

Buying electronics differently, ESPN+'s rights deals, and is YouTube 'underwhelming'?

Audio

On today's episode, we discuss how the pandemic changed how we buy electronics and how omnichannel marketing and operations are evolving. We then talk about whether YouTube is living up to its potential, ESPN+'s sports rights strategy, and whether DAZN can shake up sports TV. Tune in to the discussion with head of ecommerce at Samsung Electronics Argentina Guido Shama, eMarketer senior analyst Matteo Ceurvels, and director of forecasting at Insider Intelligence Oscar Orozco.

Leading Reasons Why US Adults Shop for Consumer Electronics Digitally vs. In-Store, March 2021

% of respondents in each group

Reasons for shopping digitally (among respondents who shop for consumer electronics digitally)	
It's easier to browse/compare all options	61%
It's more convenient	54%
I can read reviews	49%
I can get a better price	48%
To reduce the risk of the catching the coronavirus	38%
I prefer to shop independent of store associates	16%
None of these	2%
Reasons for shopping in-store (among respondents who shop for consumer electronics in-store)	
I like to actually touch/try a product before I buy	65%
I like the help from store associates	38%
I don't like to pay/wait for shipping	35%
It's more convenient	28%
I can get a better price	22%
None of these	3%

Note: ages 18-69

Source: Quantiloop, "2021 Consumer Electronics Study," May 12, 2021

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