

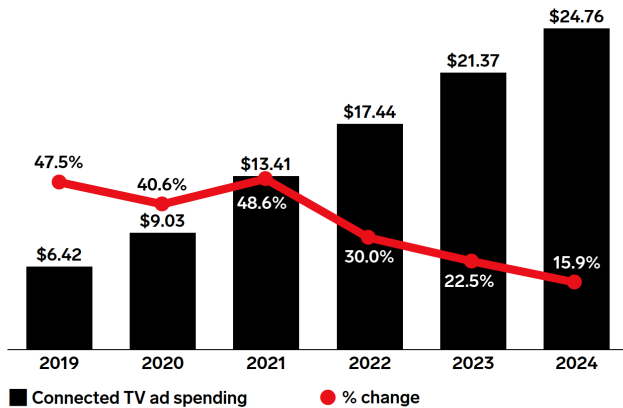
# YouTube ads shift to TV, Amazon's CTV business, and primetime ad rates for streaming

Audio

On today's episode, we discuss what to make of YouTube ad impressions moving over to TV screens, our connected TV ad spending estimates, and how to make TV ads more actionable.

We then talk about what's driving Amazon's ad business, whether NBCUniversal can get primetime TV ad rates for slots on Peacock, and what impact Nielsen's new Podcast Ad Effectiveness+ solution will have. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

**Connected TV Ad Spending in the US, 2019-2024**  
billions and % change



Note: digital advertising that appears on connected TV (CTV) devices; examples include 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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