

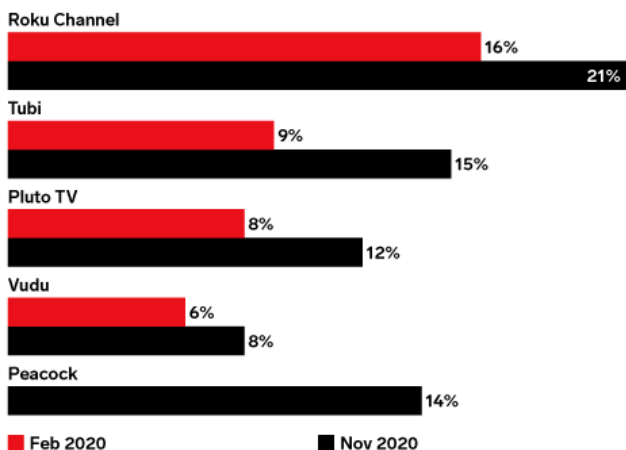
The wonderful world of free ad-supported video

Audio

On today's episode, we discuss free, ad-supported video: Who are the major players, how do these services fit into people's media diets, and how do they attract advertisers? Tune in to the discussion with eMarketer senior forecasting analyst Eric Haggstrom and forecasting analyst at Insider Intelligence Nazmul Islam.

Coronavirus Impact: US Teens/Adults Who Watch Select Ad-Supported Video-on-Demand (AVOD) Services, Feb 2020 & Nov 2020

% of respondents



Note: ages 14-74 who watch at least 1 hour of TV per week
Source: Hub Research, "Predicting the Pandemic: Wave 2," Dec 10, 2020

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