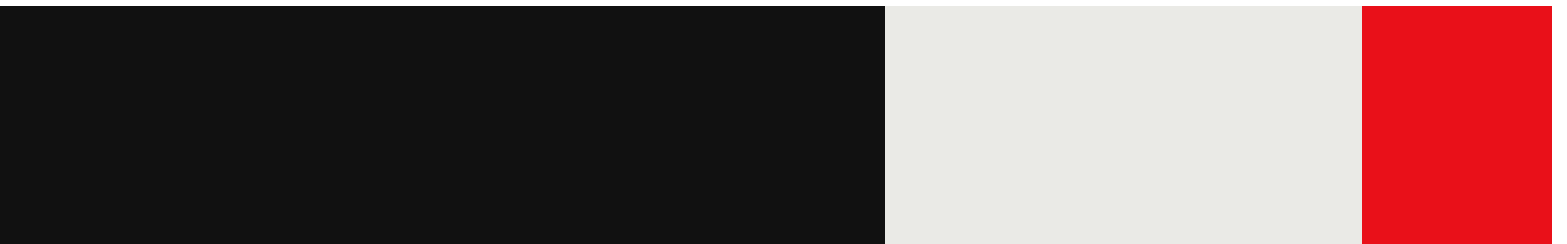


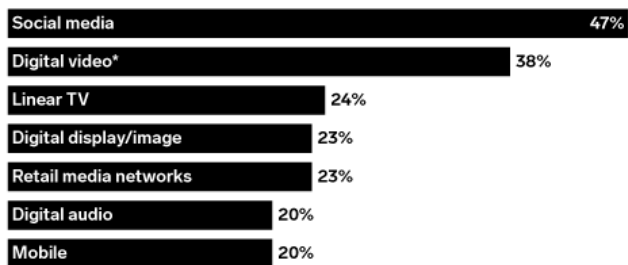
Social media, digital video face serious challenges in 2024

Article



Media Types That Will Face Serious Challenges in the Next 12 Months According to US Digital Media Professionals, Sep 2023

% of respondents



Note: top 3 responses; *includes CTV

Source: Integral Ad Science, "The 2024 Industry Pulse Report," Dec 18, 2023

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Insider Intelligence | eMarketer

Key stat: 47% of US digital media professionals think social media will face serious challenges in the next 12 months, per a September 2023 Integral Ad Science survey by YouGov. At No. 2 is digital video, including connected TV (38%).

Beyond the chart:

- Despite concerns, social media and digital video also ranked as top priorities for media professionals in the same report.
- Top challenges include ads delivering along unsavory content and decreased access to consumer data and cookies.

Use this chart:

- Develop plans to combat challenges.

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- [What the 'death' of social media means for advertisers, according to our forecast](#)
- [5 charts that explain the new era for social media](#)
- [Social media predictions: Search's impact on the commerce wars and LinkedIn's ascent](#)
- [Social Network Ad Spending and Trends Q4 2023 \(Insider Intelligence subscription required\)](#)

Note: Respondents were asked, "Which of the following will be major digital media challenges for your organization in the next 12 months? (Select up to three)"

Methodology: Data is from the December 2023 Integral Ad Science "The 2024 Industry Pulse Report." 262 US digital media professionals were surveyed during September 2023 by YouGov. Respondents were digital media experts who use programmatic advertising and include ad tech, brands, agencies, and publishers.