

# The Daily: How the US ad market will finish the year, ad blocking's uptick, and a cord-cutting milestone

Audio

On today's podcast episode, we discuss what's most to blame for this sustained ad spending rebound, what concerns us about it, and what we expect to see from ad spending in 2024. "In

Other News," we talk about why ad-blocking rates are experiencing a gradual uptick and a cord-cutting milestone. Tune in to the discussion with our director of forecasting Peter Newman and vice president of content Paul Verna.

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Episode Transcript: