

# Is Peloton Just Spinning Its Wheels?

## AUDIO |

### eMarketer Editors

eMarketer principal analysts Nicole Perrin and Andrew Lipsman discuss the viability of Peloton's business model, the implications of unsafe products being sold on Amazon, and whether consumers really care about brand activism.

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#### Top 10 US D2C TV Advertisers, 2018

	Ad mins	Ad spots	YoY growth
1. Wayfair	162	326	-
2. Uber	132	300	663%
3. Peloton	50	107	-35%
4. Hello Fresh	41	115	13%
5. Jet	29	76	-
6. Plated	21	24	-25%
7. Stitch Fix	18	38	16%
8. Letgo	13	47	-26%
9. Dollar Shave Club	5	13	254%
10. Casper	3	7	-36%

Note: primetime advertisers

Source: 4C, "The State of Media: Q4 2018," Feb 7, 2019

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