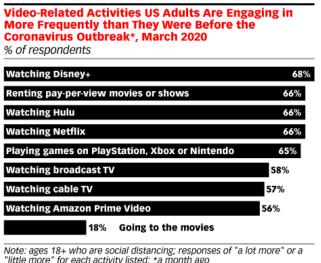


How COVID-19 Is Affecting TV and Video Streaming

AUDIO

eMarketer Editors

eMarketer analyst Ross Benes and forecasting analyst Eric Haggstrom discuss what advertisers are doing with those sports programming dollars, how bad cord-cutting might get, the future of spending on original content, and more. They then cover how Disney+ is doing in the US and abroad, Fox Corp.'s recent purchase of Tubi and Hulu viewership growth.



Note: ages 18+ who are social distancing; responses of "a lot more" or a "little more" for each activity listed; *a month ago Source: Hub Research, "TV and Social Distancing," March 24, 2020 254097 www.**eMarketer**.com



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.

