

What an ad rebound next year actually means, reaching ad-free streamers, and podcast ads

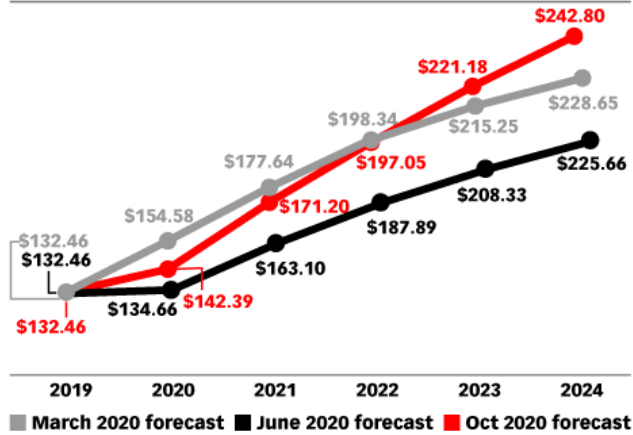
AUDIO |

Eric Haggstrom and Nicole Perrin

eMarketer forecasting analyst Eric Haggstrom and principal analyst at Insider Intelligence Nicole Perrin discuss what an advertising rebound will actually look like next year. They then talk about how to reach ad-free streamers, new podcast measurement guidelines, and whether WarnerMedia just killed the movies.

How Has the Forecast for Digital Ad Spending in the US Changed? 2019-2024

billions, March vs. June vs. Oct 2020



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, Oct 2020

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