

The most impressive part of Google's Q2, YouTube's CTV ad offerings, and CMOs' budgets

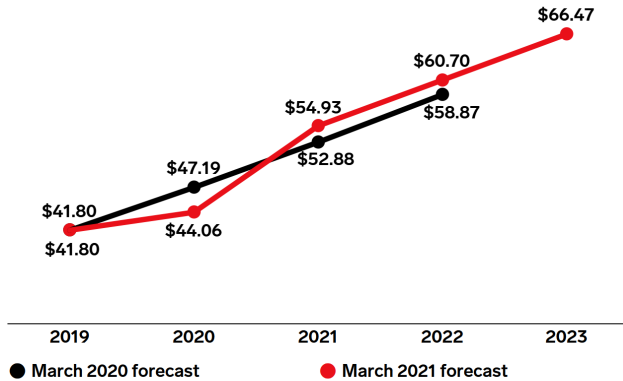
Audio

On today's episode, we discuss Google's Q2 performance, how YouTube got on, and why the tech giant continues to accelerate. We then talk about YouTube improving its CTV ad

offerings, what GDPR taught us about privacy upheavals, and why CMOs need to demonstrate the value of their work now more than ever. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

How Has the Forecast for Net Google Ad Revenues in the US Changed? 2019-2023

billions, March 2020 vs. March 2021



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes YouTube advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, March 2021

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