

# The Daily: Brand success in the current climate, Netflix With Ads' progress, and the rise of 'skyvertising'

Audio



On today's episode, we discuss how brands are reacting to the overall macro-environment and what they are doing to be successful, how you should think about video and audio as another acquisition channel, the importance of incrementality measurement, what the move to ad-supported streaming means for both publishers and advertisers, and more. "In Other News," we talk about how Netflix With Ads is doing after its first month and whether advertising in the sky will become a thing. Tune in to the discussion with our director of briefings Jeremy Goldman and Stefanos Metaxas, chief strategy officer of Bliss Point Media (now part of Tinuiti).



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