

The Weekly Listen: Oracle Wins TikTok Bid, the 2021 Summer Olympics, and Paramount+

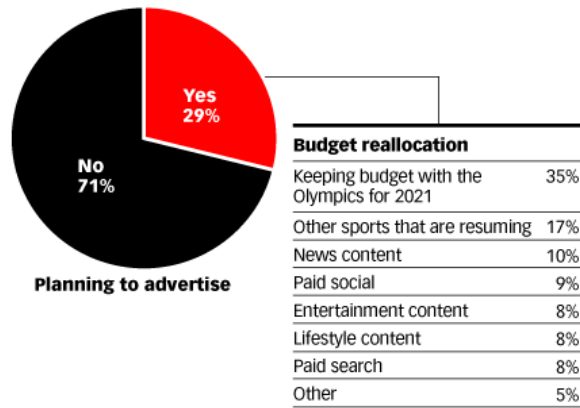
AUDIO |

Debra Aho Williamson, Blake Droesch and Mark Dolliver

eMarketer principal analyst Debra Aho Williamson, junior analyst Blake Droesch, and vice president of content studio at Insider Intelligence Paul Verna discuss Oracle winning the TikTok bid, the 2021 Summer Olympics in Tokyo definitely happening next year, CBS All Access being rebranded to "Paramount+," "YouTube Shorts" being tested in India, Americans' 2020 travel plans, what living creature is technically immortal, and more.

Coronavirus Impact: How Are US Agencies and Brand Marketers Who Planned to Advertise During the 2020 Summer Olympics Reallocating that Budget?

% of respondents, June 2020



Note: n=150

Source: Advertiser Perceptions, "Coronavirus Effect on Advertising Report: Wave 6," July 13, 2020

256914

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.