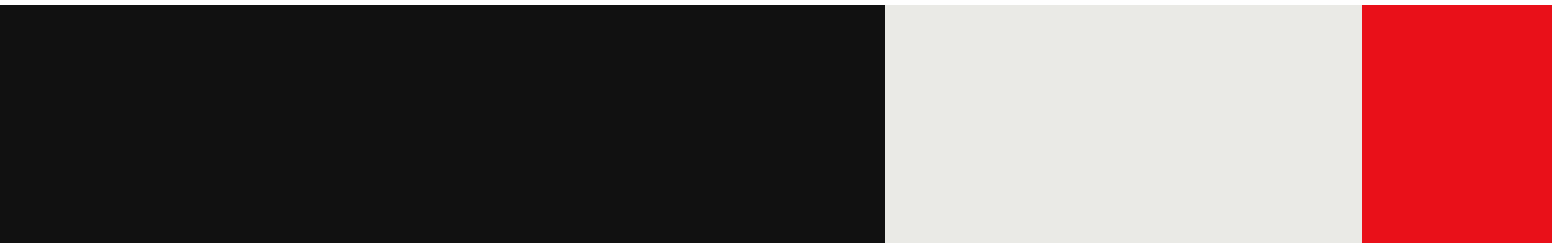


# How much did 'Squid Game' help Netflix, inflated TV ad spending, and a single TV currency

Audio



On today's episode, we discuss the most interesting takeaways from Netflix's Q3 earnings, how much of a boost "Squid Game" gave them, and what the rest of the year has in store for

the streaming giant. We then talk about whether TV and social media ad spending is inflated compared to their respective daily consumption and whether a single TV currency is possible. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.

### What Would US Netflix Subscribers Do if Netflix Offered a Less Expensive Tier with Ads?

% of respondents, June 2021



■ Keep ad-free plan ■ Switch to tier with ads

Note: ages 14+ who watch at least 1 hour of TV per week  
Source: Hub Research, "TV Advertising: Fact vs. Fiction," June 25, 2021

267310

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

## Rethink. Performance

It's time to stop thinking about brand & performance separately. With an hour between click & doorstep, the funnel has collapsed. You need to brand as you sell and sell as you brand.

Find out how with Tinitiv, the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Facebook, Amazon.

[Learn more](#)