

The Weekly Listen: ChatGPT's impact, what we want from streaming TV, and how brands celebrate the holidays

Audio

On today's episode, we discuss the impact of OpenAI's ChatGPT, how brands are celebrating the holidays, what users actually want from streaming TV, disability representation in ads, Major League Soccer sponsorships, some facts about money, and more. Tune in to the discussion with our analyst Ross Benes, director of reports editing Rahul Chadha, and director of forecasting Oscar Orozco.



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

Tinuiti is the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Meta, Amazon, with over 1,200 employees and \$3 billion in digital media under management. Tinuiti has industry-leading expertise in search, social, Amazon and marketplaces, addressable TV and mobile apps, Lifecycle Marketing, and more.