

# The Weekly Listen: What's Next for Section 230, AMC Theatres in Trouble, and Changing Media Tides

## AUDIO |

**Mark Dolliver, Nicole Perrin and Yoram Wurmser**

eMarketer principal analysts Mark Dolliver, Nicole Perrin, and Yory Wurmser join vice president of content studio at Insider Intelligence Paul Verna to discuss what a revised Section 230 might look like, the pivot to localized and loyalty-based marketing next year, re-reclassifying Uber and Lyft drivers in California, the changing tides of media ad spending, AMC Theatres being close to the edge, how an apple and an onion can taste the same, and more.

**US Pre- vs. Post-Coronavirus Pandemic Local Ad Spending for Select Media, Nov 2019, April 2020 & Aug 2020**

billions

	<b>Nov 2019 (Pre- coronavirus pandemic)</b>	<b>April 2020 (Post- coronavirus pandemic)</b>	<b>Aug 2020 (Post- coronavirus pandemic)</b>
Direct mail	\$37.3	\$33.5	\$32.1
Mobile	\$27.0	\$24.8	\$24.3
Digital/interactive*	\$22.6	\$20.9	\$20.6
TV over-the-air	\$17.8	\$17.0	\$16.7
Radio over-the-air	\$13.1	\$11.4	\$11.2
Out-of-home	\$9.1	\$7.4	\$6.7
Newspapers (print)	\$8.7	\$7.3	\$7.2
Cable	\$6.4	\$5.6	\$5.6
Digital TV	\$1.7	\$1.6	\$1.5
OTT	\$1.1	\$1.0	\$1.0

Note: \*desktop

Source: BIA Advisory Services as cited in press release, Aug 12, 2020

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