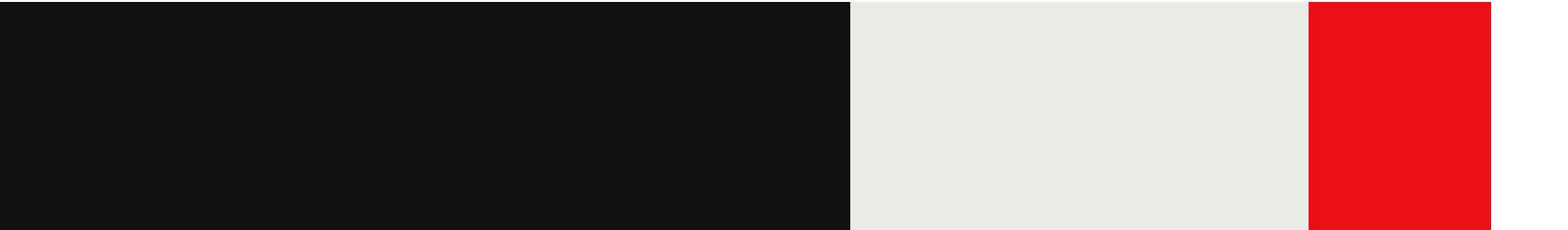


Behind the Numbers: Trends and Events to Pay Attention to in 2025— why content production will struggle, major big tech trials to watch, and more

Audio



On today's podcast episode, we discuss where the content production dollars will be going, what the Omnicom and IPG deal will mean for the agency client relationship, and how the antitrust and other legal cases against Amazon, Apple, Google, Meta, and TikTok will play out in 2025. Tune in to the discussion with Senior Director of Podcasts and host Marcus Johnson, Vice President of Research Jennifer Pearson, and Vice President Paul Verna.

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