

# Is Seattle—Not Silicon Valley—the Future of Digital Advertising?: Part 2

Audio

In part two, our analysts Paul Verna and Andrew Lipsman discuss how well-positioned Silicon Valley giants Meta and Google and their Seattle counterparts Amazon and Microsoft are for

top-gaining segments of digital advertising—gaming, digital audio, and in-store digital media. They also explore other companies positioning themselves for the post-cookie era of digital ads, and ultimately answer the question: Is Seattle—not Silicon Valley—the future of digital advertising?

US Consumers Who Would Be Disappointed If Select Companies Disappeared, Aug 2021		
% of respondents		
	2020	2021
Google	85%	82%
Amazon	81%	81%
YouTube	76%	77%
Netflix	70%	73%
Microsoft	75%	72%
Apple	66%	66%
Facebook	55%	52%
Instagram	43%	40%
Sonos	-	38%
Slack	42%	30%
TikTok	-	30%
Twitter	33%	28%
Note: ages 18+		
Source: The Verge, "Verge Tech Survey 2021," Oct 6, 2021		
270358 eMarketer   InsiderIntelligence.com		

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

At mParticle, we believe that better data results in better decisions and better outcomes. Cleanse, visualize, and connect your customer data from any source or system to any API. Postmates, NBCUniversal, Spotify, and Airbnb use mParticle to accelerate their customer data strategies. Visit [mparticle.com](#) to learn more.