

The Weekly Listen: Facebook's Cryptocurrency, Spotify Podcast Ads and NBA Finals Viewers

Audio



Our weekly review of the most intriguing stories covers Facebook’s cryptocurrency project, Spotify’s plan to target ads based on podcast listening and viewership metrics of the NBA Finals. We also delve into the digital ad industry’s latest steps to promote brand safety, and we bring you the game of the week, useless dinner party data and more! Host Marcus Johnson leads the conversation with eMarketer principal analyst Nicole Perrin and vice president of multimedia Paul Verna.

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What Mobile Payment Methods Have US College Students and Young Adults Used?
% of respondents in each group, Jan 2019

	College students	College graduates	Attended some college
PayPal	62%	62%	63%
Venmo	37%	46%	21%
Apple Pay	22%	24%	19%
Google Pay	18%	15%	13%
Samsung Pay	9%	10%	8%
Square Cash	7%	7%	8%
Bitcoin or other cryptocurrency	4%	6%	4%
Other	2%	4%	5%
None	14%	12%	22%

Note: ages 18-29
Source: Sallie Mae and Ipsos, "Majoring in Money," April 11, 2019

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