## Around the World: How people use media differently across countries

**Audio** 



In this episode, host Bill Fisher is joined by our analyst Paul Briggs, Starcom's executive vice president and global director Kelly Kokonas, and GWI's chief research officer Jason Mander

to discuss the latest "Global Media Intelligence" report, outlining media consumption behaviors from around the world.



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

Connected TV makes television advertising a whole lot easier. With precision targeting and accurate measurement, brands can drive performance and tap into TV's impact and prestige. MNTN makes it even easier—and more effective—with a self-serve, performance-driven marketing solution.

Get started today.



