

How Our US Ad Spending Numbers Are Changing

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom, vice president of forecasting Monica Peart and principal analyst Nicole Perrin discuss the latest revisions to our US ad spending forecasts. They then talk about Twitter sharing more information with advertisers, social distancing ads showing up in games and Microsoft's digital-only events commitment.

How Do US Agency and Brand Buy-Side Decision-Makers Think the Coronavirus Will Change Total Media Ad Spending in March-April 2020 vs. May-June 2020?

% change, by media

	March-April 2020	May-June 2020
Digital		
Display	-41%	-28%
Out-of-home	-45%	-38%
Audio	-40%	-31%
Video	-37%	-26%
Social media	-33%	-32%
Paid search	-30%	-21%
Traditional		
Out-of-home	-51%	-41%
Radio	-45%	-35%
Print	-43%	-34%
Linear TV	-41%	-35%
Direct mail	-34%	-29%

Note: n=272 respondents who plan on making short-term (March-June) ad spending changes due to the coronavirus; read as digital display spending is estimated to be -41% from the advertiser's original budget in March-April compared to -28% in May-June

Source: Interactive Advertising Bureau (IAB), "Coronavirus Ad Spend Impact: Buy-Side," March 26, 2020

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