

# Brand new Q1 forecasts, say-through rates and host-read vs. preproduced ads

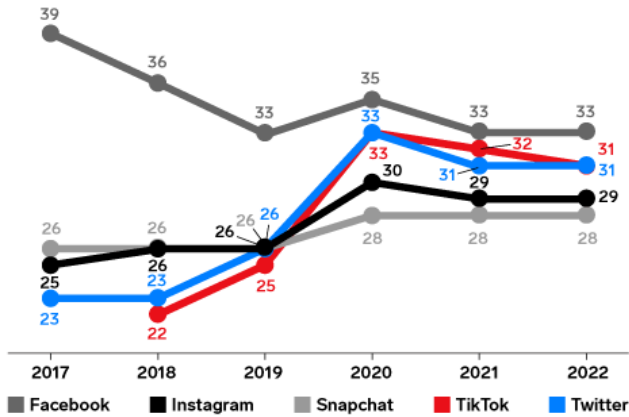
Audio

On today's episode, we discuss what brand-new forecasts the forecasting team cooked up in Q1, including time spent with TikTok and some direct-to-consumer (D2C) numbers. We then

talk about say-through rates for voice ads, the battle between host-read and preproduced ads, and how knowledge workers will soon use a virtual assistant every day. Tune in to the discussion with eMarketer senior director of forecasting Shelleen Shum, directors of forecasting Oscar Orozco and Cindy Liu, and forecasting analyst at Insider Intelligence Peter Vahle.

**Average Time Spent per Day by US Users on Social Media Platforms, 2017-2022**

minutes



Note: ages 18+ who use at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook  
Source: eMarketer, Jan 2021

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