

The Daily: The battle over podcasts, Netflix's measurement plans, and retailer promos over ads

Audio

On today's episode, we discuss what podcast platforms besides Spotify are doing, how many dollars are being spent on ads, and the main issues facing the podcast world. "In Other News,"

we talk about the significance of Netflix's new ad measurement partners and what to make of marketers prioritizing promotions over ads this holiday season. Tune in to the discussion with our analyst Daniel Konstantinovic.



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