

# The Daily: The great big monthly advertising, media, and retail quiz - June

Audio

On today's special episode, we continue our monthly show where we discuss the biggest trends of the moment and the newest research, sprinkle in some analysis, and bundle it up into

a quiz. Every month, three of our analysts representing their respective coverage area teams compete against each other. (We also encourage you to play along at home.) We'll keep a running score all year and crown a winning team at the end of the year. Today, we cover Americans' sentiment toward AI, how much Netflix's password-sharing initiative will boost subscriber numbers, how retail media ad spending dollars are moving around, and more. Tune in to the discussion with this month's contestants: our analysts Sky Canaves and Evelyn Mitchell-Wolf and vice president of Briefings Stephanie Taglianetti.

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## Episode Transcript:

Marcus Johnson:

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would be tailored to your unique retail and e-commerce business, providing a deeper understanding of the most relevant and timely research that affect your growth goals. Visit [insiderintelligence.com/analystaccess](https://insiderintelligence.com/analystaccess) to find out how you can book interactive presentations on retail, media networks, CPGs, and more.

Sky Canaves:

That can help drive other sources of revenue, like retail media, because the more sellers they have on their e-commerce platforms, the more incentive there is for those sellers to then advertise to get higher placement on their websites.

Marcus Johnson:

Hello, everyone, and welcome to the Great Big Advertising Media and Retail Quiz of the month, June 2023, a special episode of the Behind the Numbers Daily, an eMarketer podcast. This is our new-ish monthly show that discusses the biggest trends of the moment and newest research, and bundles it up into a quiz with some analysis sprinkled in. I'm your host, Marcus Johnson. How does this episode work? It's basically a big game show so you can be your own team and play along or you just listen if you want. Probably just listen. Every month, three of our analyst teams, one, media and advertising, two, retail, and three, social, marketing, and tech, that's one, will compete against each other. We've been keeping a running score and at the end of the year, we'll crown a winning team who will win a gift card each.

Evelyn Mitchell-Wolf:

Really?

Marcus Johnson:

And of course.

Evelyn Mitchell-Wolf:

That's news to me.

Marcus Johnson:

Oh yeah.

Stephanie Taglianetti:

What the heck?

Marcus Johnson:

Something to play for, I think.

Stephanie Taglianetti:

Yes.

Sky Canaves:

Yes.

Stephanie Taglianetti:

Oh, it's on now.

Marcus Johnson:

That's all it took, Stuart, a gift card to get these people to actually pay attention on the podcast. Yeah, you get a gift card. And now, that's not even the best prize of all. You also will get to claim the most supreme trophy in all the lands, the Victoria Cup, a trophy designed in pottery class by our very own Victoria edits the shows.

Evelyn Mitchell-Wolf:

That is amazing.

Marcus Johnson:

These...

Stephanie Taglianetti:

My God, what are we able to see that on the Instagram or something? So we know what we're fighting for?

Marcus Johnson:

The cup's a work in progress, right? How's it coming? How's it coming?

Victoria:

It's still in manufacturing right now.

Marcus Johnson:

So, yeah. Right now, less Stanley Cup, more coffee mug with two handles, but she's working on it. She's building it.

Speaker 4:

That's awesome.

Marcus Johnson:

Yeah, so they're the prizes. The quiz has three rounds. I never news that. Haha. Just me? Okay.

Speaker 4:

Aw. Took you a second. Ah.

Marcus Johnson:

Spoiled for [inaudible 00:02:46] spoiled for multiple choice and closest wins. The person with the most points at the end of the game wins the gold medal and three super-duper points for their teams running total. Second place takes the silver and two super-duper points. Third place gets you a cold shoulder, a dreadfully uncomfortable silence during your next team meeting. A devastatingly low, one super-duper points

Speaker 4:

That's just like either a super or a duper point. Can't be both.

Marcus Johnson:

It's barely either. All right, let's meet this month's contestants who are representing the different teams I mentioned earlier. Ladies and gentlemen, from the digital advertising and media team, senior analyst based out of Virginia, it's Evelyn Mitchell Wolf.

