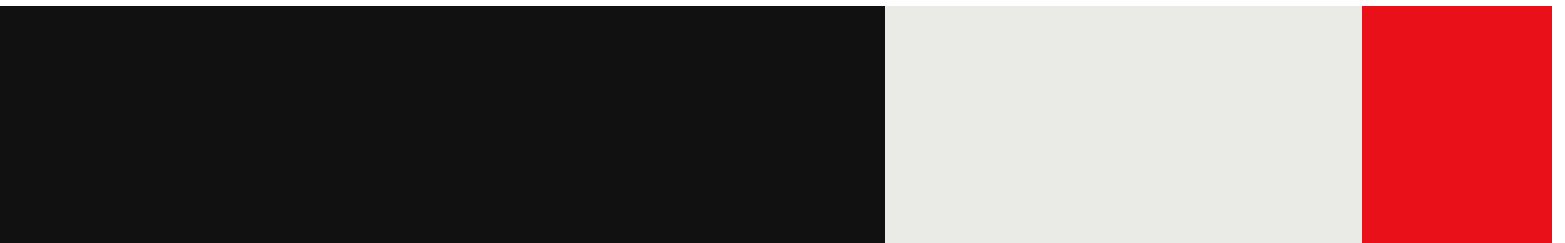


What will the media world look like in 2030? Part 1: Digital ads, shopping, and banks

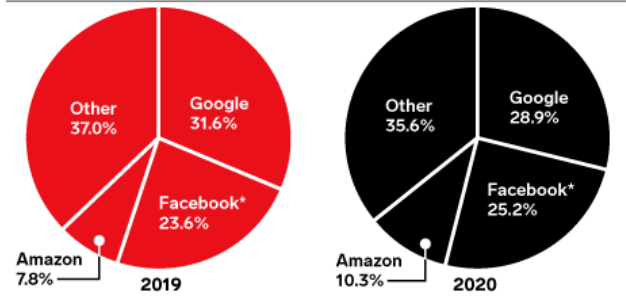
Audio



On today's episode, we discuss what the world will look like in 2030. Who will be the digital ad giants, how much shopping will we do online, will bank branches disappear, and more. Tune in to the discussion with eMarketer vice president of forecasting Monica Peart, senior director of forecasting Shelleen Shum, and directors of forecasting at Insider Intelligence Cindy Liu and Oscar Orozco.

US Triopoly Digital Ad Revenue Share, by Company, 2019 & 2020

% of total digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes Instagram ad revenues

Source: eMarketer, March 2021

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