

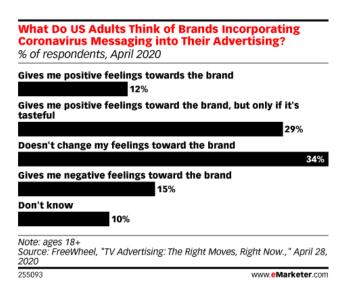
Placing Ads Next to Coronavirus Coverage and How Advertisers Feel About Advertising

AUDIO

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin at Insider Intelligence discuss how advertisers are navigating placing ads next to coronavirus coverage and how they feel the advertising industry is shaping up this year. They then talk about the Skimm launching a digital membership model, The New York Times halting third-party ads data and why winning top of search might not matter.





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