

Google's (and YouTube's) soaring growth, Nielsen's rebrand, and the average Netflix user

Audio



On today's episode, we discuss the most impressive part of Google's Q3 earnings, YouTube's mini milestones, and how Apple's iOS changes are affecting the search giant. We then talk





about the significance of Nielsen's rebrand and what the average Netflix user looks like. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

Top 15 Mobile Apps Among US Smartphone App					
Users, June 2021 % reach					
1. YouTube					72%
2. Facebook					63%
3. Google Maps				55%	
4. Gmail				54%	
5. Google Search			5	3%	
6. Amazon Shopping			48%		
7. Facebook Messenger			48%		
8. Weather (iPhone native)		4	5%		
9. Google Play		41%			
10. Instagram	ĺ	39 %			
11. Find My		39%			
12. Apple News	32%				
13. Spotify	31%				
14. Google Photos	30%				
15. Google Drive	29%				
Note: ages 18+; Android and iOS Source: Comscore Mobile Metrix, Ju	ly 2021				
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Rethink. Performance

It's time to stop thinking about brand & performance separately. With an hour between click & doorstep, the funnel has collapsed. You need to brand as you sell and sell as you brand.

Find out how with Tinuiti, the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Facebook, Amazon.

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