

# The Three Top Digital Ad Platforms

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In today's episode of "Behind the Numbers," we're talking about the "Big Three" — the largest digital ad platforms. We dig into their revenue streams and discuss how their businesses are changing, and why.

eMarketer PRO subscribers can learn more about the duopoly, and Amazon jumping into third place among US digital ad platforms in a new report, "Amazon Advertising 2018: The New No. 3 US Digital Ad Firm," coming out later this week.

