

The Weekly Listen: Is the metaverse a good idea, goodbye primetime, and second screens

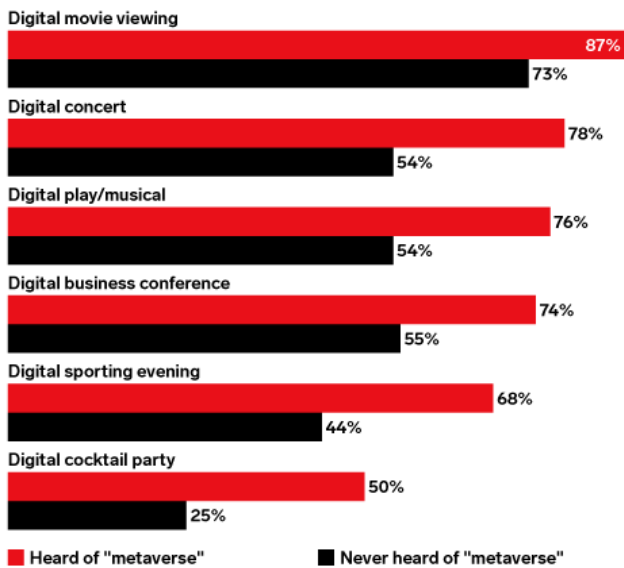
Audio

On today's episode, we discuss whether the metaverse is even a good idea, what comes after primetime advertising, how powerful gaming influencers are, what everyone is doing on their

second screens while watching TV, dislike buttons getting the thumbs down, the best "working from somewhere" tips, a little-known secret about the Statue of Liberty, and more. Tune in to the discussion with eMarketer senior forecasting analyst Peter Vahle and principal analysts at Insider Intelligence Suzy Davidkhanian and Paul Verna.

Teens/Adults Worldwide* Who Find the Idea of Select Virtual Event Appealing, by Familiarity with the Term "Metaverse," July 2021

% of respondents



Note: ages 16+; *China, the UK, and the US

Source: Wunderman Thompson, "Into the Metaverse," Sep 16, 2021

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