EMARKETER
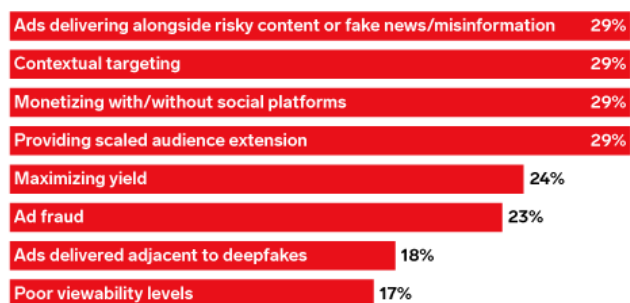
2025 digital media difficulties for publishers and platforms

Article

Major Digital Media Challenges for Their Company in the Next 12 Months According to US Publishers and Platforms, Sep 2024

% of respondents

Challenge	%
Ads delivering alongside risky content or fake news/misinformation	29%
Contextual targeting	29%
Monetizing with/without social platforms	29%
Providing scaled audience extension	29%
Maximizing yield	24%
Ad fraud	23%
Ads delivered adjacent to deepfakes	18%
Poor viewability levels	17%

Note: top 4 responses
Source: Integral Ad Science, "The 2025 Industry Pulse Report: U.S. Edition" conducted by YouGov, Nov 18, 2024

288403   ΞM | EMARKETER

Key stat: US digital media publishers and platforms are split on the difficulties they will face in 2025, according to a September 2024 study from Integral Ad Science and YouGov. Almost a third (29%) cited ads delivered alongside risky content, contextual targeting, monetizing with/without social platforms, and scaled audience extension as major challenges.

Beyond the chart:

- Compared with responses from the survey for 2024 challenges, publishers have increased their concern around contextual targeting, monetizing with/without social platforms, and scaled audience extension. Scaled audience extension has seen the highest uptick, when only 19% of respondents listed it as a top challenge.

- Content moderation strategies toward risky content continue to evolve, with AI playing a greater role. Meta, Snap, and TikTok partnered in September to found Thrive, a "signal sharing" program to identify problematic content across platforms. Meanwhile, TikTok laid off hundreds of content moderators in October as it moved toward greater automation in its moderation practices.

Use this chart: Marketers can use this chart to be more strategically aware of what is top-of-mind for publishers and platforms, and craft effective ad strategies that address or circumvent these challenges.

Related EMARKETER reports:

- Web Publisher Monetization 2024 *(EMARKETER subscription required)*

- [Time Spent With Connected Devices 2024](#) *(EMARKETER subscription required)*