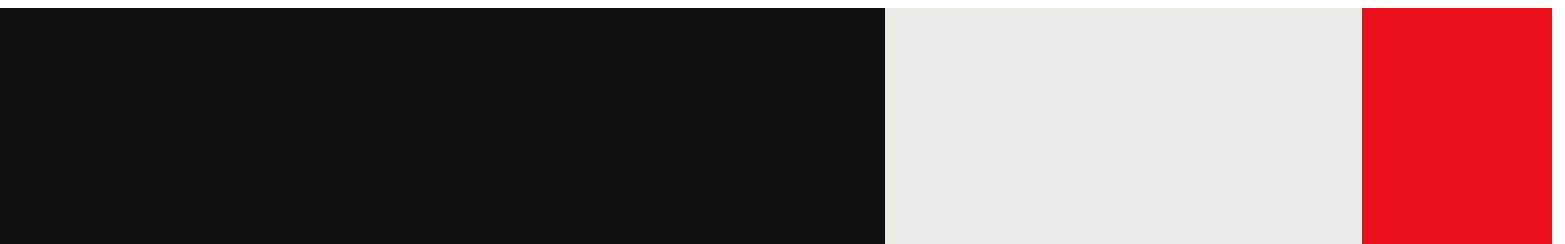


# The Daily: How sports advertising is changing, US TV ad spending in 2023, and Nielsen One Ads' launch

Audio



On today's episode, we discuss how Amazon's Thursday Night Football rights deal performed this year, the placement of sponsor logos on team uniforms, and superimposing digital logos around sports arenas. "In Other News," we talk about what we expect will happen to TV advertising in the US in 2023 and what to make of Nielsen One Ads now that it's here. Tune in to the discussion with our analysts Paul Verna and Max Willens.



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