

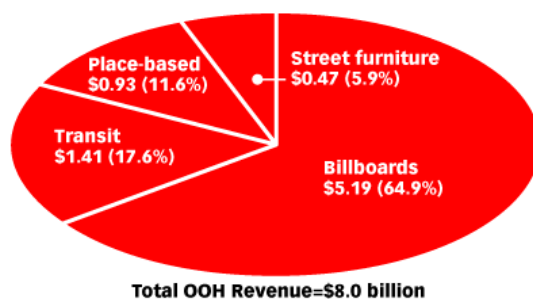
# The Renaissance of Somewhat Controversial Public Transit Ads

**AUDIO** |

**eMarketer Editors**

eMarketer principal analysts Nicole Perrin and Andrew Lipsman discuss the wave of contentious subway ads: What's allowed? What isn't? Why have startups become obsessed with marketing on public transit? They also talk about YouTube's latest FTC fine, a new partnership between TikTok and the National Football League and more.

**US Out-of-Home Ad Spending, by Segment, 2018**  
billions and % of total



Note: numbers may not add up to total due to rounding  
Source: Outdoor Advertising Association of America (OAAA) conducted by Kantar Media, "2018 Megabrands," April 8, 2019

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