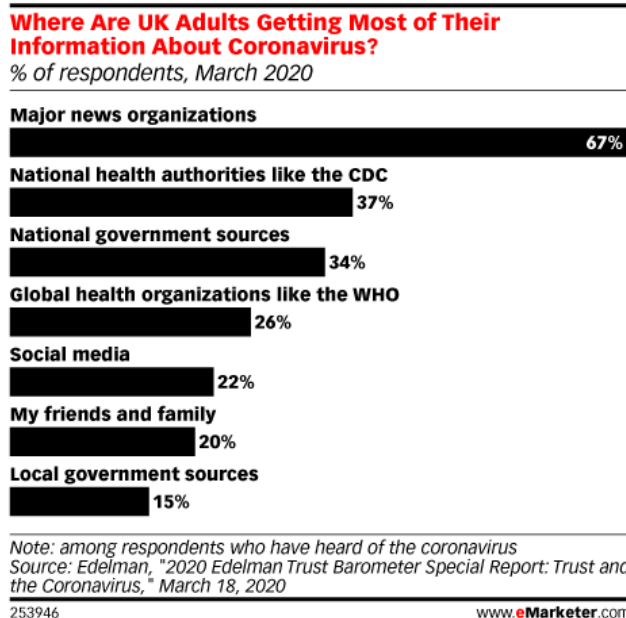


Trust in the Media During the Pandemic

AUDIO |

eMarketer Editors

eMarketer senior analyst Paul Briggs, principal analyst Mark Dolliver and senior analyst Bill Fisher discuss how trust in the media is changing in the US, UK and Canada. They then talk about brands repurposing sports budgets, the English Premier League considering a direct-to-consumer streaming service and how advertisers' messaging tone differs between countries.



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

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list. For more information, visit inmobi.com.