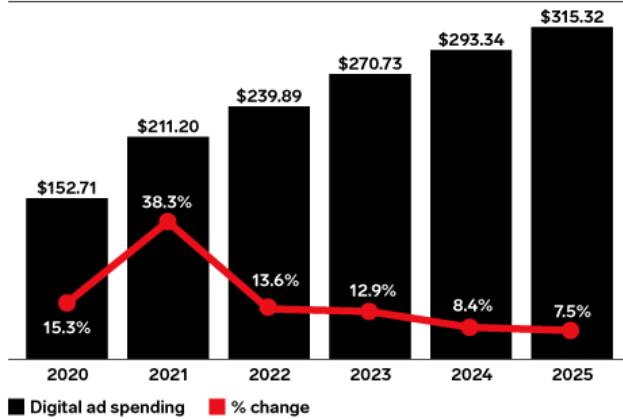


The Key Digital Trends of 2022: Digital Advertising's Ceiling, AVOD's Moment and more

Audio

On today's episode, we discuss what our analysts think will be the key digital trends of 2022. Where we stand with our digital advertising outlook, how far the pendulum will swing towards AVOD services, when TV and video ad measurement will cease being a hot mess, and more. We then talk about whether video streaming growth has officially stalled and if Univision can bring the immediacy of digital measurement to TV ads. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

US Digital Ad Spending, 2020-2025
billions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, Oct 2021

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