

Is Seattle—Not Silicon Valley—the Future of Digital Advertising?: Part 1

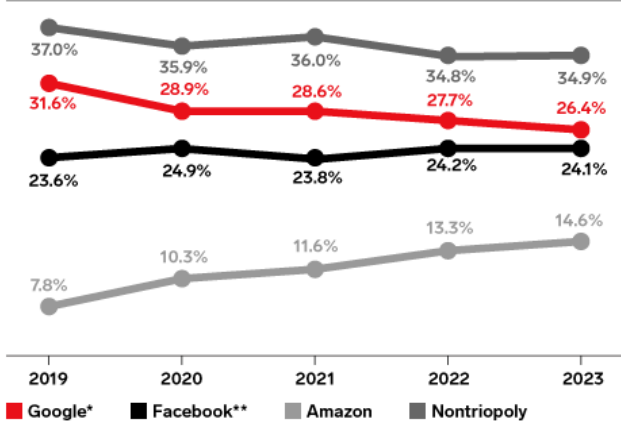
Audio

Join our analysts Paul Verna and Andrew Lipsman as they discuss the top-gaining segments of digital advertising, like connected TV and retail media, and explore whether the future of

digital advertising belongs to Silicon Valley giants Meta and Google or their Seattle counterparts Amazon and Microsoft.

US Triopoly Digital Ad Revenue Share, by Company, 2019-2023

% of total digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes YouTube advertising revenues; **includes Instagram advertising revenues

Source: eMarketer, Oct 2021

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