

Lessons From How the Last Recession Hit Ad Spending

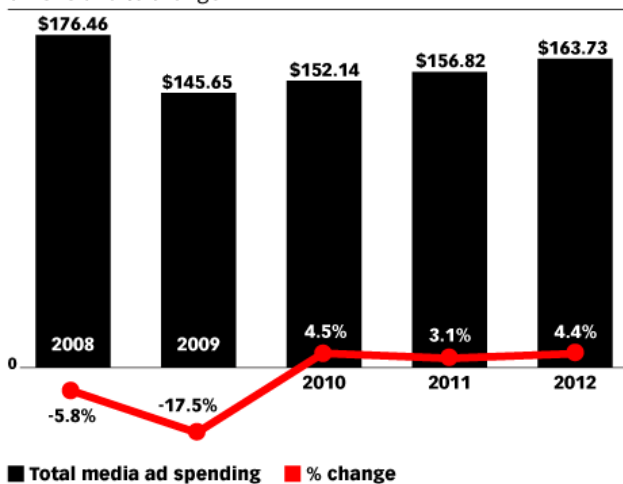
AUDIO |

eMarketer Editors

eMarketer principal analysts Mark Dolliver, Andrew Lipsman and Nicole Perrin discuss lessons that businesses can take from the last recession and the effect it had on ad spending. How will digital hold up? Which channels are advertisers pulling back from? Will the US stimulus package help? They then talk about what consumers will likely spend less on if they lose their jobs, why Twitter will now allow COVID-19 ads and the knock-on effects of moving Amazon Prime Day.

US Total Media Ad Spending, 2008-2012

billions and % change



Note: includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV
 Source: eMarketer, March 6, 2020

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