Evelyn Mitchell-Wolf:

Hello. Hello.

Marcus Johnson:

There she is. Next up from the retail team, senior analyst based in Austin, Texas. There's Sky Canaves.

Sky Canaves:

Hi everyone.

Marcus Johnson:

Hello there, sky. And finally an honorary member of our social marketing and tech team, vice president of briefings based in New Jersey. It's Stephanie Taglianetti.

Stephanie Taglianetti:

Cheers, mate.

Marcus Johnson:

Yeah, she is. Of course, of course. So like I said, folks, if you're listening, you can be your own team. Keep track of how many points you score and you can match your score against these three folks at the end to see if you beat them. Probably. Speaking of scores, let's check in on the overall team scores thus far. We started this quiz in April, so after two months, April and May, let's see how we're doing. So each team currently tied with four points a piece.

Sky Canaves:

Ooh.

Speaker 4:

Wow.

Marcus Johnson:

Yeah, I know it's tight. Digital advertising and media, and social and tech. Those two teams, you won a gold and a bronze each, which gives you a four for the total three plus one. And then retail has come away with a very balanced two silver medals. So two points and two points. So that's four as well. So all knotted up on four, but that's the overall super-duper point score. We start the in-game scores with everyone on Zero. Stuart, who runs the team and recently and rather generously promised to send me and Victoria who edits the show to next year's Cannes Lions Festival in the south of France. Thank you, Stuart.



Speaker 4:

Nice. It's awesome.

Marcus Johnson:

I'll be keeping score of the game today. Thanks for promising, Stuart. Okay, it's on record. Is that on record? Get that on record.

Stuart:

Is FedEx Freight okay? Does that work for guys?

Marcus Johnson:

Oh, I'll take it. Let's play the quiz. First round. I never news that. This is the round where we discuss a few of the biggest stories of the moment with a question tied to each. After I read the question, contestants have five seconds to answer and send me a Slack message with the right answer. One point if it's correct. And there are four questions in this round.

First story, first related question. So talking about Netflix, password sharing strategy, Netflix saw a jump in subscribers as it started to curb password sharing and the US research company, Antenna said Netflix added nearly a hundred thousand daily signups on May 26th and 27th, days after they started the password sharing crackdown that saw Netflix start charging password shares to add folks to their accounts who lived outside a member's household. But the question is, how much is Netflix charging password sharers per extra account in the US? How much is Netflix charging password sharers per extra account in the US? Send those answers in.

So Evelyn's says \$7.99, Sky says five bucks, and Stephanie says 9.95.

Stephanie Taglianetti:

No, I'm wrong.

Marcus Johnson:

So all different, but the answer is indeed 7.99. So Evelyn gets the point there. So folks, no, you're all pretty close though. Netflix previously estimated that over a hundred million households share their accounts with others. 30 million of those are in North America. So I



mean, how much does this password crackdown bump their subscriber numbers? Do you think it just up until the left skyrockets?

Evelyn Mitchell-Wolf:

I think it remains to be seen. I've heard there are some surveys that have been fielded where consumers expressed disdain at the idea of having to pay anything extra. I've also seen a bunch of people complaining that their college aged kids can't be on Netflix accounts. So I have a feeling that there will be a good number of people who will just say to hell with Netflix, this is ridiculous. But the ad supported tier is a dollar less than adding...

Marcus Johnson:

Yeah, good point.

Evelyn Mitchell-Wolf:

An additional household to an existing account. And that ad supported tier also has a higher ad revenue per user number for Netflix too.

Marcus Johnson:

Yeah, great point.

Evelyn Mitchell-Wolf:

So there's a lot going on here and I think that anyone who does want to keep Netflix around is more likely to just go for the ad supported tier than Spring for that additional... Like, why pay the extra dollar? I mean, unless you're really, really invested in having no ads.

