

The triopoly this year and next, a TV show for social media, and YouTube TV adds channels

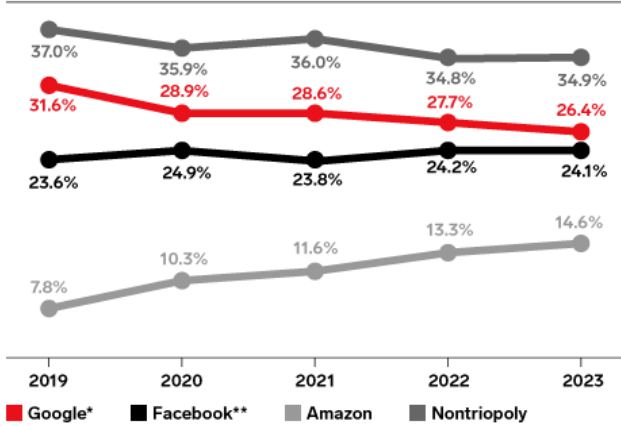
Audio

On today's episode, we discuss the most impressive parts of the triopoly's (Google, Facebook, and Amazon) performances this year, what we were most concerned about, and

why they will lose or gain share in 2022. We then talk about a new TV show designed specifically for social media and whether YouTube TV adding channels can move the needle. Tune in to the discussion with eMarketer principal analyst Paul Verna and senior analyst at Insider Intelligence Jasmine Enberg.

US Triopoly Digital Ad Revenue Share, by Company, 2019-2023

% of total digital ad spending



Note: 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; *includes YouTube advertising revenues; **includes Instagram advertising revenues
Source: eMarketer, Oct 2021

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