

The Weekly Listen: LGBTQ+ in Ads, Paying Media and Will TikTok Get Banned or Bought?

AUDIO |

eMarketer Editors

eMarketer principal analysts Mark Dolliver and Nicole Perrin and junior analyst at Insider Intelligence Blake Droesch discuss whether TikTok will get banned or bought by someone (like Microsoft), Australia making big tech pay for media, "Prime Gaming," digital revenues exceed print at The New York Times, appealing to the LGBTQ+ community in ads, who gave America it's most popular chocolate and more.

Leading Digital Display Ad Sellers in the US, by Net Revenue Share, 2019-2022

% of US digital display ad spending

	2019	2020	2021	2022
Facebook*	42.2%	42.0%	41.7%	42.5%
Google**	10.6%	10.4%	10.5%	10.2%
Amazon	4.1%	4.6%	5.1%	5.6%
Verizon Media Group	3.2%	2.7%	2.3%	2.0%
Twitter	2.3%	2.1%	1.9%	1.7%
Microsoft***	1.5%	1.5%	1.5%	1.4%
Snapchat	1.2%	1.4%	1.4%	1.5%
IAC	0.1%	0.1%	0.1%	0.1%
Other	34.8%	35.3%	35.5%	35.0%

*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes banner ads and other (static display ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets), rich media (including in-stream and outstream video ads) and sponsorships; *includes Instagram advertising revenues; **includes YouTube advertising revenues; ***includes LinkedIn advertising revenues*

Source: eMarketer, June 2020

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