

The Weekly Listen: Big Tech's Hearing, CBS 'More' Access and Ad Potency in a Pandemic

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eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio at Insider Intelligence Paul Verna discuss the main takeaways from the recent Big Tech antitrust hearing; how CBS All Access is beefing up; how much sports can help advertisers this year; the effectiveness of ads during a pandemic; what a Twitter subscription service might look like; how high one could jump on Mars and more.

US FAANG* TV Ad Spending, 2015-2019

millions

	2015	2016	2017	2018	2019
Google	\$228.2	\$372.7	\$442.3	\$489.2	\$465.8
Netflix	\$42.6	\$33.9	\$52.7	\$98.6	\$84.9
Amazon	\$262.5	\$436.9	\$476.4	\$725.5	\$1,093.9
Apple	\$482.0	\$491.1	\$609.7	\$620.3	\$608.7
Facebook	\$4.0	\$44.2	\$11.9	\$263.1	\$346.1
Total	\$1,019.2	\$1,478.8	\$1,592.9	\$2,196.8	\$2,599.3

*Note: includes broadcast, cable, spot and syndicated; includes Spanish-language TV (broadcast and cable); numbers may not add up to total due to rounding; *Facebook, Amazon, Apple, Netflix and Google (includes YouTube)*

Source: Vab analysis of Nielsen Ad Intel data as cited by Rapid TV News, March 11, 2020

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