


# The Daily: The relationship between where people spend their time media and the ad dollars that are trying to reach them

Audio





On today's podcast episode, we discuss where ad dollars outweigh time spent with media, where time outweighs the ad dollars, and where the two are most closely aligned. Tune in to the discussion with host Marcus Johnson and forecasting writer Ethan Cramer-Flood.

*Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), [YouTube](#), Podbean or wherever you listen to podcasts. [Follow us on Instagram](#)*



Episode Transcript: