

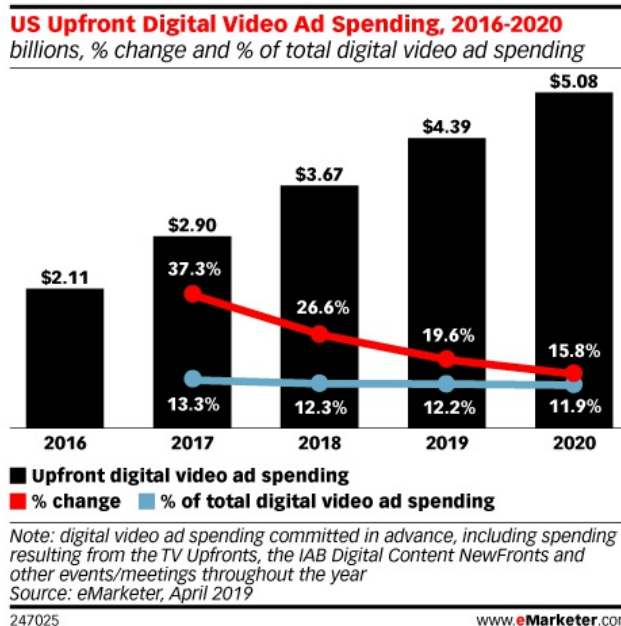
Podcast | Why Are the TV Upfronts Still a Big Deal?

AUDIO | MAY 17, 2019

eMarketer Editors

On the week of the TV upfronts, we're joined by eMarketer's vice president of multimedia Paul Verna to discuss why this annual event is still a big deal in the television industry. After all, isn't TV ad spending trending downward? And wasn't streaming supposed to be the death knell of TV?

"Behind the Numbers" is sponsored by LinkedIn Marketing Solutions. Listen In.



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