Marcus Johnson:

Yeah. Yeah. Great points. And it didn't seem like they needed this to jumpstart growth, but it's just going to help it because Netflix, they had two back-to-back quarters of subscriber losses, Q1, Q2 last year. Numbers went down a little bit and the company was stuck on around 220 million subscribers from the end of 2021 to the fall of 2022. But they've since jump-started growth again before this kicked in. So this should be just an extra tailwind.

Let's move to our second question. Retail media networks. That's what we're talking about on our June 21st, re-imagining retail show, we discussed how retail media networks looked different in 2023 and some predictions on retail media 2.0. And on our June 26th around the

World Show, we examined retail media networks in other countries and on Tuesday's show, me and Andrew discussed the deal that will we use Walmart shopper data to power ads on NBC Universal's live sports streams. So we've covered it a fair amount in the last couple of weeks. Lots happening in the world of retail media networks. But the question is, in what year will US retail media ad spending cross the \$100 billion mark according to our forecast team? Send those answers in. Stephanie says 9.95. I'm kidding. Okay. Answers in Sky says 2027. Evelyn says 2025, and Stephanie says 2026. All different again. But the correct answer is indeed 2027. Sky!

Stephanie Taglianetti:

Oh no, of course. Sky, knows that.

Marcus Johnson:

Well-played Sky. Well played to Sky. A 100 billion in 2027 for retail media. That's more than double the 45 billion we expect it to be this year. Sky, I mean there's so much going on with retail media at the moment. You cover retail for us. Well, is there anything in particular when it comes to retail media networks you are paying closest attention to?

Sky Canaves:

There's so many players getting into retail media. A lot of retail players are starting to establish marketplaces and where they can bring third party sellers on board and that can help drive other sources of revenue like retail media, because the more sellers they have on their e-commerce platforms, the more incentive there is for those sellers to then advertise to get higher placement on their websites. But the big trend in retail media, two of the big trends are moving off retailer websites and into other channels. So the CTV opportunity is one that we talk about a lot as well as in-store retail media. And we're going to be covering those a lot more closely in the years to come. Particularly, because that's where a lot of this growth is going to be coming from as well, as retail media doubles over the next couple of years.

Marcus Johnson:

Yeah, it's just astronomical growth. Very nice. We'll move to our third question. Apple Vision Pro. On June 5th, Apple unveiled its much anticipated augmented reality headset, which looks like ski goggles, basically. The last new piece of hardware from them was the Apple Watch back in 2015. The headset is controlled using your hands, eyes, and voice, tapping your

fingers together to select things is one such control. There's no handheld controllers. The headset has two hour battery life, will be released early 2024 in the US and will cost how much? That's the question. How much will the Apple Vision Pro cost when it comes out in the early 2024? I'll take US dollars please, but I can convert if necessary. Answers are in Sky says 3,500, Stephanie, 3,500 and Evelyn, a very specific 3499. 3,499. I'll give everyone a point. Everyone gets a point. Close. Close. Yeah, three and a half thousand.

Sky Canaves:

The price is right.

Marcus Johnson:

Yeah, the price is indeed accurate across the boards. Yeah, I mean it's right for you guys, but I wonder if it's right for consumers. It's way more expensive than Meta Quests, any of the Meta Quest devices. However, the Economist had a piece where there was a 2021 survey three times as many people said they'd buy a headset from Apple versus second place, Google. Meta was in sixth place. So when it comes to consumer devices, Apple definitely is way out in front and maybe people are willing to stomach the price because they know it's going to be a better experience. Three and a half's a lot, and we'll wait for that price to come down. What do we think about this device? Any quick thoughts? I mean, Apple reportedly has fitness features for the Vision Pro, which we haven't seen yet. The information was reporting that Apple has plans to create a yoga app that uses the device's cameras to measure a user's breathing, observing a user's chest and torso as well as a tied sheet app. I mean, what's the killer app here? Is there one? Is there a killer application for this headset?

