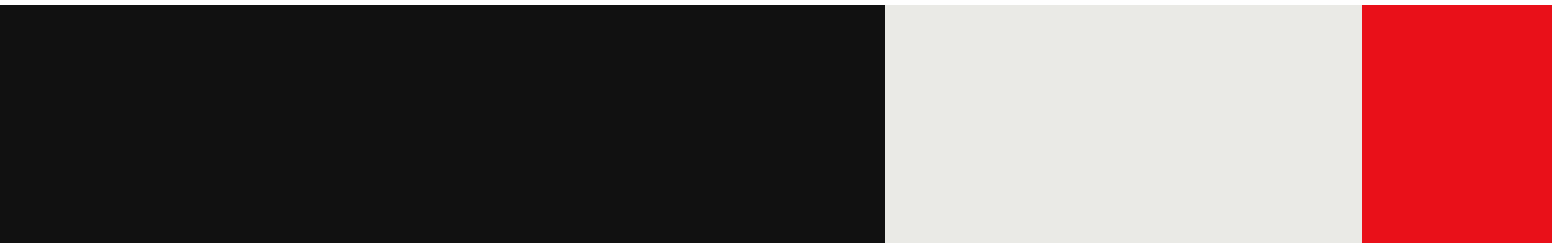


Media consumption milestones, multiscreen behavior, and theatrical release strategies

Audio

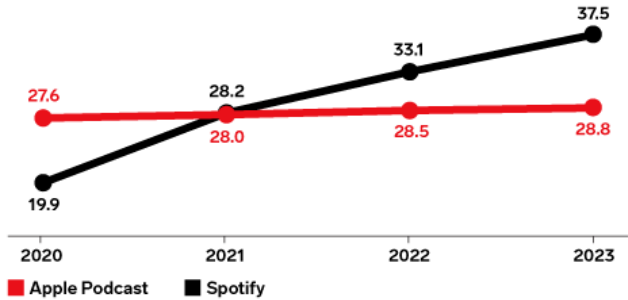


On today's episode, we discuss five milestone changes in how Americans are consuming media. We then talk about multiscreen behavior, newspaper readership trends, and movie

studios figuring out the right theatrical release strategy. Tune in to the discussion with eMarketer director of forecasting Oscar Orozco and forecasting analyst at Insider Intelligence Peter Vahle.

US Spotify vs. Apple Podcast Listeners, 2020-2023

millions



Note: internet users of any age who listen to podcasts on the Apple Podcasts app/iTunes or on Spotify via direct download or livestream on any device at least once per month
Source: eMarketer, Feb 2021

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