

ChatGPT, TikTok ban, and more: 5 charts to prepare marketers for the rest of 2023

Article

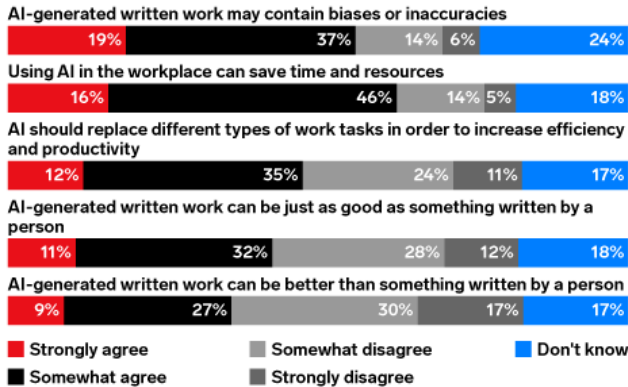
Summer is on the way, and the advertising landscape has already changed significantly since the year's start. We checked in on data surrounding the biggest trends, including AI search

(which is happening whether consumers want it or not), a TikTok ban (no one knows but be prepared), retail media (it's exploding), and more.

1. Google faces Microsoft in the race for AI search

US Adults' Perception of Generative AI, Jan 2023

% of respondents



Note: numbers may not add up to 100% due to rounding
 Source: Ipsos, "Ipsos Coronavirus Consumer Tracker," Jan 23, 2023
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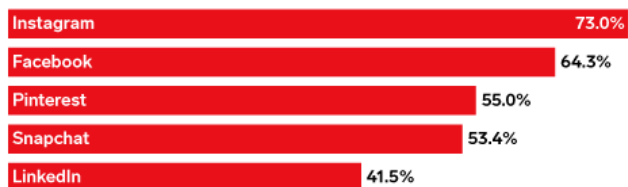
Google will probably come out triumphant due to its search dominance, but Microsoft has buzziness on its side right now with its ChatGPT partnership.

While 56% of US adults surveyed by Ipsos have concerns about generative AI content's biases, the tech will barrel forward, especially within search. That's a scary reality for publishers, who may see a dip in traffic.

2. TikTok alternatives prepare for a ban

Share of US TikTok Users Who Also Use...

% of TikTok users, 2023



Note: TikTok users of any age who access each social network via any device at least once per month
 Source: eMarketer, Dec 2022
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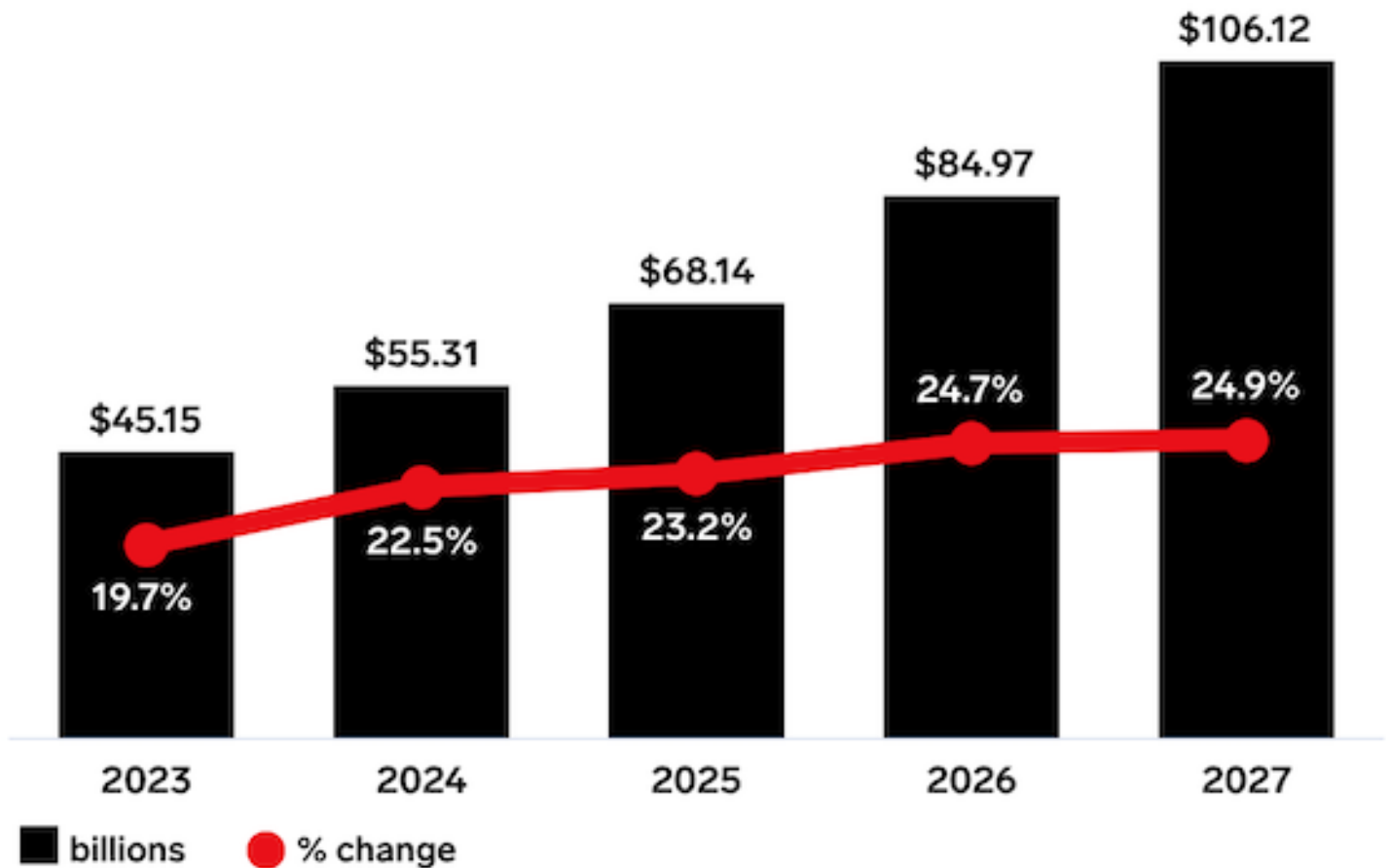
TikTok is banned on government devices in many states, and [could be banned in Montana](#) soon. If that happens, state bans could ripple across the country.

