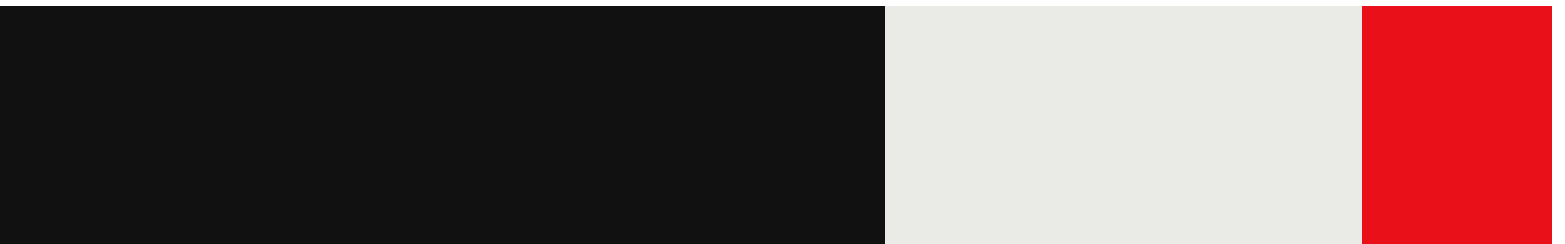


# The Weekly Listen: Peloton's recent struggles, rebranding for digital, and Google 'Topics'

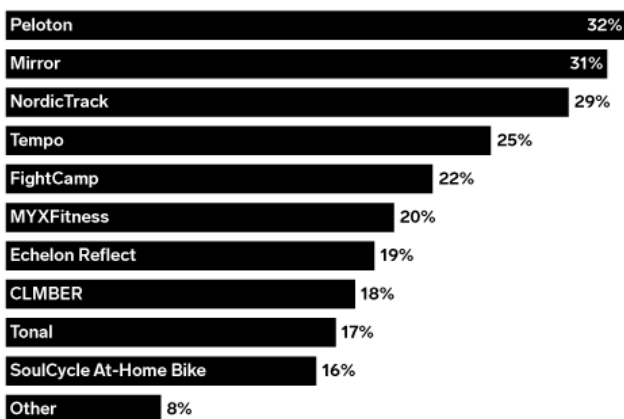
Audio



On today's episode, we discuss what Peloton's struggles say about the exercise firm, how companies are rebranding for digital, omicron's effect on business recovery, how much people will pay for Amazon Prime, Google's brand new cookie alternative called "Topics," an unpopular opinion about NFTs, the internet under the ocean, and more. Tune in to the discussion with eMarketer principal analysts Paul Verna and Dave Frankland and analyst at Insider Intelligence Blake Droesch.

**Ownership of Smart Fitness/Exercise Equipment  
Among US Adults, by Brand, Aug 2021**

% of respondents



Note: among respondents who own any home exercise equipment; internet-connected fitness equipment such as exercise bikes, mirror systems, etc.; excludes wearables  
Source: ThinkNow Research, "Smart Fitness Report," Oct 25, 2021

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