Stephanie Taglianetti:

I don't know if it's a killer application, but I think Apple is just notorious for coming late into the game with better, more sophisticated devices and that's really the case with Vision Pro. So it's getting a lot of exciting buzz because of hitting on a lot of the issues with VR headset immersion, not feeling quite as sophisticated or making you feel sick and dizzy when you're wearing it, but it comes with its own set of hardships, the fact that it's just super freaking heavy to wear.

Marcus Johnson:

Yeah, yeah.

Stephanie Taglianetti:

And I don't know, the thing about coming late to the game too is that it doesn't really have the ecosystem around this device that other competitors have, and so it's going to have to build that. But Apple loyalists are Apple loyalists and that's always going to be in the company's favor.

Evelyn Mitchell-Wolf:

Yeah, I think they might be late relative to other tech players like Meta, but for consumers I think they're still early. I don't imagine that a ton of consumers are ready to shell out.

Stephanie Taglianetti:

No, no.

Evelyn Mitchell-Wolf:

\$3,500 for this piece of tech quite yet.

Stephanie Taglianetti:

I think in 2024, 2025 by our numbers is where we're expecting some pretty big jumps in device shipments for VR and AR. Yeah, I mean we have to pull up the numbers, but the chart really spikes quite significantly then.

Marcus Johnson:

And the familiar OS for people as well. People aren't used to using devices for Meta, but very familiar with the Apple iOS platform. There's some cool features as well. I mean there's a co-presence feature, so using body tracking to create a virtual version of a person. There was something from New York Times saying the Vision Pro will have a first person multiple apps feature. So in front of you you can see a maps and maybe your messages and maybe you pulling up a browser tab or something because you are kind of reviewing the restaurant you're going to go to or something. So there's that, which could be cool.

Evelyn Mitchell-Wolf:

It's like Spy Kids.

Marcus Johnson:

Exactly like Spy Kids. But yeah, the fact remains, according to Omedia, that 90% of VR content spending last year was on games. And so this does still feel like a gaming device until they can find out what will really unlock all that usage from people. All right folks, let's move to our final question of the rounds. And we're talking about AI concerns. Leaders from AI companies open AI, the makers of chat, GPT, Google DeepMind, Anthropic and other AI labs recently signed an open letter. In it they said... There's been a couple, there was one a while back, Elon Musk was involved in signing and then there was a more recent one. In this more recent letter, they said the AI tech, these companies and others said the AI technology they're building might one day what? In this open letter, it was recently signed by a bunch of AI companies. They said, they admitted that the AI technology they're building might one day what? Stephanie says, take over the world. Sky says, lead to human extinction. And Evelyn says something about nuclear war or global pandemics.

You're all actually right. So I'll give points to everyone. Together, you came up with the entire statement. So the answer was posing an existential threat to humanity and should be considered a societal risk on par with pandemics and nuclear wars. So point to all. Very nice.

Evelyn Mitchell-Wolf:

I remember the two examples. Thank you.

Marcus Johnson:

Okay, let's take a look at the scores at the end of round one. Evelyn and Skye have three points and Stephanie just behind with two. Very close indeed. As we head into our second round, spoiled for multiple choice. This is the multiple choice round where we dig a little deeper into one of the topics from round one. This month we'll focus this round on AI related trivia.

So one point for a correct answer, three questions in this round. We'll start with question one, safe place to begin. Open AI released an early demo of chat GPT on November 30th of last year. Chat GPT crossed 1 million users after just five days and gained a hundred million active users two months later in January of 2023. But by March, what share of American adults had heard nothing at all about chat GPT. By March, what share of American adults had heard nothing at all about chat GPT according to Pew Research? A 31%, B 37%, or C 42%. So is it 31, 37 or 42? Evelyn says C, Sky says A, Stephanie says C. So Stephanie and Evelyn are correct. 42% of people had never heard of chat GPT.

Fun dances. Well, celebration. That was almost coordinated, like you'd choreographed. That was wonderful. So yeah, the remaining 58% who had heard of it, 39% had heard a little, 18% had heard a lot. But yeah, 42% of people in the country hadn't heard a thing about chat GPT as of March.

