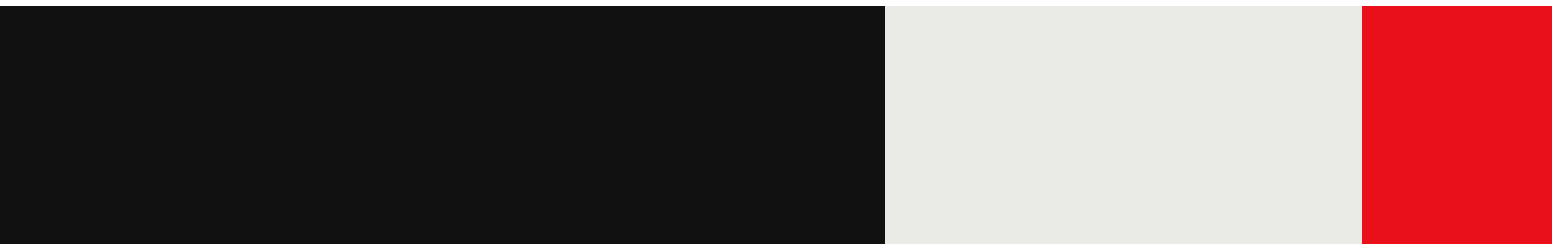


The Daily: The audio advertising battle, sports betting's albatross, and Airbnb's search-averse marketing

Audio



On today's episode, we discuss Spotify's impressive Q3, podcast listenership in the US, and how traditional radio is able to be so resilient. "In Other News," we talk about why sports betting will never be free of controversy and why Airbnb says its search-averse marketing strategy is working. Tune in to the discussion with our analyst Daniel Konstantinovic.



Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts.

Tinuiti is the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Meta, Amazon, with over 1,200 employees and \$3 billion in digital media under management. Tinuiti has industry-leading expertise in search, social, Amazon and marketplaces, addressable TV and mobile apps, Lifecycle Marketing, and more.