

# Ad Spend a year into the pandemic, YouTube recommends products, and consumer cookie awareness

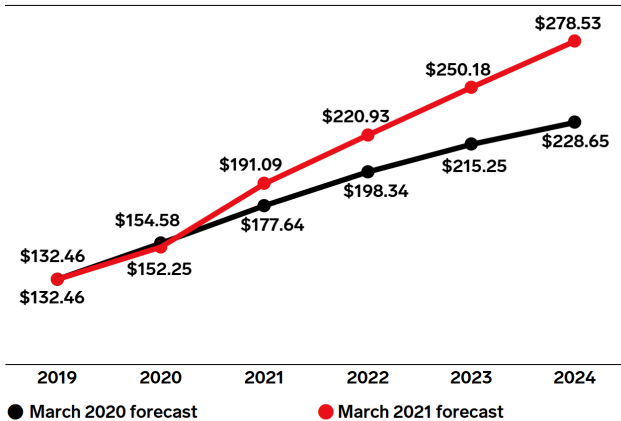
Audio



On today's episode, we discuss how the "Big Three" are driving the digital rebound, what we can expect from TV, and a step change for radio advertising. We then talk about the importance of YouTube recommending products shown in videos, consumer awareness of the sunsetting on third-party cookies, and how much Apple's privacy changes could affect Facebook's ad revenues. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

### How Has the Forecast for Digital Ad Spending in the US Changed? 2019-2024

billions, March 2020 vs. March 2021



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, March 2021

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