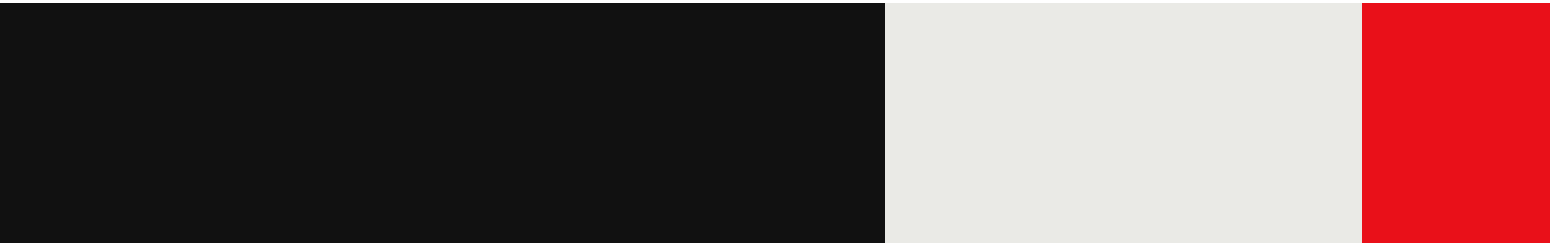



What this Year's Political Ad Spending Season Will Look Like

Audio



eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin talk about the US political ad spending landscape. How much money is being spent, where and why? They then discuss smartphone voting, consumer attitudes on privacy jargon and how Google can profit from government search warrants. "Behind the Numbers" is made possible by LinkedIn Marketing Solutions. Listen in.

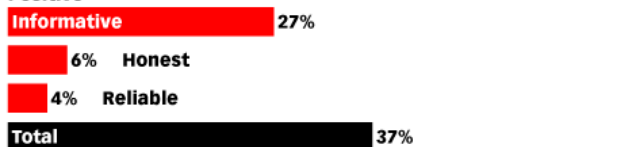
How Do US Internet Users Ages 18-29 Describe Social Media Political Advertising?

% of respondents, June 2019

Negative



Positive



Source: Sling TV and Telaria, "Connected GenZennials: The CTV-First Generation's Impact on the 2020 Elections," Aug 7, 2019

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