

Facebook's virtual reality ads, streaming vs. cable, and ads on Disney+ and Netflix

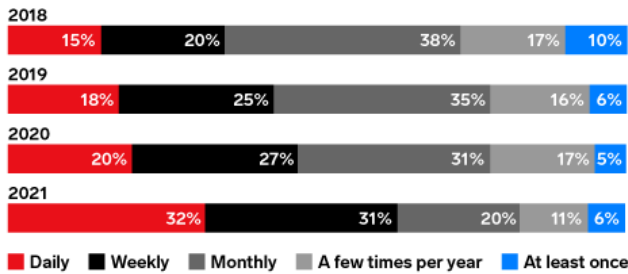
Audio

On today's episode, we discuss what Facebook's new virtual reality (VR) ads look like, the ad formats that will be unique to VR, and what's driving VR headset growth. We then talk about

the breakdown of what Americans are watching on TV, whether we will ever see ads on Disney+ and Netflix, and whether YouTube TV has the answer for sports fans. Tune in to the discussion with eMarketer principal analysts at Insider Intelligence Victoria Petrock and Paul Verna.

Frequency of VR Usage Among US VR Users, 2018-2021

% of respondents



Note: ages 18+
Source: ARtillery Intelligence and Thrive Analytics, "VR Usage & Consumer Attitudes, Wave V," April 19, 2021

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