

The Daily: The Great BtN Take Off—2024 trends, GenAI and search, Prime Video drives CTV, and short-video's reckoning

Audio



On today's podcast episode, our contestants compete in The Great Behind the Numbers Take Off, 2024 trends edition, where they will try and cook up the most interesting predictions for the coming year. They'll discuss GenAI supercharging search, connected TV's (CTV's) next milestone, and short-video's monetization problems. Tune in to the discussion with our analysts Jasmine Enberg and Yory Wurmser, and vice president of content Paul Verna.

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Episode Transcript: