

The Executive Roundtable: Brian Wieser, GroupM | How COVID-19 Changed Media Spending

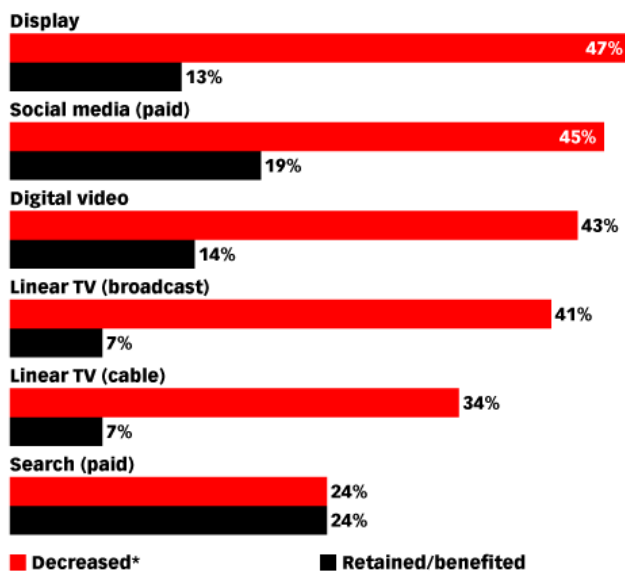
AUDIO |

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How is the coronavirus changing media spending? eMarketer co-founder and Insider Intelligence chief evangelist Geoffrey Ramsey discusses this with Brian Wieser, global president of business intelligence at GroupM, during the inaugural episode of "The Executive Roundtable." This new Behind the Numbers show brings you inside the mind of some of the industry's most influential voices.

Media that US Agency and Marketing Professionals Have Decreased* Budget from vs. Media that Retained/Benefited from Budget Reallocation due to the Coronavirus, March 2020

% of respondents



Note: respondents who said the coronavirus impacted recent/ongoing advertising efforts; * paused/canceled/pulled budget
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report," March 26, 2020

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