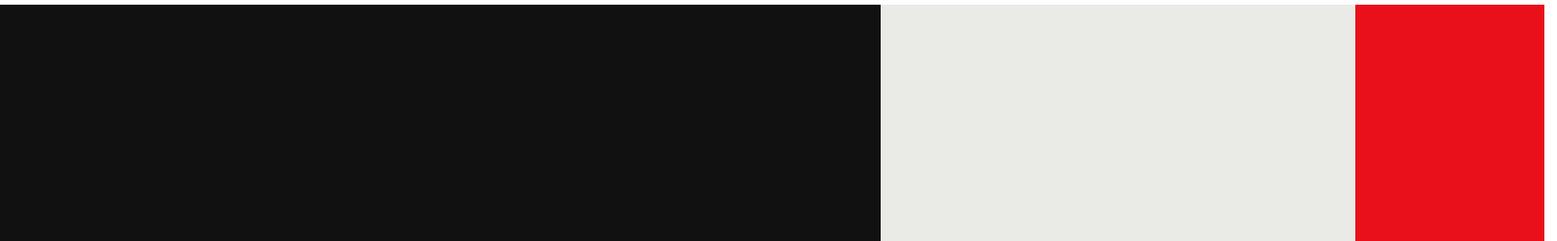


The Daily: How much is ad spend wavering, co-exclusive streaming, and the perfect ad song

Audio



On today's episode, we discuss how much ad spending has wavered so far, what to make of Procter & Gamble cutting back on ad spending, and what our outlook is for the rest of 2022

and beyond. "In Other News," we talk about whether co-exclusive streaming rights will catch on and how agencies pick the perfect song for their ads. Tune in to the discussion with our analyst Paul Verna.



Subscribe to the “Behind the Numbers” podcast on *Apple Podcasts, Spotify, Pandora, Stitcher*, Podbean or wherever you listen to podcasts.

Awin is a marketing technology platform, providing an open marketplace for businesses to create any acquisition partnership. With unlimited partnership opportunities, advertisers can generate more sales, expand customer reach and strengthen their brand. Retailers that migrate to Awin from competitors experience triple-digit growth and +63% in revenue.

[Learn more.](#)