

The Weekly Listen: TikTok vs. America, Pandora Interactive Ads and TV Ads in Console Games

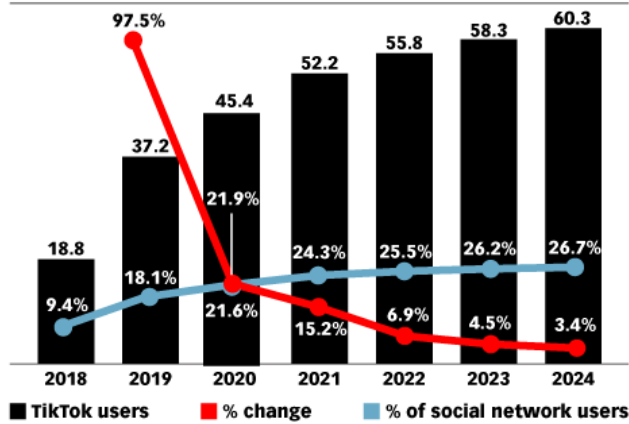
AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio at Insider Intelligence Paul Verna discuss TikTok's chances of not getting banned, Spotify video podcasts, Pandora's interactive voice ads, HBO Max sign-ups so far, TV ads in console games, why American farmhouses are typically painted red and more.

US TikTok Users, 2018-2024

millions, % change and % of social network users



Note: internet users who access their TikTok account via any device at least once per month

Source: eMarketer, Feb 2020

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