

# The Daily: Brand new forecasts—Video platform ad dollars, card network payments, and shopping returns

Audio



On today's episode, we discuss which video streaming platforms marketers will spend most of their ad dollars on, how the different card network players stack up against each other, and where most folks prefer to return items. "In Other News," we talk about our expectations for out-of-home and programmatic advertising in 2023. Tune in to the discussion with our directors of forecasting Peter Newman and Oscar Orozco.



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