Evelyn Mitchell-Wolf:

That didn't really surprise me. I conducted unofficial polls with people that I interact with regularly. And I mean, especially because we were already talking about it here at Insider Intelligence daily in December. It felt very immediate to me. But then chatting with my in-laws and my parents, they were like, "Um, never heard of it."

Sky Canaves:

So they will be blissfully unaware of the looming mass extinction events.

Stephanie Taglianetti:

Exactly.

Evelyn Mitchell-Wolf:

Well, now all of my elders are very confidently telling me, you don't need to worry. Your job is safe, because I've been making quips about making sure I've beefed up my skills, my physical skills. I've talked about landscaping and embroidery and all those things that computers cannot do.

Stephanie Taglianetti:

Yet.

Evelyn Mitchell-Wolf:

And they're all like, "well, don't worry about it." And I'm like, that seems very naive.

Marcus Johnson:

Yeah, it's looking pretty dark for the future, is what Evelyn's trying to get?

Stephanie Taglianetti:

Fun. Fun show. Fun show.

Marcus Johnson:

Yes, yes. I told you it's going to be a good one.

Evelyn Mitchell-Wolf:

Let's go back to dancing.

Marcus Johnson:

I took a turn. Yeah. Question two on AI still, what worries US adults most about AI according to a June Ipsos survey? So what worries US adults the most about AI according to a June Ipsos survey? Is it A, data and content being manipulated without knowing what's real and what isn't? B, AI being used to impersonate an individual to gain unauthorized information, or C, the inability to distinguish what is produced by an AI or a human. So A is about content being manipulated, B is about being impersonated to gain access to information, and C is about being able to distinguish what is produced by AI or humans. Send those answers in.

Evelyn says C, Stephanie says C, and Sky correctly says B. Yeah, this one surprised me. People are most concerned about AI being used to impersonate an individual to gain unauthorized information. It was very close though. These were the top three and it was like 80%, 79%, 76. So it was very, very, very close. Rather unsurprisingly, people were pretty concerned about most things when it came to AI. Of this survey, over 60% of people were concerned about misinformation bias, understanding the algorithms and I thought one interesting one was having a tough time reporting feedback about negative AI generated experiences. That's what something that people were concerned about as well.

Evelyn Mitchell-Wolf:

Yeah, there are just so many studies now that have come out about what people are concerned about with AI that everything, the issue here, that it's everything. And the issue here was like, okay, which one came out on top of this particular survey?

Sky Canaves:

Yeah, I was waiting to hear a response about job losses being threatened because I feel really top of mind, but I think the impersonation, it's kind of close to phishing and those kinds of things where people have their privacy breached and lose their credit card stolen or identity



theft. So I thought that's a little maybe more immediately relevant to a lot of people or the one thing that they would pick as a response as a worrisome.

Marcus Johnson:

Yeah. Sound logic.

Stephanie Taglianetti:

Yeah. Makes sense.

Marcus Johnson:

Sky gets the point. Move to our third question, third and final of this round, still on AI. What share of US adults prefer interacting with an AI customer service agent? What share of US adults prefer interacting with an AI customer service agent? According to a SurveyMonkey and Momentive May survey, is it 8%, 17% or 26%? 8, 17, or 26 people who prefer interacting with an AI customer service agent. So answers are in. Sky says B, 17. Evelyn says B, 17 and Stephanie correctly says 8%. Eight percentage of people...

Stephanie Taglianetti:

I almost corrected to A.

Sky Canaves:

I wasn't sure if it was a choice between a live human agent or a chatbot agent that's not AI driven. So I split the difference.

Marcus Johnson:

Yeah, it's 8%. 2% said they had no opinion. So over 90% strongly preferred a human, which is contrary to what most people will tell you about their disdain for interacting with other humans. But yeah, AI not ready yet for the real world, it would seem.

