

## Digital Advertising: Incl Impact of COVID-19 - US - September 2020

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“There is an industry adage that says, 'In good times you want to advertise, in bad times you must advertise.' Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving forward.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the digital advertising market
- Key players and business strategies in today's digital advertising space
- Increasing digital consumption among consumers
- Attitudes toward digital advertising and digital ad behaviors

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Impact of COVID-19 on digital advertising

Figure 9: Short-, medium- and long-term impact of COVID-19 on advertising, August 2020

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Mass pullback in advertising due to overall market uncertainty

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5G developments could bring more connectivity on-the-go

Click fraud continues to concern digital industry

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2020 Election should generate significant ad spend

Programmatic digital video ads should boost video ad segment

Social media offers low-cost advertising from organic fans and influencers

High-volume streamers could spur revenue for ad-supported services

Unsold digital video inventory needs to be accessed

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## Companies and Brands – Key Takeaways

Google Search generated nearly \$100 billion in 2019

Facebook flourishes despite widespread boycotts

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Twitter stops accepting political ads  
TikTok faces potential ban in US  
Spotify makes major push to podcasting  
Comcast's internal ad operations look to leverage vertical integrations  
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Inefficient ad targeting leaves room for improvement  
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Ad fatigue could alienate potential customers  
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Abbreviations

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