That's [good news for Instagram](#), which already has the next closest thing to TikTok in its Reels feature and currently boasts the highest penetration of users who are also on TikTok. [YouTube would also benefit](#) from a TikTok ban due to its Shorts offering.

3. Retail media ad spend will double by 2027

Retail Media Ad Spending

US, 2023-2027



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: eMarketer, March 2023

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

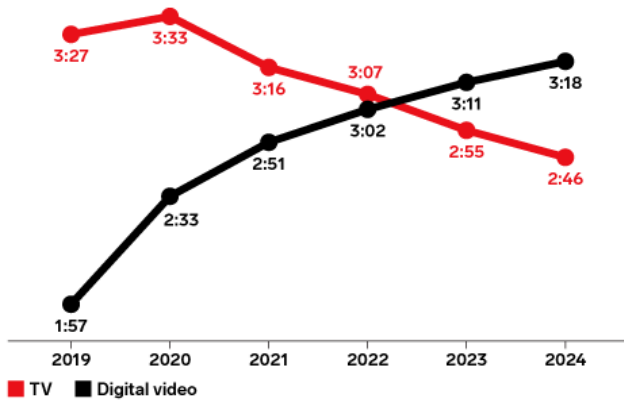
Retail media isn't a passing trend. Advertisers are **spending more on retail media** due to its ability to target consumers effectively and push them closer to the point of purchase. In an

advertising landscape devoid of clear data, expect marketers to double down on retail media.

4. Digital video will pass TV this year

Daily Average Time Spent With TV vs. Digital Video Among US Adults, 2019-2024

hrs:mins



Note: ages 18+; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks
Source: eMarketer, Jan 2023

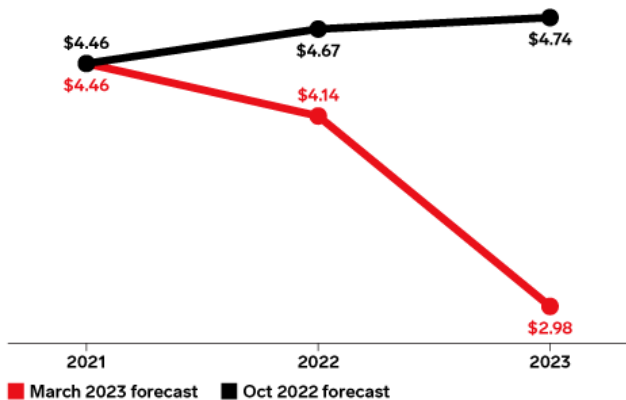
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This year, for the first time, US adults will spend more time with digital video than with TV. The biggest share of digital video’s average 3 hours, 11 minutes of daily viewing time will happen on connected devices like smart TVs and game consoles. This could combine with the retail media trend above to result in an influx of retail media connected TV advertising.

5. Twitter’s ad revenues slump by nearly \$2 billion

How Has Our Worldwide Twitter Ad Revenue Forecast Changed?

billions, 2021-2023



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media
Source: eMarketer, March 2023

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We downgraded this year's projected ad revenues for Twitter from \$4.74 billion to \$2.98 billion after Elon Musk took over the platform. Musk slashed three-quarters of Twitter's staff, made only \$11 million in revenues from Twitter Blue in its first three months, and allowed a slew of brand safety issues to fester on the platform.

While Twitter still allows brands to exercise their voices and communicate directly with consumers via owned accounts, paid ads on the platform may be risky right now.

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