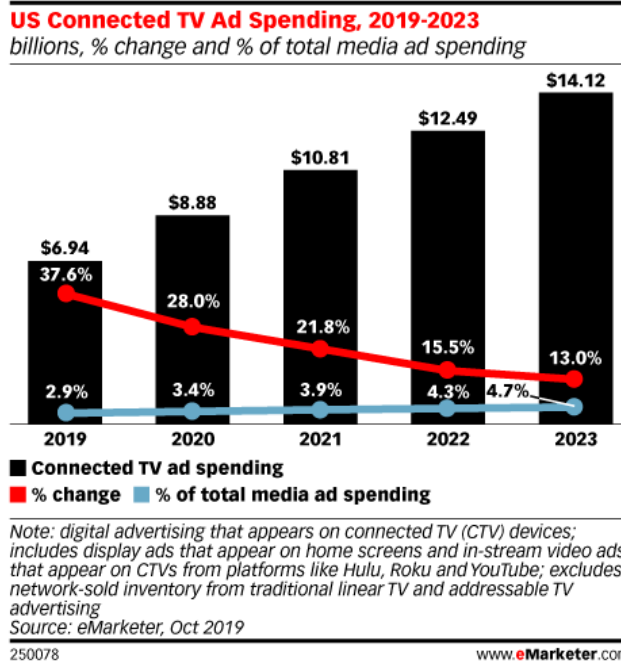


The Ad Platform: Why Advertisers Want More Connected TV

AUDIO |

eMarketer Editors

We estimate that US advertisers will spend almost \$9 billion on connected TV ads this year. Tim Sims, senior vice president of inventory partnerships at The Trade Desk, joins host Nicole Perrin to talk trends in programmatic connected TV, audio and more.



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