

Why Procter & Gamble Wants to Upend the Upfronts

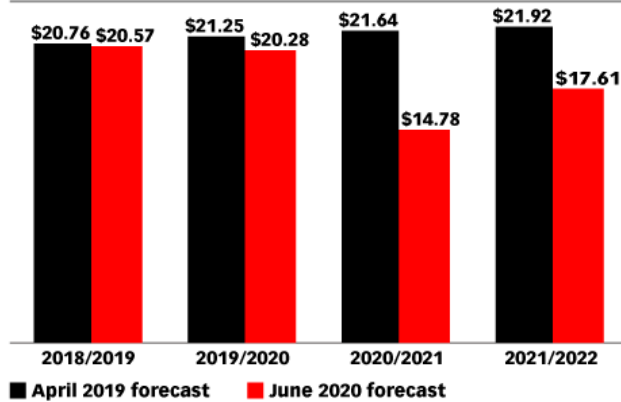
AUDIO |

Nicole Perrin, Andrew Lipsman and Ross Benes

Traditionally, advertisers make big spending commitments to get the best deal on TV inventory. eMarketer principal analyst at Insider Intelligence Nicole Perrin speaks with fellow principal analyst Andrew Lipsman, senior analyst Ross Benes, and forecasting analyst Eric Haggstrom about why Procter & Gamble's chief brand officer Marc Pritchard thinks marketers don't benefit from this arrangement as much as those on the sell side do. They also talk about what's going on at Quibi, Apple TV+, and The Walt Disney Co.

How Has the US Upfront TV* Ad Spending Forecast Changed?

billions, 2018-2022



Note: includes TV ad spending resulting from the national primetime TV upfronts; includes broadcast networks and cable channels; *includes digital

Source: eMarketer, June 2020

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