

# The Weekly Listen: Super Bowl LVII ads, livestreaming in the wrong place, and metaverse ad views

Audio



On today's episode, we discuss the significance of Super Bowl LVII ads already selling out, why personalization is so difficult, ad views in the metaverse, why folks are livestreaming in the wrong place, what to make of Oprah's content deal with Apple TV+ ending, an explanation of the most important sustainability features for retailers to offer, where tailgating came from, and more. Tune in to the discussion with our analysts Blake Droesch, Dave Frankland, and Max Willens.



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