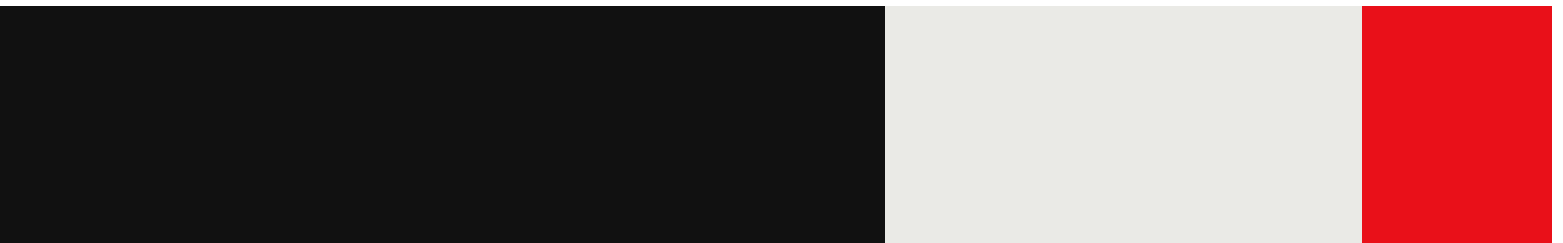


The Daily: 'The Great Realignment,' Reels vs. TikTok engagement, and AVOD to overtake TV ads?

Audio



On today's episode, we discuss what to note about TikTok's ascent, how much time on social media is spent watching video, and the discrepancy between TV and connected TV ad spend. "In Other News," we talk about how Instagram Reels' engagement stacks up against TikTok's and whether ad-supported video-on-demand (AVOD) ad spending can overtake traditional TV ad spend by 2025. Tune in to the discussion with our analysts Jasmine Enberg and Paul Verna.



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