

The Weekly Listen: Negative Emotions in Ads, End of the Upfronts, and Influencer Parents

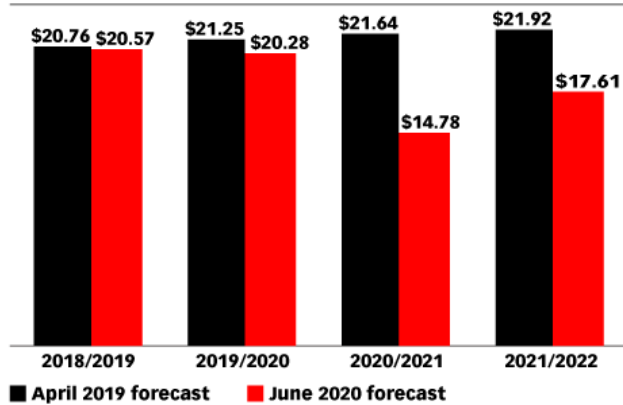
AUDIO |

Mark Dolliver, Blake Droesch and Paul Verna

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio at Insider Intelligence Paul Verna discuss how negative emotions are received in ads, whether we're witnessing the beginning of the end of the Upfronts, if paying with your hands is a good idea, the significance of LinkedIn Stories, if parents are actually influencers, what the Boston Celtics and Twitter have in common, and more.

How Has the US Upfront TV* Ad Spending Forecast Changed?

billions, 2018-2022



Note: includes TV ad spending resulting from the national primetime TV upfronts; includes broadcast networks and cable channels; *includes digital

Source: eMarketer, June 2020

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