

# Podcast: Regulating the Tech Giants ... Why Now?

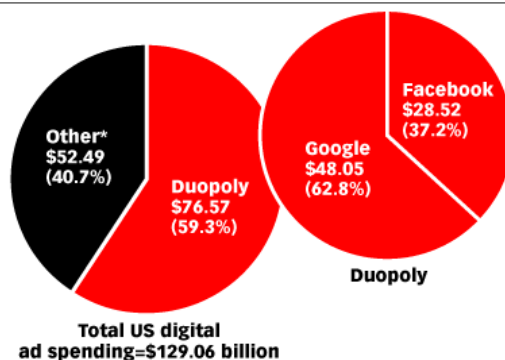
**AUDIO** |

## eMarketer Editors

eMarketer principal analyst Nicole Perrin and vice president of multimedia Paul Verna ponder the big questions facing US antitrust regulators as they consider how to deal with the outsized influence of tech giants Amazon, Apple, Google and Facebook.

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**US Digital Ad Revenues, Duopoly vs. Other\*, 2019**  
billions and % of total



*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; excludes mobile messaging (SMS, MMS and P2P messaging); Facebook includes Instagram; Google includes YouTube; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; numbers may not add up to total due to rounding; \*includes US digital ad spending outside Facebook and Google*  
Source: eMarketer, Feb 2019

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