

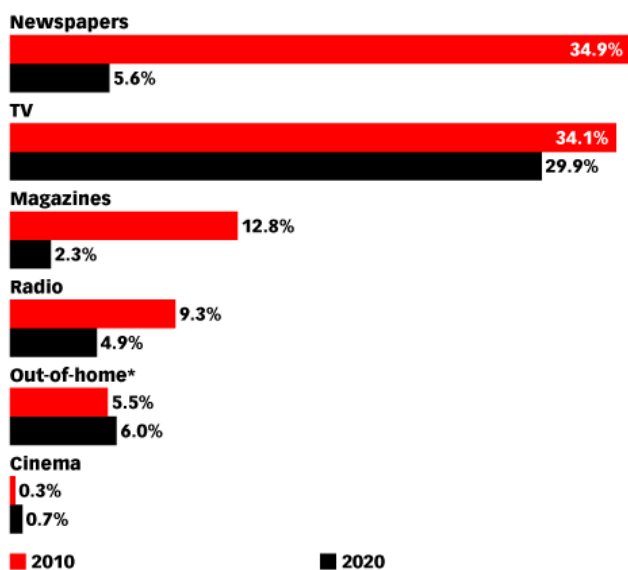
The Weekly Listen: The Ad Industry's Problem, Google Buys Fitbit, Video Streaming Marketing Strategies

AUDIO |

eMarketer Editors

eMarketer principal analysts Nicole Perrin and Yory Wurmser join vice president of content studio Paul Verna to chat about whether the ad industry has a fundamental problem, a possible solution for the struggling newspaper business, marketing strategies of the latest video streaming platforms, how to make parts of your car invisible and more.

Traditional Ad Spending Share Worldwide, by Media, 2010 & 2020



Note: *excluding cinema
Source: WARC, "Global Advertising Trends" as cited by OAAA, Oct 28, 2019
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