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Executive Summary

As the 5th largest business vertical, Automotive will spend \$15.8 billion on local advertising in 2020, up 1.9 percent from \$15.5 billion in 2019. Traditional media will get 53.5 percent of the 2020 spend, down from 53.7 percent in 2019.

All spending growth will occur in digital media. In 2019, \$6.6 billion (43 percent) of Automotive paid media was digital. In 2020, the digital spend will increase to \$7.4 billion (46.5 percent of all paid media). This shift to digital continues through the end of our forecast period in 2024.

Among the eight sub-verticals that make up the Automotive vertical, most of the spending occurs in Tier 1 Auto Manufacturers (\$4.5 billion), Tier 2 Automobile Dealer Associations (\$4.1 billion); and Tier 3 New Car Dealers (\$3.7 billion).

Three other sub-verticals, Gas Stations and Petroleum; Other Motor Vehicle Dealers; and Tires, Automotive Parts and Accessories Stores each will spend about \$1 billion (Figure 1) in 2020. Used Car Dealers is the final sub-vertical we track, and we estimate ad spending will reach \$316.2 million in 2020.

When looking at the share of ad dollars across media, local TV will face more of a decline in Auto spending than local radio in over-the air. But TV online ad spending (2.4 percent) will grow a bit while Radio Online spending (1.4 percent) will decline in share of total spend in 2024 compared to 2020.

For digital media, in 2024 automotive spending, once again Online (23.8 percent) and Mobile (20.3 percent) will capture most of the ad dollars. OTT Automotive will grow from 1.3 percent in 2020 to 2.1 percent in 2024.

The data featured in the report are drawn from BIA Advisory Services' local market intelligence dashboard, [BIA ADVantage](#), including:

- 2020 U.S. Local Advertising Forecast
- Local Market Forecasts
- Station data from MEDIA Access Pro™, BIA's database covering the broadcasting and publishing industries.

In the report, we provide a share of wallet snapshot and our five-year auto forecast. We specially analyze our 2020 auto advertising revenue estimates by 16 media and drill into digital spending trends. We also provide our analysis on specific trends that will impact automotive advertising.

We conclude with five take-aways covering:

- (1) Marketing Strategy
- (2) Cross-platform campaigns
- (3) Mobile
- (4) Online
- (5) Location Intelligence