

Out-of-Home Advertising Now that Everyone's Inside

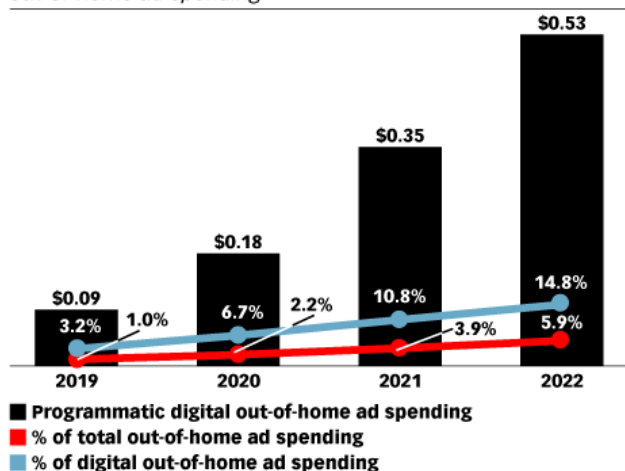
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and principal analyst at Insider Intelligence Nicole Perrin discuss what's next for out-of-home advertising now that the US is sheltering in place. They then talk about college football's TV ad inventory being in jeopardy, TikTok's data collection practices and the social platforms that small businesses are most likely to advertise on.

US Programmatic Digital Out-of-Home Ad Spending, 2019-2022

billions, % of total out-of-home ad spending and % of digital out-of-home ad spending



Note: digital out-of-home ads transacted and fulfilled via automation
Source: eMarketer, June 2020

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