Evelyn Mitchell-Wolf:

My husband, he develops voice assistance and chatbots for customer service. And I have heard a lot of how they say we're we might record this call for quality assurance purposes?

Stephanie Taglianetti:

Yeah.

Evelyn Mitchell-Wolf:

I've heard a lot of those calls over the past couple of years and it does not surprise me. I should have gone with A, because the number of times I've heard people yelling, "Give me an agent, give me a human. Give me a human." People actually want humans in certain interactions, that's for sure.

Stephanie Taglianetti:

It's just, it's much easier to get the direct answer versus routing through all of the customer service maps that have been built for the AI tool to wire you through that are like wrong two thirds of the time. Then you can't scream agent half the time because you have to go through those maps first anyway.

Marcus Johnson:

Isn't it a vast amount of customer service about empathy? It's about, you want the person to help you out with a certain situation. And yes, it may not fit exactly into the returns policy or the cancellations policy that you have for your flight or whatever, but it's listening to a person and they messed up or something's happened to them in their life and they need someone to empathize. And so it's staggering how many people companies have moved to automating everything when people hate it for the most part.

Sky Canaves:

But that's where I think generative AI can lead to improvements over the chatbots that we've grown accustomed to know and love or hate is they can be trained on all of that call data and previous chatbot interaction data to actually be able to interact a little better and solve problems a little better. So I do think that generative AI chat GPT based type of chatbots could be a big improvement over existing frustrating chatbots that we deal with. But of course not human level responses.

Marcus Johnson:

Yeah, not yet. All right folks, let's check the scores after round two. All tied up four points each heading into the third and final round, which is of course, called closest wins. This is the round where the closest guess wins the most points. Lots of points to give away in this round. Three

questions. Closest guess for each gets three, second-closest gets two, furthest gets one. So we are going back to the original topics from the first round. So no more AI, but we are going to revisit Netflix for the first question. We're talking about time spent on the service. How many minutes per day do Netflix viewers spend watching Netflix to the nearest minute, according to our forecasting team? Send those answers in. How many minutes per day do Netflix viewers spend watching Netflix to the nearest minute? Send them in. Send them in. Stephanie says 70, Sky, 52, and Evelyn 75. So let's see here. Sky is closest. 60 minutes. Sky's closest with 52. Stephanie, second place with 70. And then Evelyn third place gets the final point with 75.

Yeah, 60 minutes. That's seven to eight minutes higher than pre-pandemic 2019, but it's flat going forwards. Very nice. For comparison, people spend 60 minutes on Netflix per day. The viewers of Netflix spend 60 minutes on Netflix per day. People spend about 50 minutes a day on Hulu and YouTube each and about 20 minutes per day on Prime video and Disney plus. Second question. And who's jumped out? Sky, who's jumped out into the lead, seven. Stephanie, six. Evelyn with five. We're talking about retail media networks for question two. What share of the retail media... Stephanie just walked away. What's the point? What share of the retail media ad pie does Amazon have in the US according to our forecast team? What share of the retail media ad pie does Amazon have in the US according to our forecast team? Send them in. Evelyn says 72.

Stephanie Taglianetti:

Oh, God.

Marcus Johnson:

Stephanie says 40, which is what she just sighed. Sky said 75. The correct answer is exactly 75. Wow, Sky. Very nice. I should give out extra points for getting it on the nose.

Evelyn Mitchell-Wolf:

Now there's no way we can come back, Stephanie.

Marcus Johnson:

Evelyn got 72 and Stephanie at 40.

Stephanie Taglianetti:

Dug a deep, deep hole.

Marcus Johnson:

So Stephanie, you have indeed, but you can indeed battle for second place here. So it's still something to play for.

Stephanie Taglianetti:

All right.

Marcus Johnson:

Yeah, it's so 75% is Amazon share of retail media pie. That's ticking down though about a point per year over the next few. And that's to the benefits of Walmart. Walmart share will tick up from about 7% of the market today to close to 10% of retail media by 2025.

Stephanie Taglianetti:

Ah, I thought you asked what share will it have in 2053, that's why.

