

Media Channel Trends: What Lies Ahead

10.01.2026

SETTING THE STAGE FOR 2027 AND BEYOND

Media and Commerce Are Converging Around the Consumer

Media
convergence is
one of the
defining
marketing
stories of 2026



Consumers
continue to
evolve / adapt
faster than
Brands &
Agencies

Meet Your Presenters



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*Vice President,
Research*



Lisa Rothmiller
*Senior Director,
Network, OTT*



Joyclyn Faust
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Local Broadcast*



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Influencer*



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Search*



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Eve Vitale
*Vice President,
Programmatic*



Dan DeLozier
*Associate VP,
Digital Strategy*



Google
Premier
Partner



META
Certified
Company



The Trade Desk
Premier
Partner



IAB
Agency
Member



Impact.com
Certified
Agency



WBENC
Certified
Company



LinkedIn
Ads
Certified

01 CHANNEL CONVERGENCE

02 VIDEO

03 AUDIO

04 SOCIAL

05 INFLUENCER

06 SEARCH

07 OOH

08 FUTURE OF ACTIVATION

09 MEASUREMENT EVOLUTION

10 CLOSING THOUGHTS

Consumers Don't Consciously Move Between Channels — They Follow Content



They move seamlessly across screens, formats, and platforms - often in a single sitting



People rarely categorize content sources as 'TV,' 'social,' 'audio,' or 'retail' anymore — they just consume



One piece of content now lives in multiple locations - simultaneously



The TV Is Becoming the Checkout Counter



Streaming ads now let viewers scan, add to cart, and buy without leaving the screen



Walmart Connect, Amazon Ads, and Instacart fuse shopper data with CTV inventory



The living room TV is becoming a genuine point-of-sale (POS) device

The line between advertising, commerce, and entertainment is blurring more-and-more

Podcasts Have Gone Multichannel

ONE RECORDING. EVERY SCREEN

A connected, screen-saturated audience moves fluidly between listening and watching.

