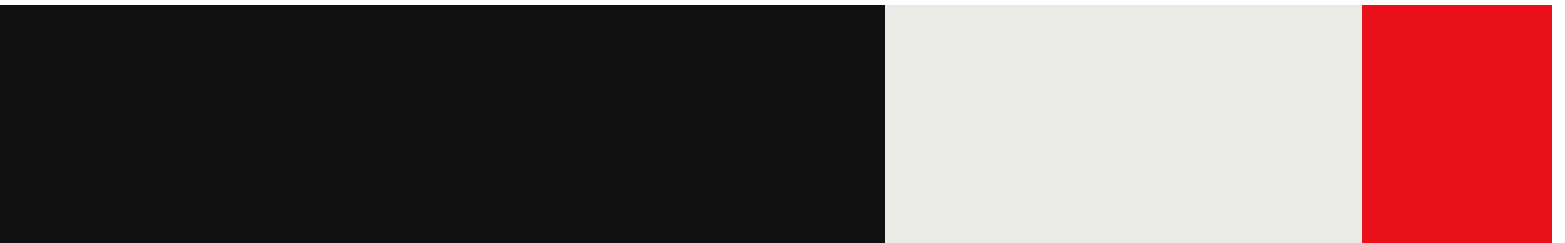


# Out-of-home ad recovery, movie theaters' fate, YouTube on TV, and March Madness returns

Audio

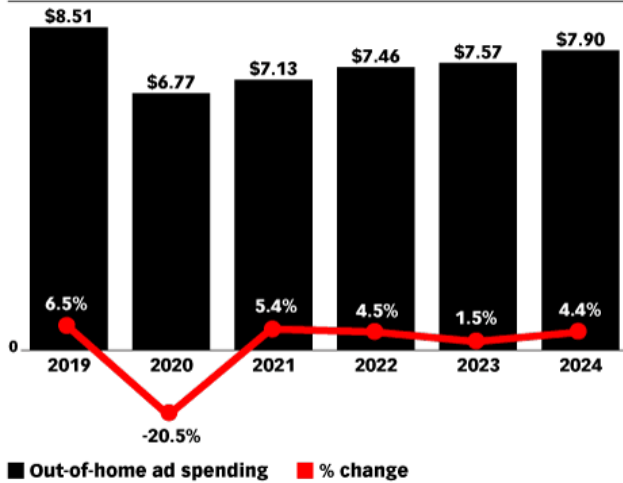


On today's episode, we discuss what an out-of-home (OOH) advertising comeback will look like and which areas are driving growth. We also examine how OOH movie theater advertising

could recover, the significance of March Madness's return, when people will want to attend sporting events again, and replacing "primetime" with something more personal. Tune in to the discussion with eMarketer forecasting analyst Nazmul Islam and senior analyst at Insider Intelligence Ross Benes.

**Coronavirus Impact: US Out-of-Home Ad Spending and Growth, 2019-2024**

billions and % change



Note: includes digital extensions with traditional media and political ad spending

Source: GroupM, "This Year, Next Year: US Media Forecasts," June 16, 2020

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