

The Daily: Google's growth hits the brakes, Apple Search Ads, and live sports' relationship with cable

Audio



On today's episode, we discuss why Google's advertising business has slowed, the significance of YouTube's growth going in the wrong direction, and what to expect from Google in Q4 and beyond. "In Other News," we talk about Apple Search Ads' market share and why live sports may not be that big of a driver of pay TV subscriptions. Tune in to the discussion with our analyst Max Willens.



Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts.

Connected TV makes television advertising a whole lot easier. With precision targeting and accurate measurement, brands can drive performance and tap into TV’s impact and prestige. MNTN makes it even easier—and more effective—with a self-serve, performance-driven marketing solution.

[Get started today.](#)