

Some brand new Q2 forecasts, NCAA brand deals, and is now the right time for OOH ads

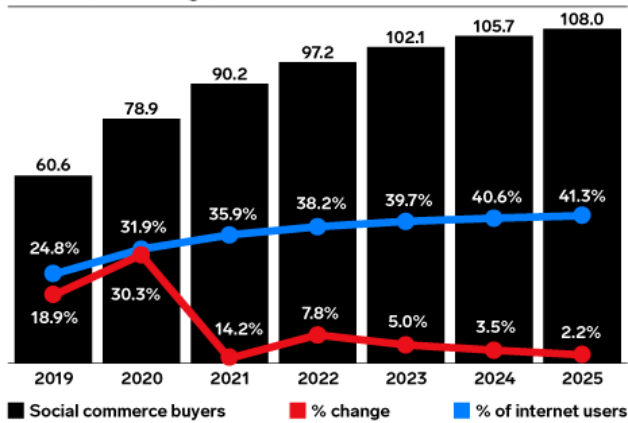
Audio

On today's episode, we discuss what brand new forecasts the forecasting team cooked up in Q2, including social media buyers and buy now, pay later service users. We then talk about the

2021 NBA finals ratings, a landmark ruling that lets brands work with NCAA athletes, and why OOH ad prices are on the rise. Tune in to the discussion with eMarketer forecasting analyst Nazmul Islam and director of forecasting at Insider Intelligence Oscar Orozco.

US Social Commerce Buyers, 2019-2025

millions, % change, and % of internet users



Note: ages 14+; social network users who have made at least one purchase via any social channel (such as Facebook, Instagram, Pinterest, Line, WeChat, VK, and others), including links and transactions on the platform itself, during the calendar year; includes online, mobile, and tablet purchases

Source: eMarketer, May 2021

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