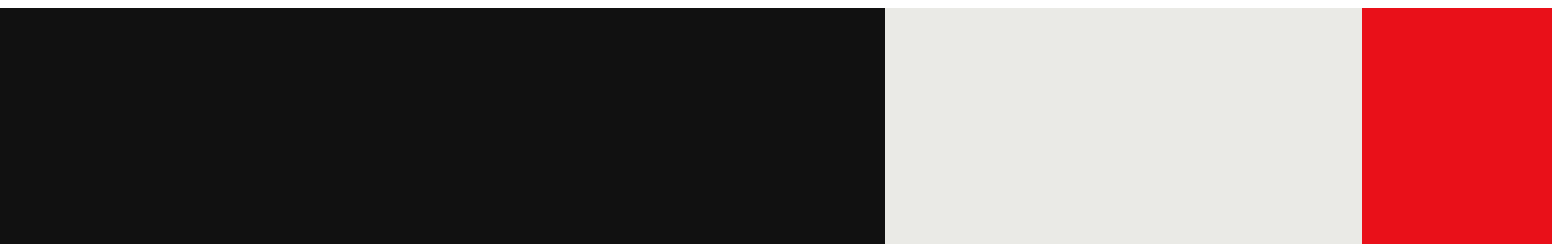


# The Ad Platform: Who Is Driving Ad Dollars to Digital?

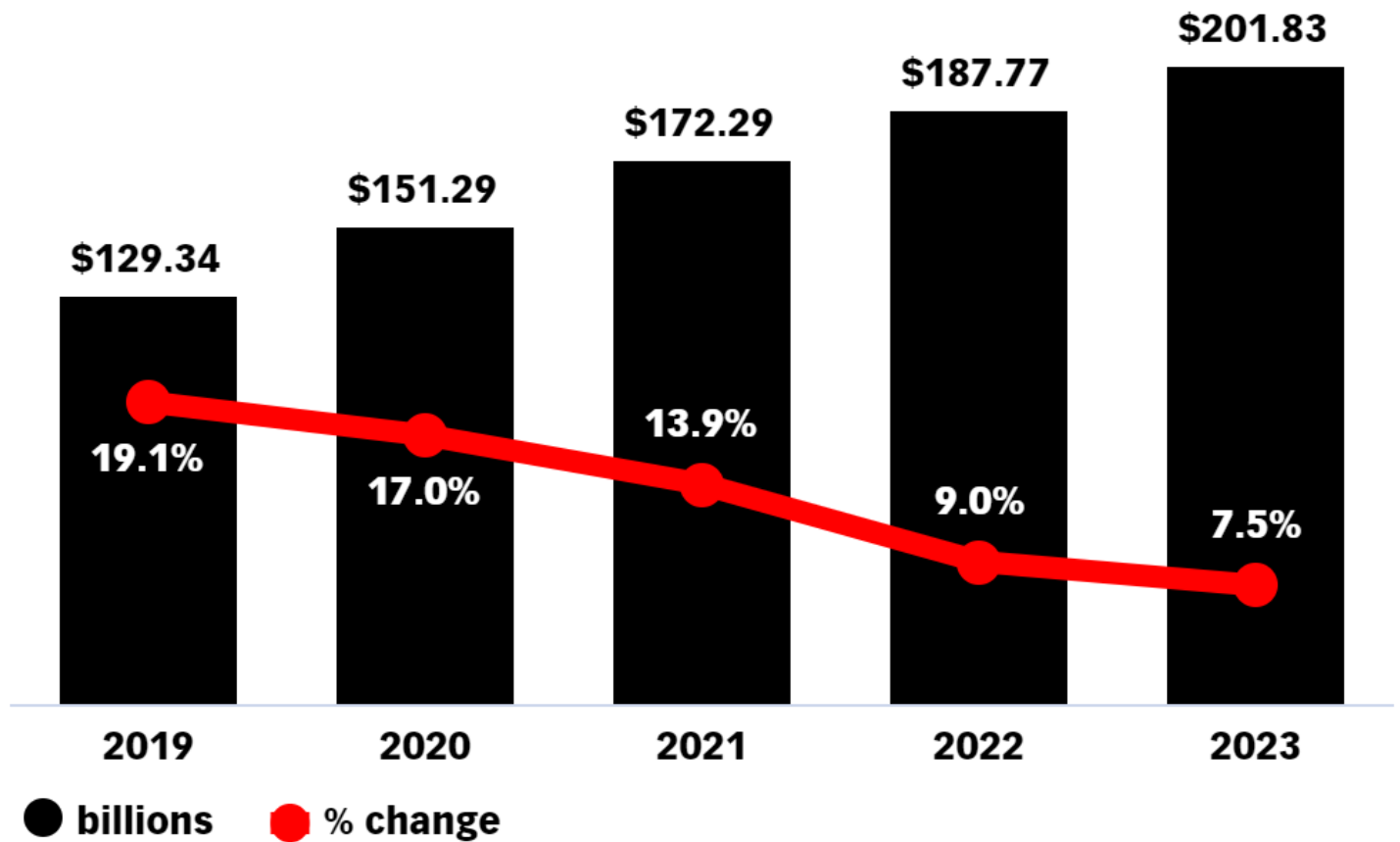
Audio



eMarketer principal analyst Debra Aho Williamson joins host and fellow principal analyst Nicole Perrin to discuss the advertisers that are driving the shift from traditional media ad spending to digital. Does the traditional narrative hold up that a long tail of small advertisers rocketed Facebook to Google to prominence, or are digital pure plays responsible for the shift?

# Digital Ad Spending

US, 2019-2023



Source: eMarketer, October 2019

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