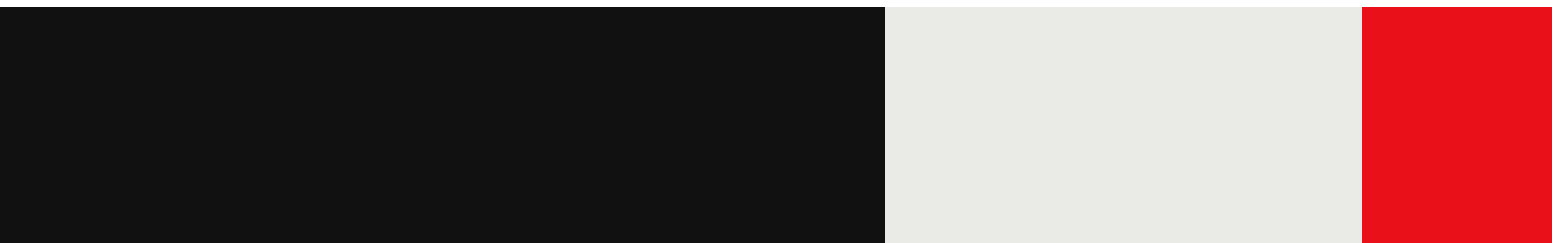


# How ad spending in the US is changing, Gen Z's ad tastes, and Apple Podcasts' subscriptions

Audio

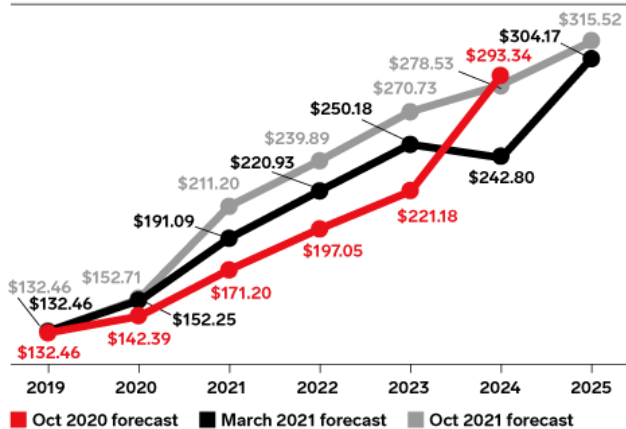


On today's episode, we discuss the major contributors toward digital advertising's growth this year, what the ceiling is for mobile ad spending's share of the total ad market, and

whether TV ad dollars are actually on a downward trajectory. We then talk about Gen Z's ad preferences and the prospects for Apple Podcasts' in-app subscriptions. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Peter Vahle.

### How Has the US Digital Ad Spending Forecast Changed?

billions, 2019-2025



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 2021

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