

Podcast: YouTube Asks, 'What Would You Like to Watch Next?'

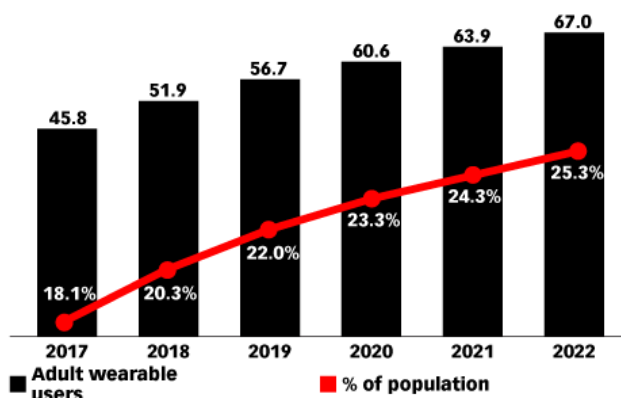
AUDIO

eMarketer Editors

eMarketer vice president of content studio Paul Verna discusses YouTube's changes to video suggestions. He also explores the popularity of hearables vs. smartwatches and asks: "When is the perfect time to send an email?"

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US Adult Wearable Users and Penetration, 2017-2022
millions and % of population



Note: at least once per month; individuals ages 18+ who wear accessories or clothing embedded with electronics, software or sensors that have the ability to connect to the internet (via built-in connectivity or tethering), which in turn collects and exchanges data with a manufacturer, operator or other connected devices
Source: eMarketer, Nov 2018

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