

Video ads aren't dead yet, what are 'Jump Ads,' and subscription service churn

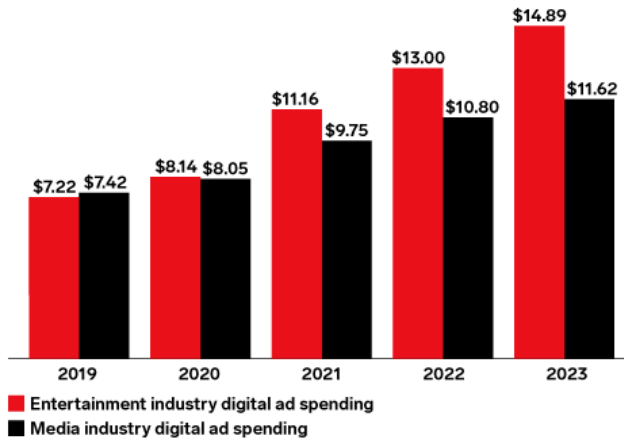
Audio

Digital advertising has taken a few hits in the recent past (ahem, the pandemic), but there's still lots of hope and some flat growth that can't be ignored. "In Other News," we discuss Vizio's

new ad solution and what exactly service shoppers are. Tune in to the discussion with our analysts Peter Newman and Paul Verna.

US Entertainment and Media Industry Digital Ad Spending, 2019-2023

billions



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

Source: eMarketer, June 2021

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