

The Ad Platform: How Media Buyers Are Changing Plans Because of COVID-19

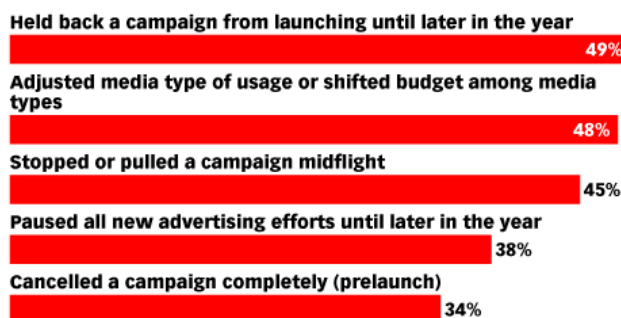
AUDIO |

eMarketer Editors

The coronavirus pandemic and its effects on the economy have upended media plans. eMarketer forecasting analyst Eric Haggstrom joins host Nicole Perrin to talk about research on what advertisers are doing to respond and which channels are getting hit hardest, as well as what current developments might mean for our next US digital ad spending forecast.

How Has the Coronavirus Pandemic Impacted US Agency and Marketing Professionals' Advertising Efforts?

% of respondents, March 2020



Note: n=201
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report," March 26, 2020

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