

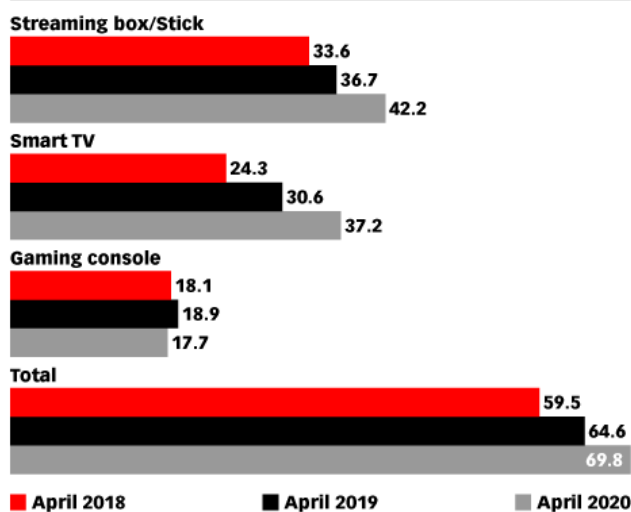
What Is Connected TV, and What Is Driving Its Growth?

AUDIO |

Eric Haggstrom, Zach Goldner and Nicole Perrin

eMarketer forecasting analyst Eric Haggstrom, junior forecasting analyst Zachary Goldner, and principal analyst Nicole Perrin discuss the evolving landscape of advertising through connected TV devices and how Roku stands out from the competition. They then talk about when we may see a return to pre-pandemic advertising budgets, the importance of earning consumer trust during data collection, and what happened to ad blocking.

US Connected TV Households that Stream Over-the-Top Content, by Device, April 2018-April 2020
millions



Source: Comscore OTT Intelligence as cited in "State of OTT 2020," June 24, 2020

257300

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

During a time of unprecedented disruption, we could all use a bit of guidance. Join Neustar for Brave New Worlds 2020, a new, annual summit where we'll tackle some of today's toughest marketing challenges and learn what it takes to be a truly high impact, future-forward brand. Register for free at bravenewworlds.neustar/eMarketer.