

# The Ad Platform: Advertisers Demand Flexibility in Uncertain Times

**AUDIO** |

**eMarketer Editors**

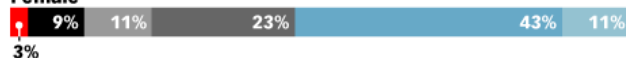
Digital media is relatively flexible, which has benefited it during the pandemic. Ivan Markman, chief business officer at Verizon Media, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss how digital platforms can be even better at supporting this flexibility, as well as the explosion of connected TV advertising and the future of virtual and augmented reality.

## How Interested Are US Adults in Using AR\* and VR While Shopping?

% of respondents, by demographic, June 2020

### Gender

#### Female



3%

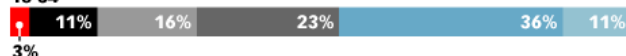
#### Male



2%

### Age

#### 18-34



3%

#### 35-54



3%

#### 55+



1%

#### Total



2%

- Use it regularly
- Have used before, but not regularly
- Have not used, but very interested
- Have not used, but somewhat interested
- Have not used and not interested
- Don't know what this is

Note: numbers may not add up to 100% due to rounding; \*for example, trying on clothing or makeup by superimposing an image onto yourself  
Source: "The eMarketer Ecommerce Survey" conducted in June 2020 by Bizrate Insights, June 9, 2020

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