



Key Takeaways

The Shift to Audio and Video Streaming: Strategic Insights for Tomorrow's Media
March 13, 2024

State of the Union: The Past, Present & Future of Digital Media

- Video consumption will become ever more app-based. There will be continue to be major consolidation on the supply side.
- Cord cutting: Not only has this been continuing in recent years, it's been accelerating.
- Sports are helping to fuel the growth of streaming and profitability will be dependent on a streamers ability to retain users and continue to scale.

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Navigating the Cookieless Era: Maximizing 1P Data in Streaming

- Understanding 1P Data and what's available - to understand what other data could be available and how your data could be comingled into your current strategies or used to grow into new ones.
- Application of data of tech partners for measurement, targeting, attribution.
- Continue to Lean In. Push to maximize the use of 1P datasets in Streaming - and how we grow in this channel.



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Measuring Brand Equity: Navigating Video's New Terrain

- Employ diversified measurement methods. Overcome individual approach limitations for accurate and actionable marketing performance insights.
- Integrate end-point purchase behavior with exposure data for deeper consumer journey insights. Leverage owned or licensed behavioral data for comprehensive understanding.
- Expect live events, especially sports, to increasingly move to streaming platforms. This shift offers a prime opportunity for CTV inventory growth and introduces new ad unit demand.



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The Power of Podcast: Driving Full-Funnel Growth

- Podcast ads are expected to exceed \$4 billion in 2024.
- They offer authenticity and expand reach within a highly captive audience.
- Unlock the full marketing funnel potential through engaging podcast content.



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Media Buying in an Election Year: Strategies, Insights, and Trends

- Consider the power of news in an election year and the value it brings to advertisers.
- Stay informed on the political landscape and tailor your approach accordingly to ensure your campaign goals and objectives are achievable.
- Work closely with your vendors and plan ahead to avoid last minute disruptions to your campaigns as much as possible.