

Sports audiences, pay TV, and Roku's Q3 results

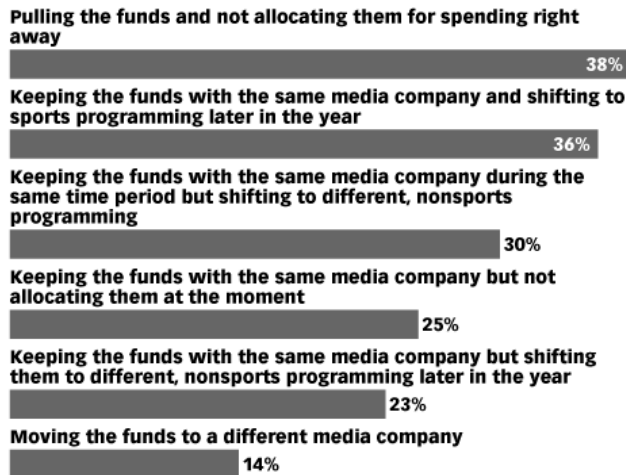
AUDIO |

Audrey Schomer, Ross Benes and Eric Haggstrom

Business Insider Intelligence senior research analyst Audrey Schomer, eMarketer senior analyst Ross Benes, forecasting analyst Eric Haggstrom, and vice president of content studio at Insider Intelligence Paul Verna discuss TV: How are sports audiences changing, and how does that affect pay TV? They then talk about T-Mobile's new skinny TV bundle, Roku's Q3 earnings, and live TV streaming prices.

Plans for Allocated Sports Ad Spending with Events Being Canceled/Postponed due to the Coronavirus According to US Agencies and Brand Marketers, June 2020

% of respondents



Note: among respondents planning to advertise on sports in coming weeks
Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 6," July 13, 2020

256915

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabricketm](#) - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabricketm combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.