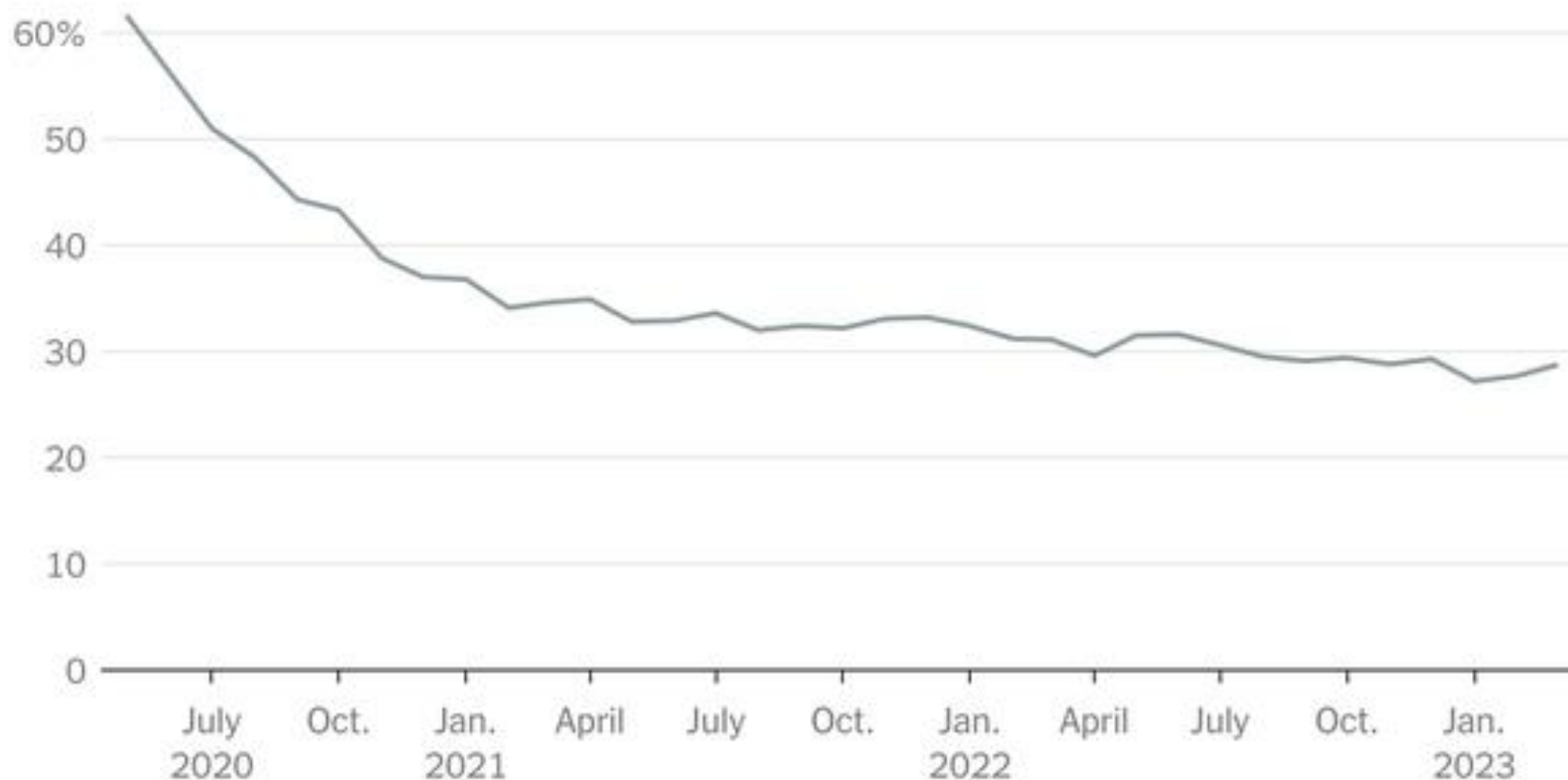
jacapps



Work From Home

Working from Home Is Not Going Away