Marcus Johnson:

Likely story. Okay. Let's move to the third and final question. But Sky is jumped out with 10 points in the lead. Evelyn, Stephanie tied in second place with 7, so they will battle that out for the silver questions on AR headsets. Global shipments, in fact by 2027, how many AR headsets will ship worldwide according to IDC. By 2027, how many AR headsets, AR, augmented reality headsets will ship worldwide according to IDC? And just for reference, this forecast was put out before Apple announced its Vision Pro device. What do we think?

Evelyn Mitchell-Wolf:

Kind of guessing blindly here. We'll see what happens.

Marcus Johnson:

Worldwide, this is a tough one. It's a very tough one.

Evelyn Mitchell-Wolf:

Oh, worldwide.

Marcus Johnson:

Yep. I'll take some revisions if you want to revise anyone. Just waiting for everyone to send them in. I haven't looked at anyone's yet. Final answers. Yep. Final ones are in. Okay. Stephanie says 80 million, Sky says a hundred million, and Evelyn started off with 300 million, but upgraded to 800 million. Stephanie, there aren't that many people. What are you doing? There are that many people. I'm kidding, of course. It's really, really, really low. It's 6.4 million. So Stephanie is closest with 80 Sky with a hundred and then Evelyn with 30 kazillion million, gets one point. Yeah, it's really, really high. So IDC expects that there will be four VR headsets shipped for every one AR. So four VR to every one AR by 2027.

Evelyn Mitchell-Wolf:

Oh.

Marcus Johnson:

Were you thinking VR?

Evelyn Mitchell-Wolf:

I sure wa... Not that... I mean, I'm sure it's probably way overestimated VR.

Stephanie Taglianetti:

I was thinking both.

Marcus Johnson:

Wasn't listening to the question.

Stephanie Taglianetti:

I was thinking just XR general. Both.

Marcus Johnson:

I said I how many A... No one listens to me.

Stephanie Taglianetti:

You're not enunciating. You're not enunciating.

Marcus Johnson:

Check the tape, check the tape.

Stephanie Taglianetti:

Roll back. Victoria, roll that back.

Marcus Johnson:

So yeah, four to one ratio, VR to AR by 2027, four to one. The ratio today is 20 to one in VR's favor. So the gap will narrow, but just 6 million analysts think Apple itself will sell about 200,000 in its first year. So yeah, they are very, very low estimates. But it's by 2027. I'm sure next year devices come out, prices come down and that gets revised up to Evelyn's 53 billion gazillion billion.

Evelyn Mitchell-Wolf:

I'm dying.

Marcus Johnson:

So we check the scores. No, we don't need the entirely too random tie-break question because no one is tied. We go to the final scores and in a very decent and well played third place, the bronze one super-duper point is Evelyn Mitchell with eight points.

Evelyn Mitchell-Wolf:

I'm sorry to my team.

Marcus Johnson:

Well played to you in second place with 10 is Stephanie. She gets the silver and takes home two super-duper points for her team.

Stephanie Taglianetti:

You're welcome. You're welcome.

Marcus Johnson:

And finally, much to the, I'm sure sheer delight of team lead Susie David Canyon, who is hyper-competitive, Sky takes home the gold and three super-duper points with a score of 12.

Sky Canaves:

Thank you. Thank you.

Marcus Johnson:

Very nice. Well played.

Stephanie Taglianetti:

Well done, well done.

Marcus Johnson:

So Stuart, who runs the team and keeps score for us is furiously adding up the scores in the background. So total points wise, wait a second for Stuart to... Stuart, what are you doing?

Stephanie Taglianetti:

Crunch those numbers, Stu.

Marcus Johnson:

Pull yourself together.

Stuart:

Stephanie's playing for social and connectivity and tech, right?

Marcus Johnson:

Yep.

Stuart:

Okay. Thank you very much.

Marcus Johnson:

Stuart's got a formula written here.

Stephanie Taglianetti:

I could tell you the scores right now.

