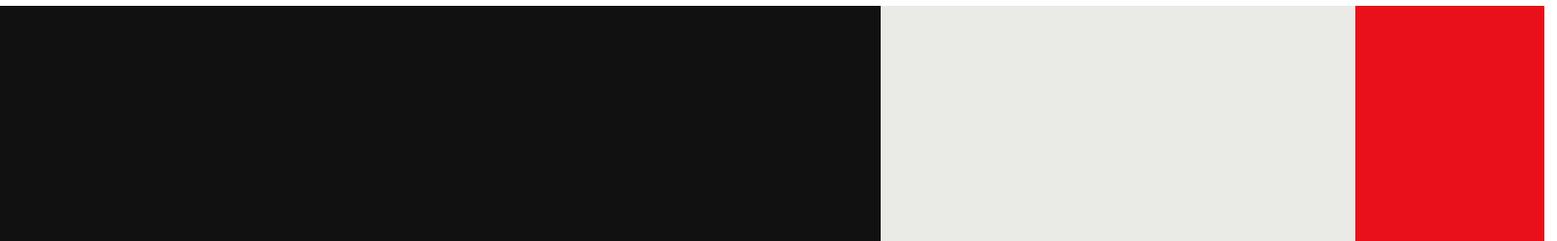# Will Google ever slow down, the TV measurement wars, and CTV viewability challenges
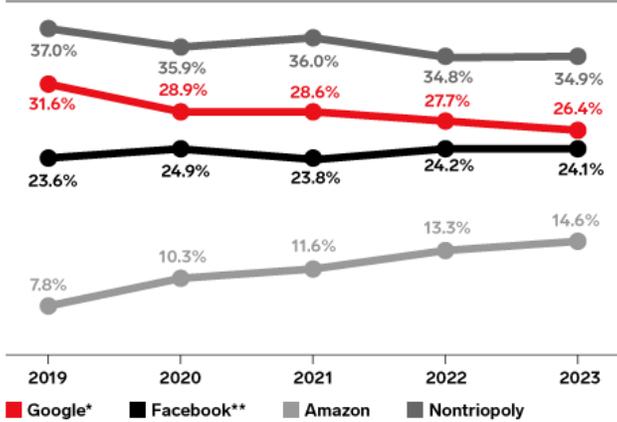
Audio

On today's episode, we discuss Google's insane Q4 performance and what stood out the most. Then for "In Other News," we talk about what will happen when the dust settles on the TV measurement wars and how concerning the viewability challenges of connected TV (CTV) really are. Tune in to the discussion with our analyst Paul Verna.

US Triopoly Digital Ad Revenue Share, by Company, 2019-2023
% of total digital ad spending

	2019	2020	2021	2022	2023
Nontriopoly	37.0%	35.9%	36.0%	34.8%	34.9%
Google*	31.6%	28.9%	28.6%	27.7%	26.4%
Facebook**	23.6%	24.9%	23.8%	24.2%	24.1%
Amazon	7.8%	10.3%	11.6%	13.3%	14.6%

■ Google*   ■ Facebook**   ■ Amazon   ■ Nontriopoly

*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes YouTube advertising revenues; **includes Instagram advertising revenues*
Source: eMarketer, Oct 2021

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