

# The Ad Platform: Consolidation Continues as Leading Digital Publishers Gobble Ad Spending

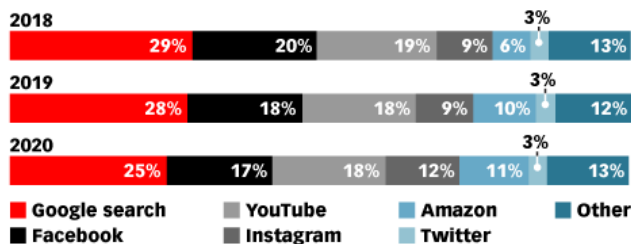
**AUDIO** |

## eMarketer Editors

eMarketer principal analyst Nicole Perrin hosts a new “Behind the Numbers” show called “The Ad Platform,” a platform to discuss all things advertising. In the first episode, Perrin sits with vice president of forecasting Monica Peart and forecasting analyst Eric Haggstrom to discuss US digital advertisers’ budgets. Consolidation is the name of the game as publishers continue to devote dollars to the duopoly and the new behemoth in town.

### How Do US Senior Ad Buyers Expect to Allocate Their Digital Ad Spending?

% of budget, by platform, 2018-2020



Note: data based on spend-weighted basis; numbers may not add up to 100% due to rounding  
Source: Cowen and Company, "Ad Buyer Survey VII: Advertisers More Bullish on 2019 US Ad Spend, Led by Digital Video Ascendancy," Jan 10, 2019

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