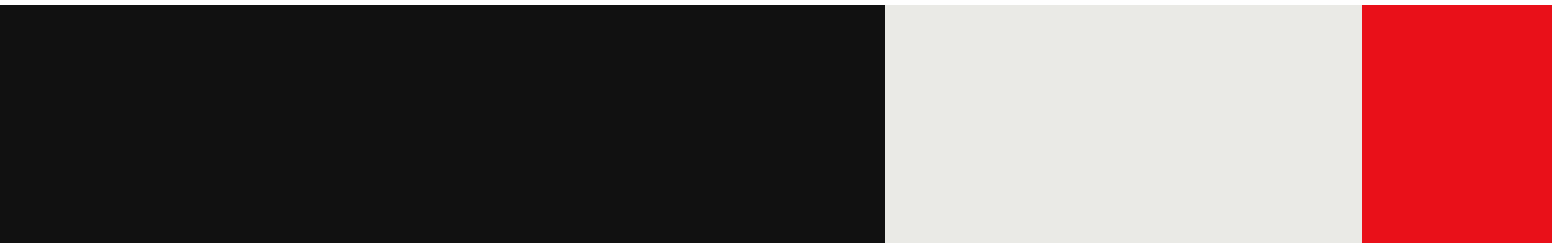


The Ad Platform: What advertisers want from digital's fastest-growing media channels

Audio

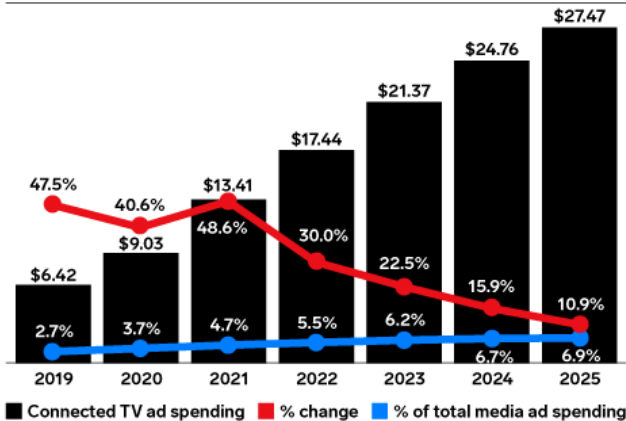


eMarketer forecasts that retail media and connected TV (CTV) will be among the fastest-growing digital ad channels this year. Jed Dederick, senior vice president of global client and

agency development at demand-side platform The Trade Desk, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what the firm has learned over the course of the pandemic, what buyers want from CTV and retail media, and why resolving the identity crisis is so important.

US Connected TV Ad Spending, 2019-2025

billions, % change, and % of total media ad spending



Note: digital advertising that appears on connected TV (CTV) devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, March 2021

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