

What Insider Intelligence Analysts Expect in 2021: iOS 14 and how COVID-19 changed mobile

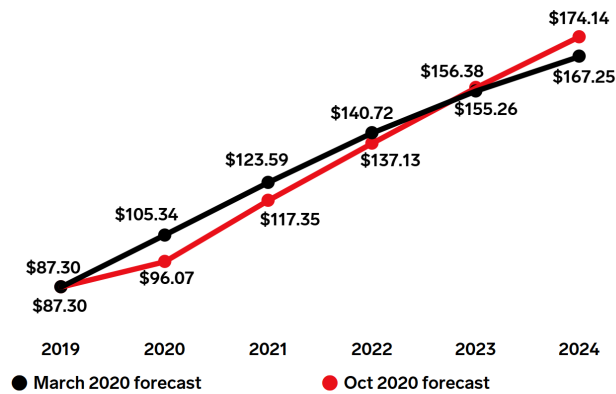
AUDIO |

Yoram Wurmser

eMarketer principal analyst at Insider Intelligence Yoram Wurmser discusses what he's paying attention to in 2021 and why: how the coronavirus changed mobile, the importance of iOS 14, and regulation's impact on location data.

How Has the Forecast for Mobile Ad Spending in the US Changed? 2019-2024

billions, March 2020 vs. Oct 2020



Note: includes classifieds, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; includes ad spending on tablets

Source: eMarketer, October 2020

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