

# The Weekly Listen: The 'Amazon of Transportation,' and How People Meet Their Partners

**AUDIO** |

**eMarketer Editors**

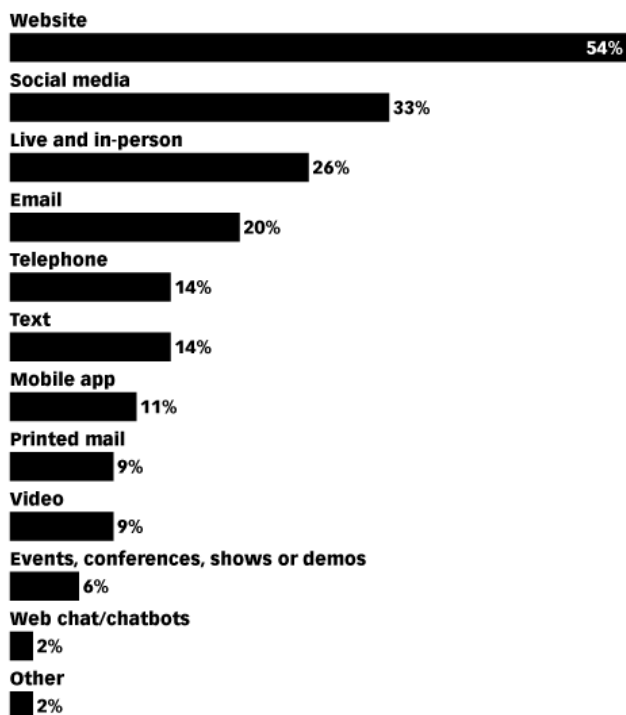
eMarketer principal analysts Nicole Perrin and Mark Dolliver discuss Uber's plans to be the go-to transport hub, four ideas on how to rein in big tech, the changing motivations for watching the NFL and which types of ads are mostly likely to influence purchasing decisions.

---

**Which Communication Channels Do Internet Users Worldwide Find Help Influence Them the Most in Their Purchase Decision Process?**

% of respondents, Q2 2019

---



---

Source: CMO Council, "Critical Channels of Choice" in partnership with Pitney Bowes, July 18, 2019

248962

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).