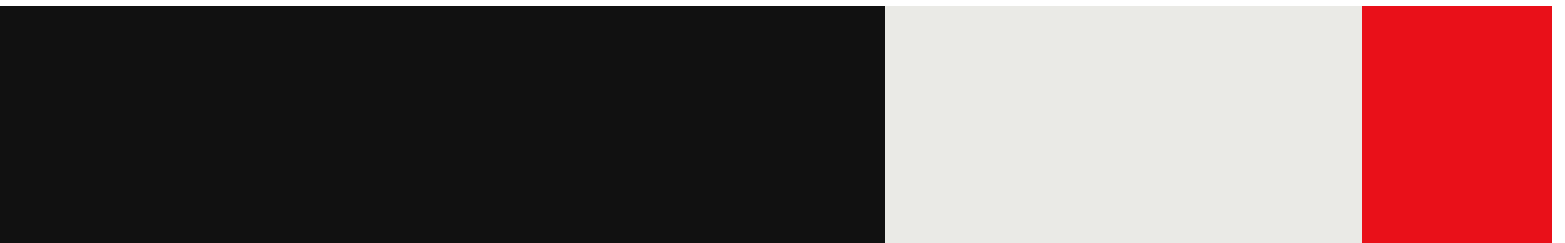


Podcast | NBCU's Linda Yaccarino on What's Next in TV and Video Advertising

Audio



In the latest episode of eMarketer's "Behind the Numbers," we're joined by Linda Yaccarino, chairman of advertising sales and client partnerships at NBCUniversal. Speaking with

eMarketer's Paul Verna, Yaccarino discusses a wide range of topics, including the need to reduce ad loads, the marketplace impact of new brands and the debate over measurement.

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