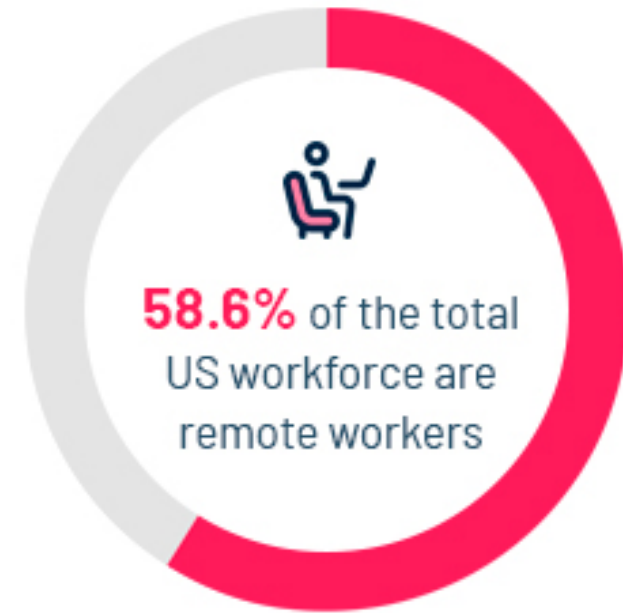
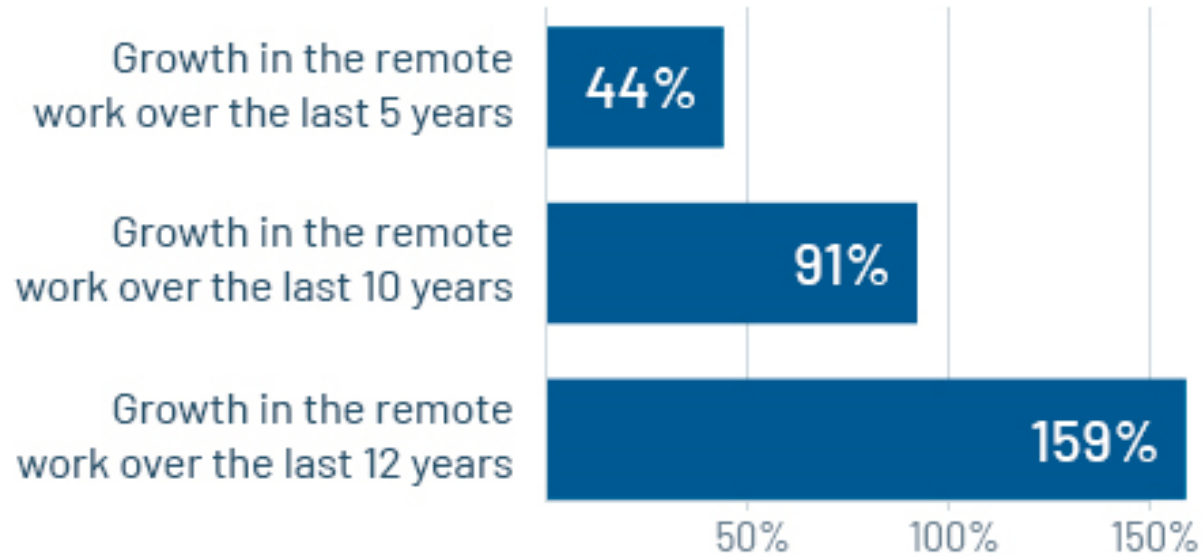
— Percentage of working days worked from home



