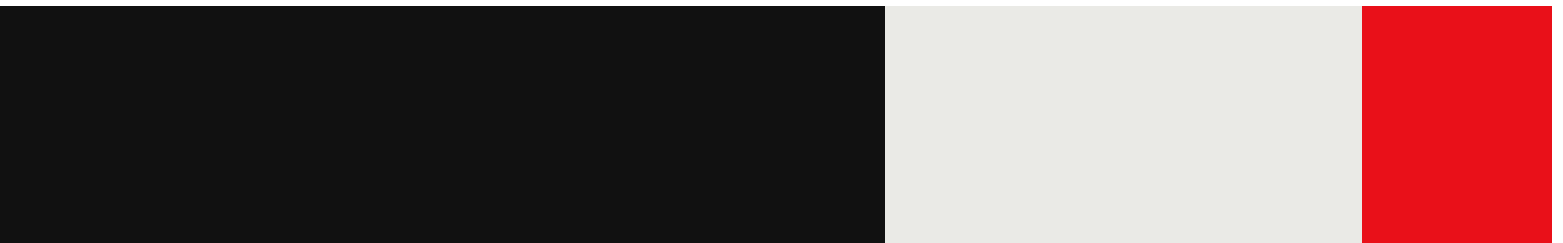


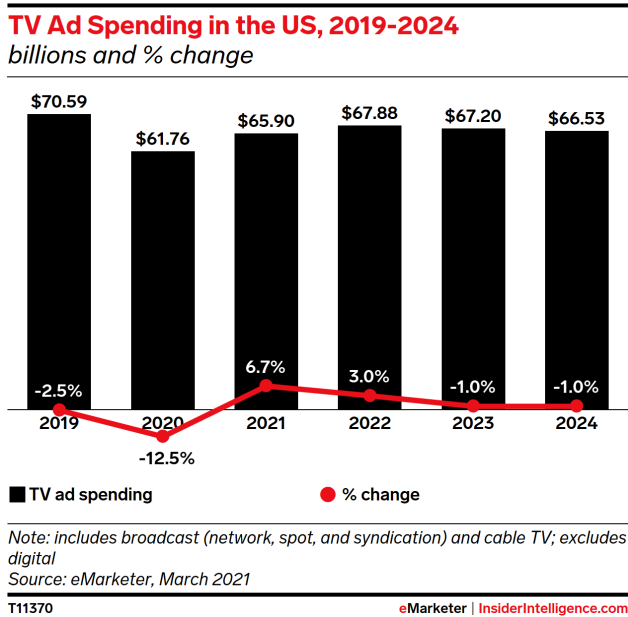
Is TV still king, Paramount+ with ads, and subscription-based vs. ad-supported video

Audio



On today's episode, we discuss how time spent watching TV is changing, how TV ads favorability stacks up against other formats, and what's contributing to TV ad spending's

resilience. We then talk about Paramount+ introducing a new tier with ads, how much time people spend with subscription-based vs. ad-supported video, and how much money are people willing to spend for the video streaming entertainment. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.



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