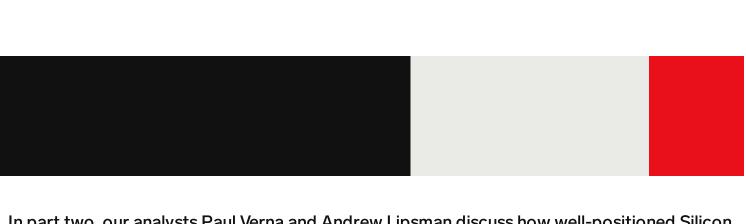
## Is Seattle—Not Silicon Valley—the Future of Digital Advertising?: Part

**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?

<b>US Consumers Who Would Be Disappointed If</b>
Select Companies Disappeared, Aug 2021
0/

% of respondents

270358

	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%

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