

What Happens to Print During a Pandemic?

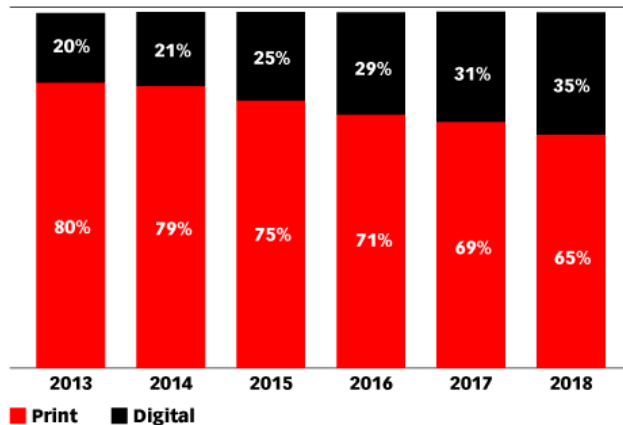
AUDIO |

Mark Dolliver, Nicole Perrin and Oscar Orozco

eMarketer principal analysts Mark Dolliver and Nicole Perrin, junior forecasting analyst Nazmul Islam and senior forecasting analyst at Insider Intelligence Oscar Orozco discuss what the coronavirus pandemic has and hasn't done to print media. They then talk about racial diversity in ads, millennials in decision-making roles, and American teens' favorite social media platforms.

US Newspaper* Ad Revenue Share, Digital vs. Print, 2013-2018

% of total



Note: *includes publicly traded companies only
Source: Pew Research Center, "State of the News Media: Newspapers Fact Sheet"; eMarketer calculations, July 9, 2019

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