

Using Connected TV to Connect with Young Voters

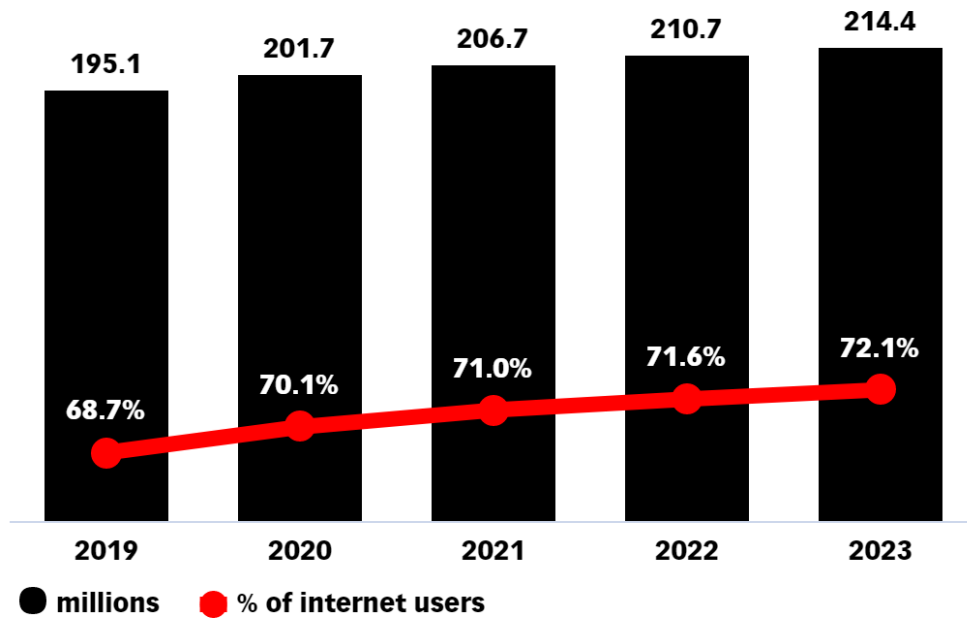
AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin talks about why political advertisers are homing in on connected TV to reach young voters. She also discusses the smartphone replacement cycle, the state of out-of-home advertising and fingerprint readers in debit cards.

Connected TV Users

US, 2019-2023



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