

How COVID-19 Might Impact Ad Spending

AUDIO |

eMarketer Editors

eMarketer senior analyst Jasmine Enberg, forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin discuss how COVID-19 could affect ad spending. What do we expect to happen? And what developments might get us to make revisions? They then talk about recent event cancellations, France's record fine of Apple and Starbucks' "to-go" model.

Digital Ad Spending, by Country

2020, billions

Asia-Pacific



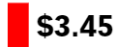
Central & Eastern Europe



Latin America



Middle East & Africa



North America



Western Europe



Source: eMarketer, March 2020

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