FORMAT

Full Podcast



PLATFORM

YouTube

A leading podcast platform

FORMAT

Audio Feed



PLATFORM

Spotify

Classic listening on demand

FORMAT

30-sec Clips



PLATFORM

TikTok

Where discovery happens

FORMAT

Quote Cards



PLATFORM

LinkedIn

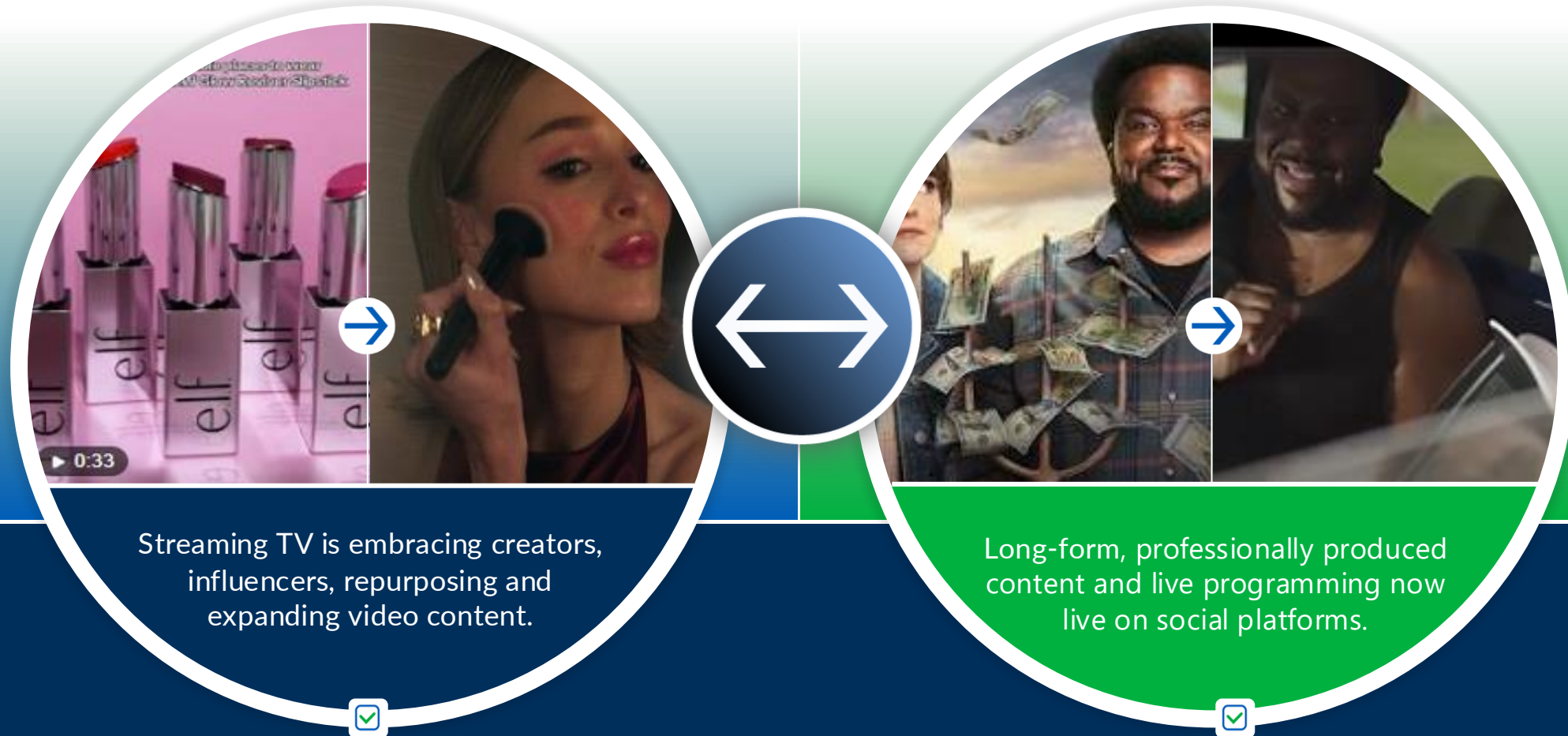
Professional reach & shares

- ✓ Consumers move fluidly between listening and watching, screen to screen.
- ✓ YouTube is now a leading podcast platform — not just a video discovery app.
- ✓ Content discovery increasingly happens through short-form clips, not podcast apps.
- ✓ One recording becomes a **full show**, an **audio feed**, teaser **clips**, and/or **quote cards**.

Social and TV Are Becoming Indistinguishable

Social → TV. e.l.f. cosmetics

TV → Social. Peacock / Killing It



Social-first creative is routinely repurposed for connected TV.

Audiences expect the same style across every screen.

Retailers Are Becoming Media Empires

COMMERCE → MEDIA



EVERYONE SELLS MEDIA NOW

Amazon, Walmart, Target, Instacart & Kroger all sell media inventory



FROM CHANNEL TO ECOSYSTEM

Retail media is evolving into a full, self-contained media ecosystem



FULL MEDIA CAPABILITIES

Streaming video, audience targeting, sponsorships, influencers & measurement.

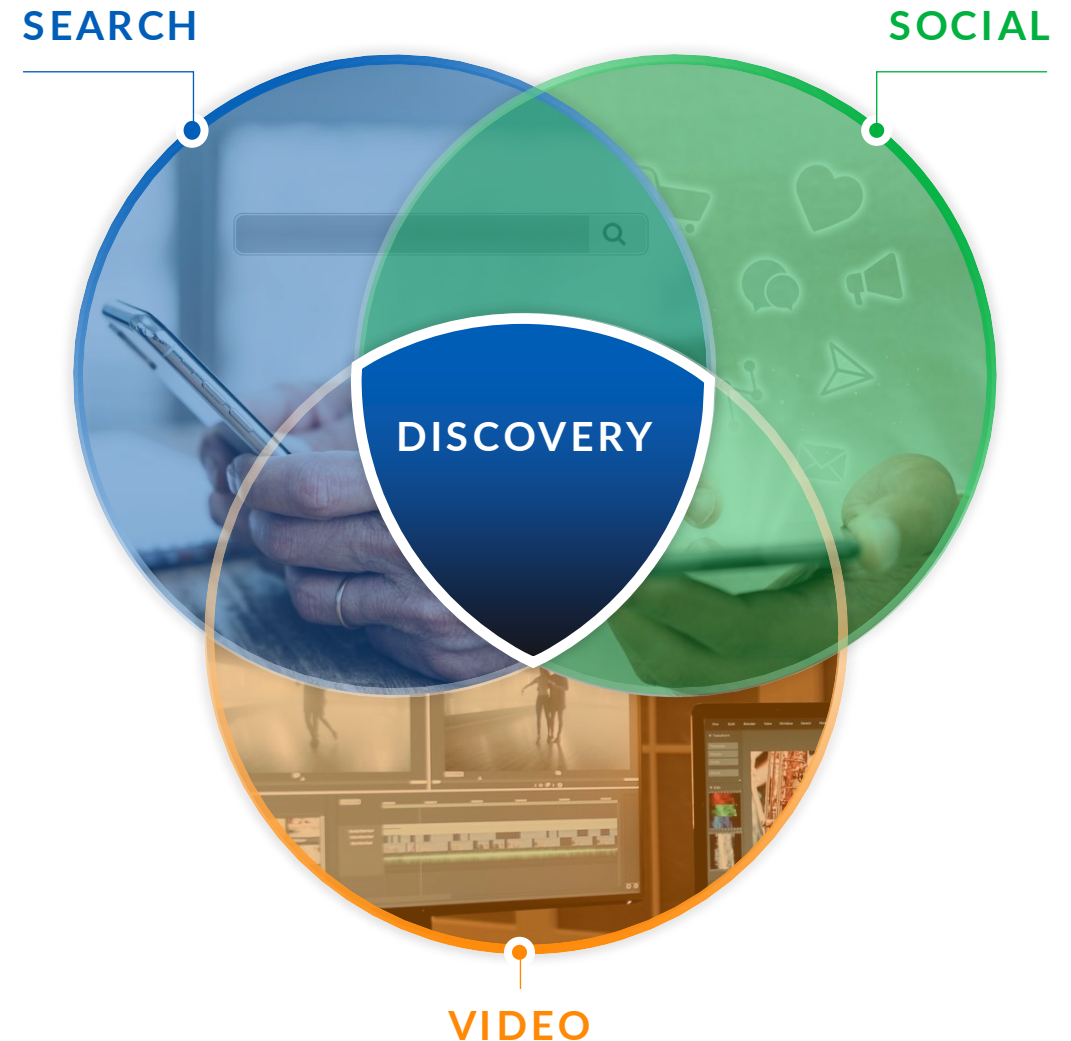


COMPETING FOR BIGGER BUDGETS

Retail budgets now compete against TV and digital video — not just shopper marketing.

