

The Weekly Listen: Peacock's Olympics jolt, not annoying customers, and sports rights

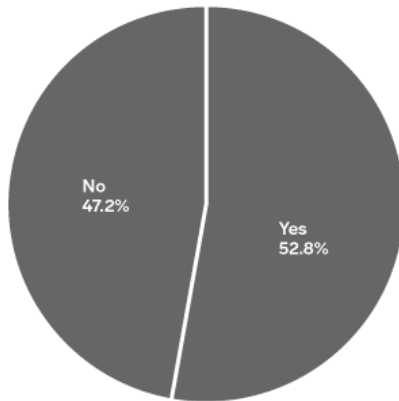
Audio

On today's episode, we discuss how the Olympics might affect Peacock user growth, streaming services feasting on sports rights deals, how not to annoy your customers, whether

consumer spending can hold up, how young people are spending their summers (and how marketers can reach them), the events people want to see added to the Olympics, and more. Tune in to the discussion with eMarketer director of forecasting Oscar Orozco, senior forecasting analyst Peter Vahle, and principal analyst at Insider Intelligence Paul Verna.

Do Internet Users in Japan Plan to Watch* the Tokyo Olympic Games?

% of respondents, June 2021



Note: n=2,500 ages 20-79; *if event was to go ahead as planned
Source: Nexer, "Tokyo Olympic Survey" conducted by Trend Research as cited in press release, June 29, 2021

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