Marcus Johnson:



It says one plus one equals.

Evelyn Mitchell-Wolf:

Scratch my head. The suspense is outrageous.

Marcus Johnson:

Wait, is it the final score? No, it can't be.

Stuart:

What? No, sorry.

Marcus Johnson:

Are you still working on it?

Stuart:

I got a Slack.

Marcus Johnson:

You have one job. What was happening?

Stuart:

It doesn't make the episode. I had to respond to somebody really fast. Sorry.

Evelyn Mitchell-Wolf:

This is wild.

Marcus Johnson:

I just saw the...

Stephanie Taglianetti:

What is going here?

Stuart:

I was able to [inaudible 00:33:01]

Marcus Johnson:

[inaudible 00:33:01] Shared document.

Stuart:

I changed the first one.

Marcus Johnson:

Okay, I see that.

Stuart:

For advertising media. That's correct. That's five. I've answered my Slack. I will add the rest.

Marcus Johnson:

Okay. Thank you. I'm burned out. I can't do this.

Evelyn Mitchell-Wolf:

We have five. Social tech has six and retail has nine. If you're curious, I mean, not nine. Seven. Because we all had four to start. And then, 1, 2, 3.

Marcus Johnson:

There's so many numbers going on in my head and on this sheet that yes, you're indeed correct. Thank you Evelyn, for doing Stuart's job. You had one job, Stuart. Literally. Unbelievable.

Stuart:

Thank you, Evelyn.

Marcus Johnson:

Can you change retail to seven please? What are you doing?

Stuart:

Wait, I'm confused about retail for a second. I'm looking back on this.

Marcus Johnson:

Retail's got seven now.

Stuart:

Retail has seven.

Stephanie Taglianetti:

We started at four. Retail got three. Social tech got two.

Stuart:

Oh, you're right. You're right, you're right. Thank you very much.

Marcus Johnson:

Unbelievable. We've got to bring on James who copy edits to keep the scores. We can't run a show like this.

Stephanie Taglianetti:

I have a nephew who's looking for a side gig, if you need somebody to do the quick math.

Marcus Johnson:

He wouldn't mind. He'll also run the team. Hey, Stuart.

Stuart:

You know Marcus, you're not going to can anymore, Victoria [inaudible 00:34:12]/.

Marcus Johnson:

No. Oh, great. Thanks. Thanks.

Stephanie Taglianetti:

He can count all the way to 15.

Marcus Johnson:

All right, let's take a look at the leaderboard. Stuart has finally worked out the scores. In last place after three months of quizzes is the advertising and media folks with five, social marketing and tech. That team has six and retail is out in front with seven super-duper points

heading into the July quiz. Thanks to Sky who pulled that team ahead, making up for Susie and Blake's shortcomings. Was Blake on? Yeah, I think I see Blake probably got... Oh no, they both got silver. So yeah, that's the best performance yet for retail, Sky. Congrats.

Sky Canaves:

Thank you.

Marcus Johnson:

That's what we got time for this episode. Thank you so much to my guest for hanging out today. We thank Evelyn.

Evelyn Mitchell-Wolf:

Thank you Marcus. And again, apologies to my team. I'll make up for it in the future. Don't worry.

Marcus Johnson:

Oh yeah, she'll be back folks. Thank you to Stephanie.

Stephanie Taglianetti:

Thanks Marcus. It was a fun time.

Marcus Johnson:

Yes, yes. Thank you to Sky.

Sky Canaves:

Thanks so much for having me.

Marcus Johnson:

Yes indeed. Thank you to Victoria who edits the show, James who copy edits it and Stuart who runs the team and tries to keep score. Thanks to everyone listening. We'll be back with the July quiz at the end of July. We hope to see you tomorrow for the Behind the Numbers Weekly. Listen, an eMarketer podcast, Stephanie and Evelyn will actually be joining me for that episode tomorrow. And the listeners will get to hang out with Sky in a few weeks over on the retail show talking all about the beauty space.