

# Video streaming earnings, a WarnerMedia- Discovery merger, and new NBCUniversal ad formats

Audio



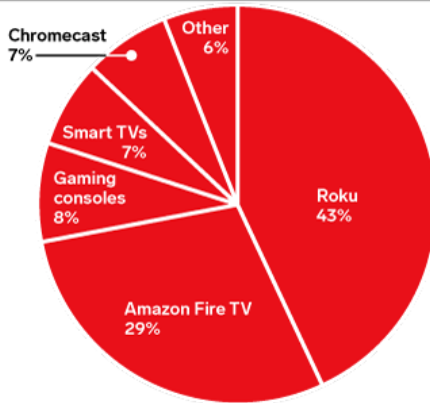
On today's episode, we discuss how The Walt Disney Co., ViacomCBS, and Roku started the year. We then talk about the new WarnerMedia-Discovery merger, Nielsen's new ratings service for streaming, and NBCUniversal's new ad formats. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

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### US Connected TV Ad View Share, by Device, H2 2020

% of total connected TV ads served by FreeWheel

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Note: represents activity on FreeWheel's platform, broader industry metrics may vary  
Source: FreeWheel, "US Video Marketplace Report H2 2020," March 29, 2021

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