

The Weekly Listen: Brands at the Olympics, when video equals linear, and thinking in 3D

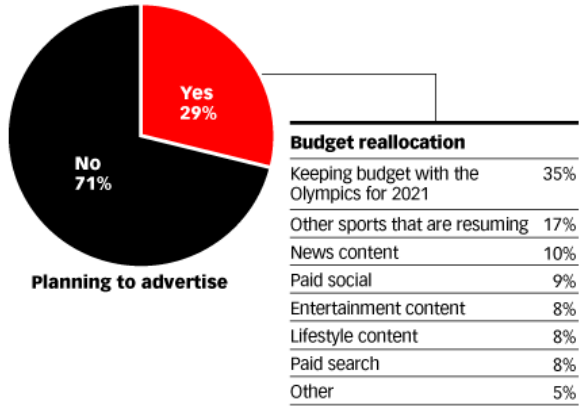
Audio

On today's episode, we discuss what brands are doing at the Olympics, when time spent on digital video might equal linear, Google's new privacy timeline, the significance of Square

buying Afterpay, why marketers must start thinking in 3D, how to individually achieve “perfect productivity,” and more. Tune in to the discussion with eMarketer director of reports editing Rahul Chadha, analyst Blake Droesch, and principal analyst at Insider Intelligence Paul Verna.

Coronavirus Impact: How Are US Agencies and Brand Marketers Who Planned to Advertise During the 2020 Summer Olympics Reallocating that Budget?

% of respondents, June 2020



Note: n=150
 Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 6," July 13, 2020

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