

The Weekly Listen: Amazon's 'fourth screen' robot, the creator economy, and noticing ads

Audio

On today's episode, we discuss whether Amazon's new home robot could be the "fourth screen," the significance of the creator economy, online shopping's ceiling, how much people notice social media ads, YouTube's upcoming Holiday Stream and Shop event, the real meaning of freedom at work, an explanation of who you've been dreaming about, and more. Tune in to the discussion with eMarketer analyst Blake Drosch and senior analysts at Insider Intelligence Audrey Schomer and Ross Benes.

What Activities Have US Smart Speaker Owners Done on Their Smart Speakers?

% of respondents, by demographic, Aug 2021

	Gender		Age			Total
	Female	Male	18-34	35-54	55+	
Managed home appliances and functions such as security access, lighting, temperature, and entertainment	30%	35%	41%	29%	26%	32%
Asked for product recommendations and information	23%	20%	23%	22%	20%	22%
Added products to shopping cart, then finished checkout on another device	18%	22%	21%	19%	19%	20%
Ordered digital content (e.g., movies, TV shows, music)	12%	17%	20%	10%	13%	15%
Reordered products that they've bought before	13%	13%	13%	13%	11%	13%
Purchased product on smart speaker	5%	13%	11%	7%	9%	9%
None	46%	41%	34%	48%	51%	44%

Note: among respondents who own a smart speaker

Source: "The Insider Intelligence Ecommerce Survey" conducted in August 2021 by Bizrate Insights, Aug 10, 2021

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