Source: Survey of Working Arrangements and Attitudes • By The New York Times

Work From Home

The Growth of Remote Work Over The Years



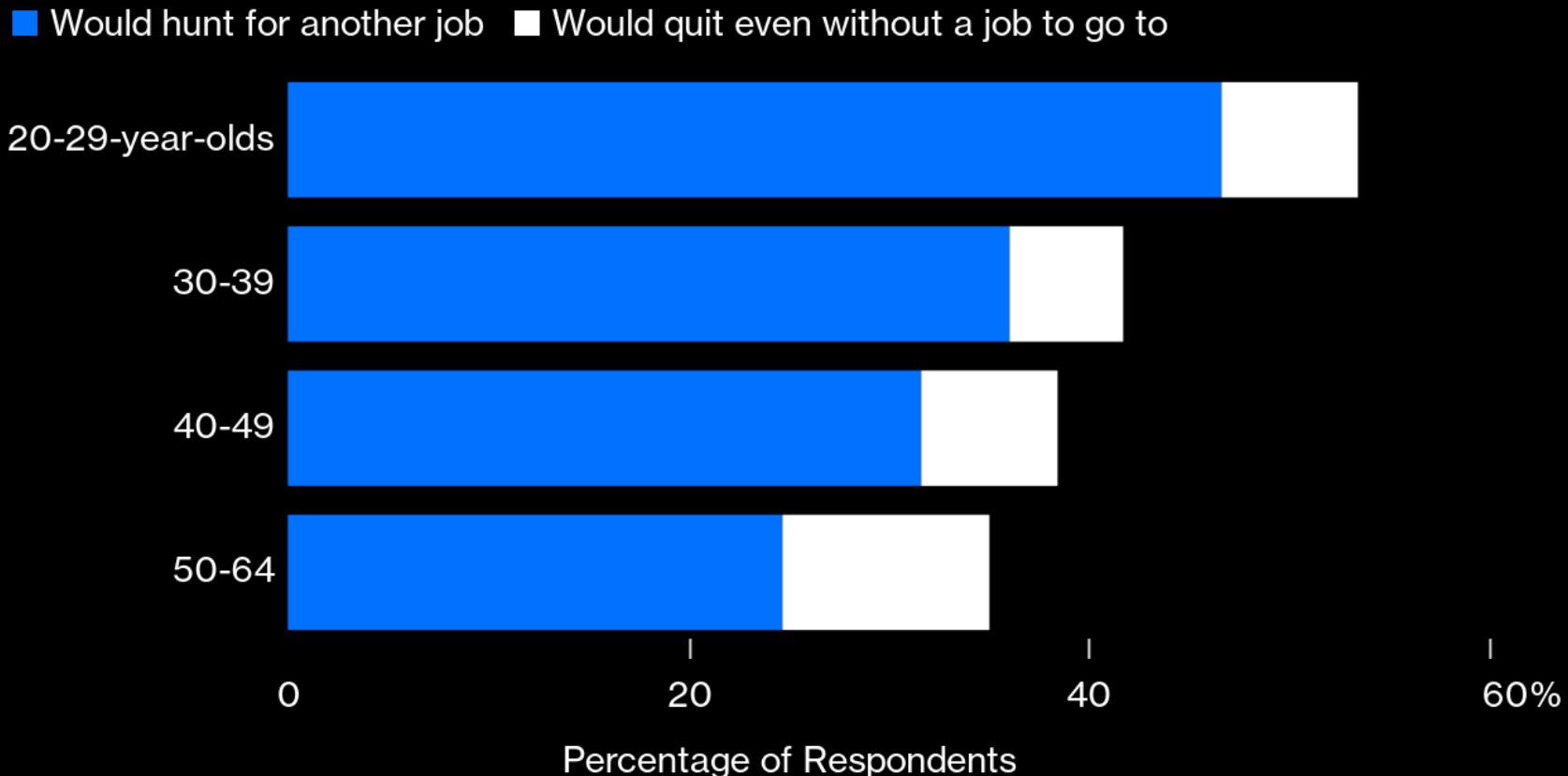
99 FIRMS.COM

Source: Findstack

Work From Home

I'm Outta Here

Workers in their 20s are most likely to leave if made to spend five days in office



Source: Survey of Working Arrangements and Attitudes, WFH Research

BloombergOpinion

Jacobs
media | research | mobile | social

Hub and Spoke



Street-Level Television Studio



Street-Level Radio Studio



Performance Venue



Station On The Road





What Will A Station “Look” Like In 2030?

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