

The Executive Roundtable: Laura Martin, Needham & Co. | Ad Spending Downdrafts, Netflix's Existential Threat and Gaming as the Future of Entertainment

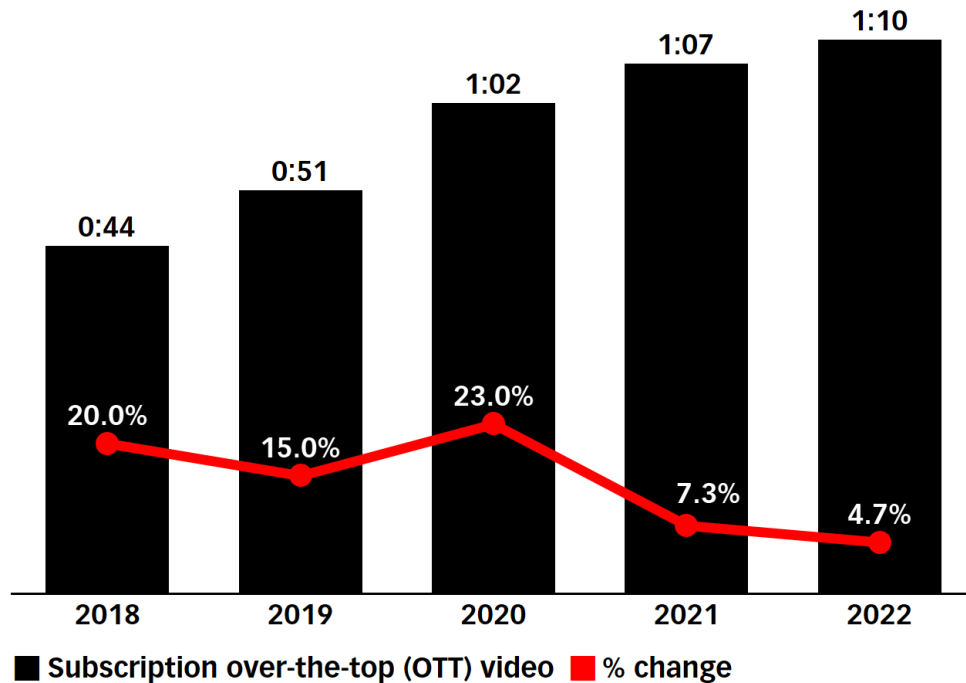
AUDIO |

eMarketer Editors

Laura Martin, managing director at Needham & Company, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss her outlook for ad spending, the Facebook boycotts, the importance of the gaming audience and why Netflix cannot survive unless it embraces advertising.

Subscription OTT Video: Average Time Spent in the US, 2018-2022

hrs:mins per day among population and % change



Note: ages 18+; includes all desktop/laptop, mobile and other nonmobile connected-device time watching video on subscription OTT platforms, regardless of multitasking

Source: eMarketer, April 2020

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