

# Google's First Revenue Decline: What Does It Mean?

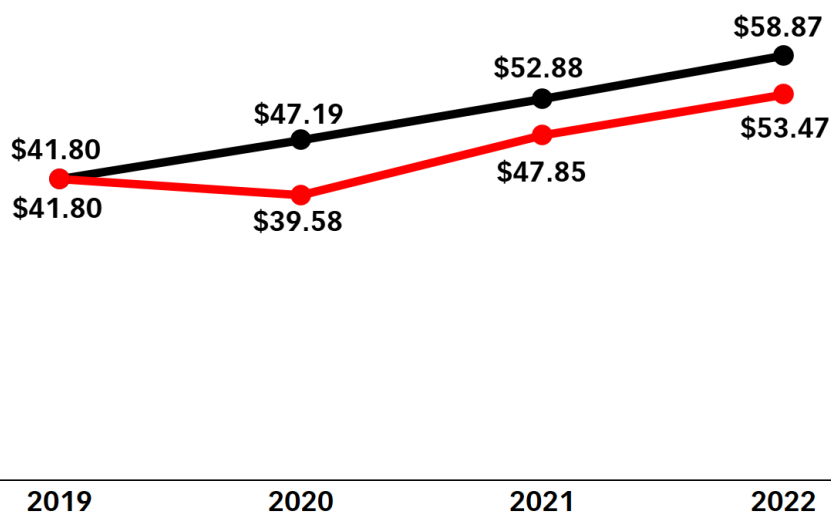
**AUDIO** | **AUGUST 10, 2020**

**eMarketer Editors**

eMarketer principal analyst Nicole Perrin and forecasting analyst at Insider Intelligence Eric Haggstrom discuss Google's checkered Q2 earnings. They then talk about how Google plans to take on Amazon's online shopping dominance, the antitrust investigation into Google, and what would happen if Google tracked people after they asked it not to.

## How Has the Forecast for Net Google Ad Revenues in the US Changed? 2019-2022

billions, March 2020 vs. June 2020



■ March 2020 forecast

■ June 2020 forecast

*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; includes YouTube advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites*

Source: eMarketer, June 2020

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