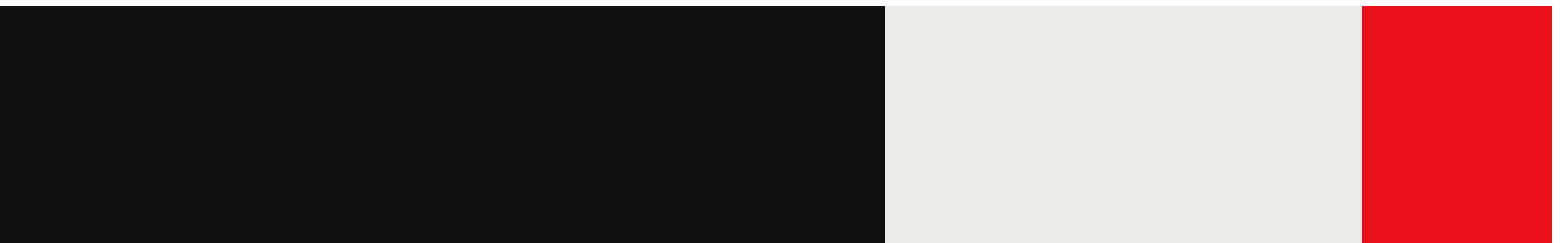


The Daily: 2023 video trends—Video vs. TV ad spend, streaming services become cost-conscious, and more

Audio



On today's episode, we discuss the relationship between video versus TV ad spend and time spent, what streaming services becoming more cost-conscious means for the space, what we can expect video measurement to look like this year, and more. Tune in to the discussion with our analyst Paul Verna.



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