

Podcast: There's Something More About Mary Meeker (Part 2)

AUDIO |

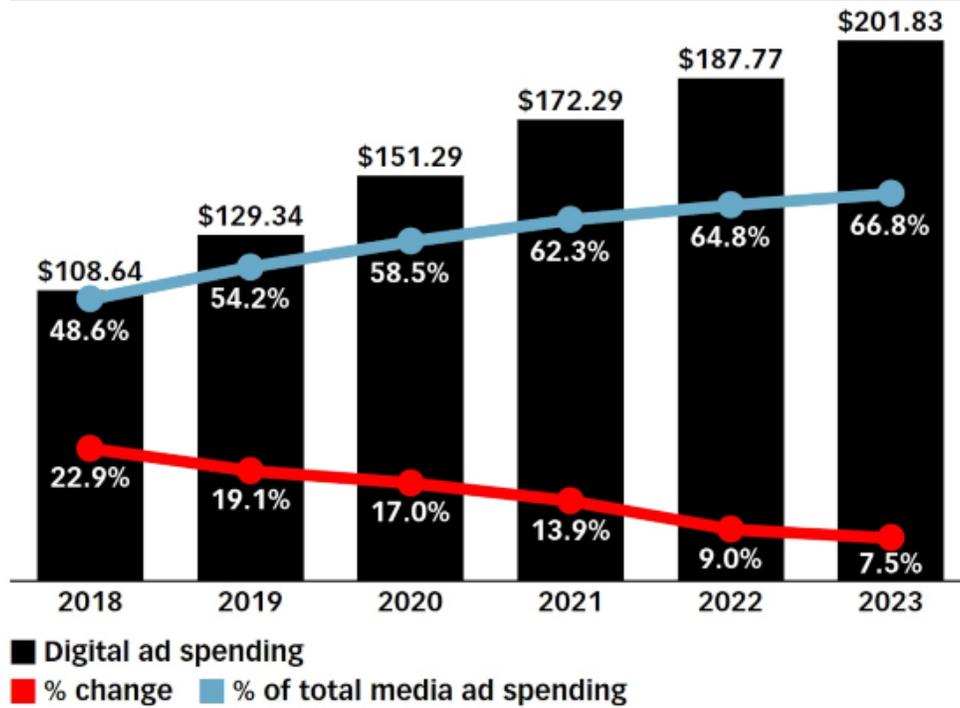
eMarketer Editors

In the second of our [two-part discussion](#) on venture capitalist Mary Meeker's Internet Trends report, eMarketer principal analysts Andrew Lipsman, Nicole Perrin and Victoria Petrock and vice president of multimedia Paul Verna cover topics including retail, advertising, video and emerging trends.

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Digital Ad Spending in the US, 2018-2023

billions, % change and % of total media ad spending



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; includes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, February 2019

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