

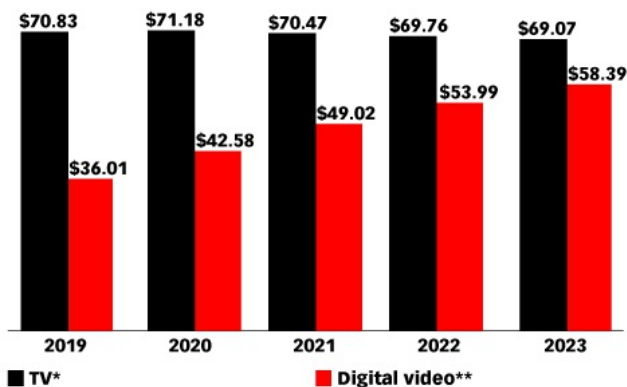
Podcast | Does Less TV Mean Less Brand Engagement?

AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna helps us understand whether advertisers are overlooking engagement across devices as dollars move from TV to digital video.

US TV* and Digital Video Ad Spending, 2019-2023**
billions



*Note: *excludes digital; **includes in-stream video such as those appearing before, during or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner and interstitial video ads; appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; data for 2008-2016 excludes outstream video ads*

Source: eMarketer, Feb 2019

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