

The year may go down as radio's worst year ever. With local advertising making up 80 percent of revenue, owners had few options to offset steep declines in bread-and-butter retail and auto categories.

## SPENDING

### PAST

2006	\$20.1
2007	\$19.6
2008	\$17.7

### PRESENT

**2009** **\$15.6**

### FUTURE

<b>2010</b>	<b>PwC</b>	<b>-7.5%</b>
	VSS	-7.5%
	Zenith	-5.6%
	BIA	-4.1%

Thanks to easy comparisons with '09 results, radio could surprise and turn in a positive year—the first after several bleak ones.

All dollar values in billions.  
Figures include: local, national, network  
Source: VSS