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Rick Ducey to Deliver Local TV Revenue Forecast for 2025

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As the media industry braces for continued change, BIA Advisory Services' Rick Ducey is preparing to share a forecast on local television revenue for 2025, offering strategic insight for broadcasters navigating economic pressures and digital disruption.

Rick Ducey, Managing Director at BIA Advisory Services, a leading firm in broadcast and media market intelligence, is scheduled to outline key revenue expectations for the local

television industry. His outlook will explore trends shaping the broadcast sector, including shifts in political advertising, consumer behavior, and the growing role of digital platforms. As traditional linear television faces growing competition from streaming and on-demand content, local broadcasters are seeking ways to maintain their relevance and profitability.

The forecast is expected to focus heavily on advertising revenue, a critical source of income for local stations. With the 2024 election cycle having delivered a boost to political ad spending, broadcasters are looking to carry that momentum forward. Ducey is also likely to discuss the evolution of over-the-air and over-the-top (OTT) content strategies. Over-the-top refers to streaming services that deliver content directly to viewers via the internet, bypassing traditional cable or satellite providers. This digital frontier has opened the door for stations to expand reach while reducing dependency on legacy platforms.

In addition, the report will assess how local stations can better leverage data and analytics to improve targeted advertising and audience engagement. With a tighter focus on return-on-investment, advertisers are increasingly prioritizing measurable outcomes over broad reach alone. This shift is compelling stations to adopt smarter, more agile sales strategies that can compete with the efficiency of digital platforms like YouTube and Facebook.

Ducey's analysis, expected to be presented during a key industry event, will be closely watched by media executives, advertisers, and policy analysts alike. His insights may well help shape decision-making as broadcasters evaluate how to invest in technology, talent, and content in the year ahead.

By offering practical, data-driven recommendations, Ducey and BIA Advisory Services aim to support a sustainable, locally rooted media industry that remains competitive despite changing viewer habits and market dynamics.