

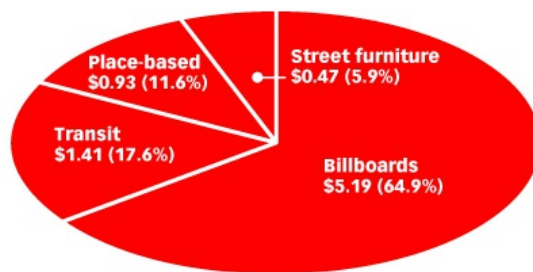
The Renaissance of Somewhat Controversial Public Transit Ads

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



Total OOH Revenue=\$8.0 billion

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

246569

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).