

The Executive Roundtable: Jonathan Adams, Wavemaker | Ad-Supported Video and Why Walled Gardens Are Like Kitchens

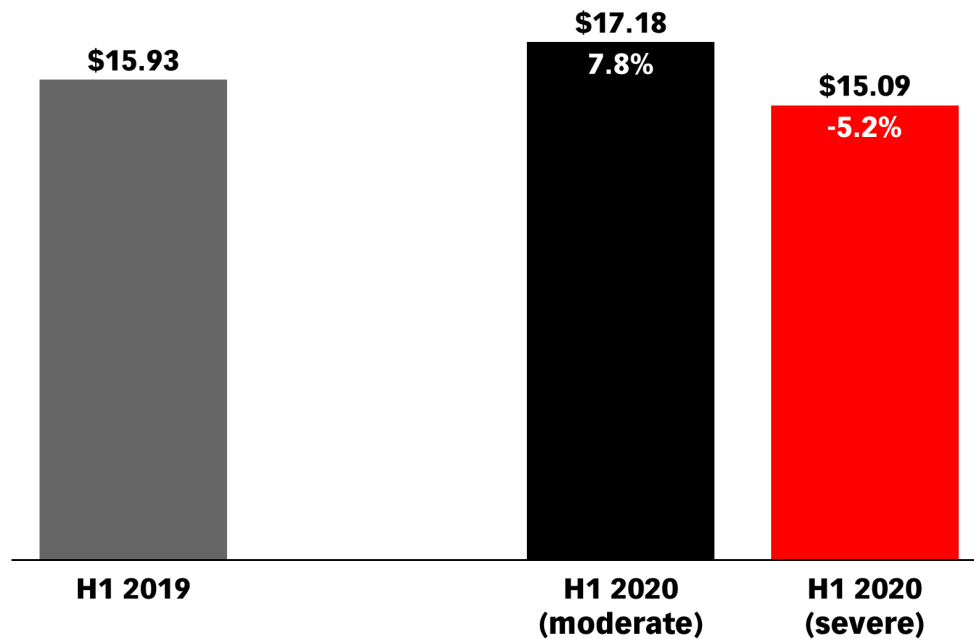
AUDIO |

eMarketer Editors

Jonathan Adams, executive director and managing partner at Wavemaker, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey in a conversation about the health of the ad ecosystem amid unprecedented disruption. Among the many topics they cover are the balance between subscription- and ad-supported video and the role of walled gardens.

Analyst Take: US Digital Video Ad Spending, H1 2019 & H1 2020

billions and % change vs. the prior-year period



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes in-stream video ads such as those appearing before, during or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner and interstitial video ads

Source: eMarketer, April 2020

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