

The Weekly Listen: The next big TV event, TikTok hits 1 billion users, and ads in 3D

Audio

On today's episode, we discuss whether TV can produce an event that gathers a mass audience without relying on sports or news, why Warby Parker is eyeing brick and mortar, why

advertising's future is in 3D, how folks find things to stream, what to make of TikTok's 1 billion users milestone, the new corporate dress code and greeting etiquette, where the football huddle came from, and more. Tune in to the discussion with eMarketer principal analysts Suzy Davidkhanian and Paul Verna and analyst at Insider Intelligence Blake Droesch.

Favorite Entertainment Activity Among US Teens/Adults, by Generation, Feb 2021

% of respondents in each group

	Gen Z	Millennials	Gen X	Baby boomers
Play video games	26%	16%	10%	3%
Listen to music	14%	13%	8%	11%
Browse the internet	12%	11%	10%	12%
Engage on social platforms	11%	7%	5%	2%
Watch TV shows or movies at home	10%	18%	29%	39%

Note: paid subscriptions only; Gen Z=ages 14-24; millennials=ages 25-38; Gen X=ages 39-55; baby boomers=ages 56-74

Source: Deloitte, "Digital media trends survey, 15th edition," April 16, 2021

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