

The Weekly Listen: Google sued over ad monopoly, Twitter 'Spaces,' and Super Bowl ads

AUDIO |

Mark Dolliver, Sara M. Watson and Nicole Perrin

eMarketer principal analysts Mark Dolliver, Sara M. Watson, and Nicole Perrin, along with junior analyst at Insider Intelligence Blake Droesch, discuss the latest government lawsuits against Google, Twitter's new "Spaces" audio feature, 2021 Super Bowl commercials, the reception to Apple's new privacy labels, The Walt Disney Co. throwing its weight behind streaming, what all "Friends" episodes have in common, and more.

US Net Digital Display Ad Revenue Share, by Company, 2019-2022

% of total display ad spending

	2019	2020	2021	2022
Facebook	41.9%	43.0%	43.0%	43.4%
Google	10.6%	10.4%	10.6%	10.5%
Amazon	4.1%	5.1%	6.0%	6.8%
Verizon Media Group	3.2%	2.6%	2.3%	2.0%
Twitter	2.3%	1.9%	2.0%	2.0%
Microsoft	1.5%	1.5%	1.5%	1.4%
Snapchat	1.2%	1.4%	1.4%	1.5%
IAC	0.1%	0.1%	0.1%	0.1%
Other	35.0%	34.0%	33.2%	32.3%

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes banner ads and other (static display and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets), rich media (including in-stream and outstream video ads), and sponsorships; rich media data for 2017-2022 includes in-stream and outstream video ads; data prior to 2017 includes only outstream video ads; Facebook advertising revenues include Instagram advertising revenues; Google advertising revenues include YouTube advertising revenues; numbers may not add up to 100% due to rounding

Source: eMarketer, Oct 2020

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