Search and Social Are Becoming One Discovery Engine

- ✓ Consumers discover products on TikTok, YouTube, Instagram, and Reddit — not just search engines
- ✓ Social platforms increasingly behave like search engines
- ✓ Search results now surface video, and AI answers pull from creator content
- ✓ The wall between search marketing and social marketing is crumbling



Commerce, Video, and Creators Are Everywhere

COMMERCE

EVERYWHERE

→ Retail media, CTV, shopping, payments, and attribution merge into one.



VIDEO

EVERYWHERE

→ Podcasts, streaming, social, and creators become one screen question.



CREATORS

EVERYWHERE

→ Creators are media, inventory, talent, and commerce all at once.



The question shifts from “what platform” to “what screen”

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Key Video Landscape Themes



O1

Video has
become 1
ecosystem



O2

Live and
local remain
essential



O3

Precision
is refining
broad buying

Video Has Become One Ecosystem

THE SHIFT

FROM

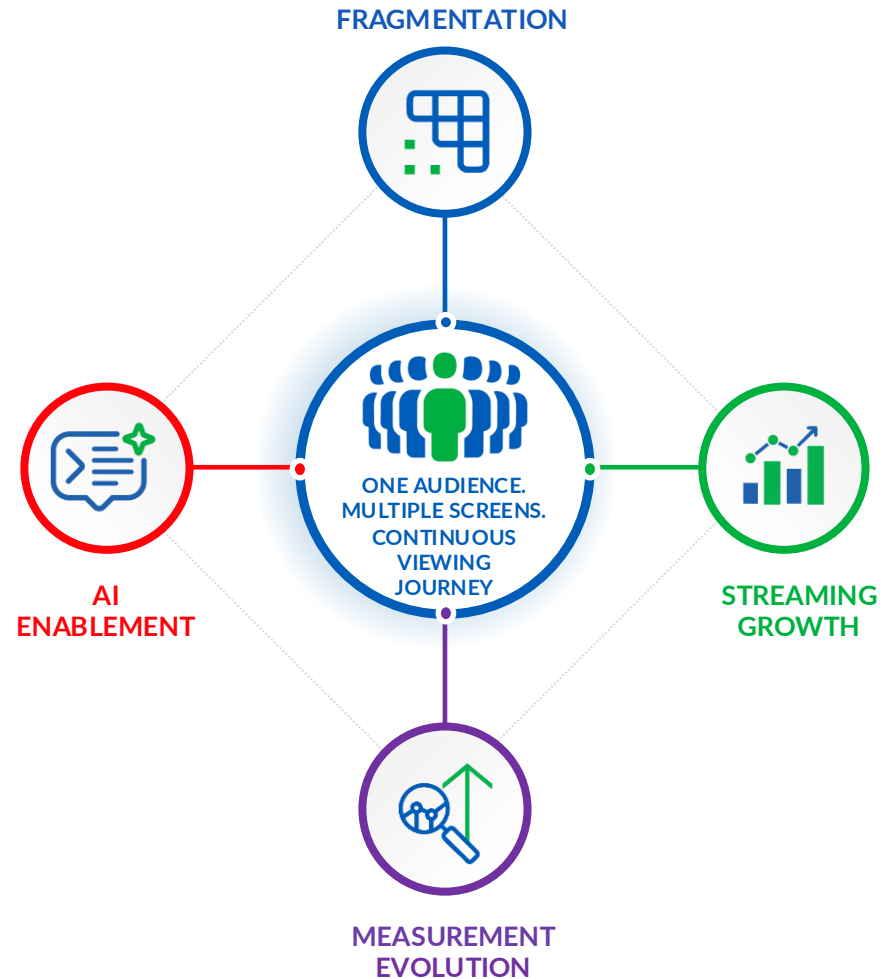
Channel-first planning

- ☒ Linear TV
- ☒ OTT/Streaming
- ☒ FAST
- ☒ YouTube

TO

Audience-first video ecosystems

- ☒ One strategy/ Multiple environments



LOOKING AHEAD

Consumers aren't choosing one platform—they're using all of them.

Live and Local Still Command Attention and Trust

WHY IT STILL MATTERS

Sports/ Tentpoles

News/ Weather

Politics

EMERGING TRENDS

01

Sports rights → increased fragmentation

02

Local TV → remains a trusted source

03

Political → continues inventory pressure

LOOKING AHEAD

Plan LIVE and LOCAL as a connected ecosystem across MULTIPLE touchpoints.

THE DATA

\$20B+

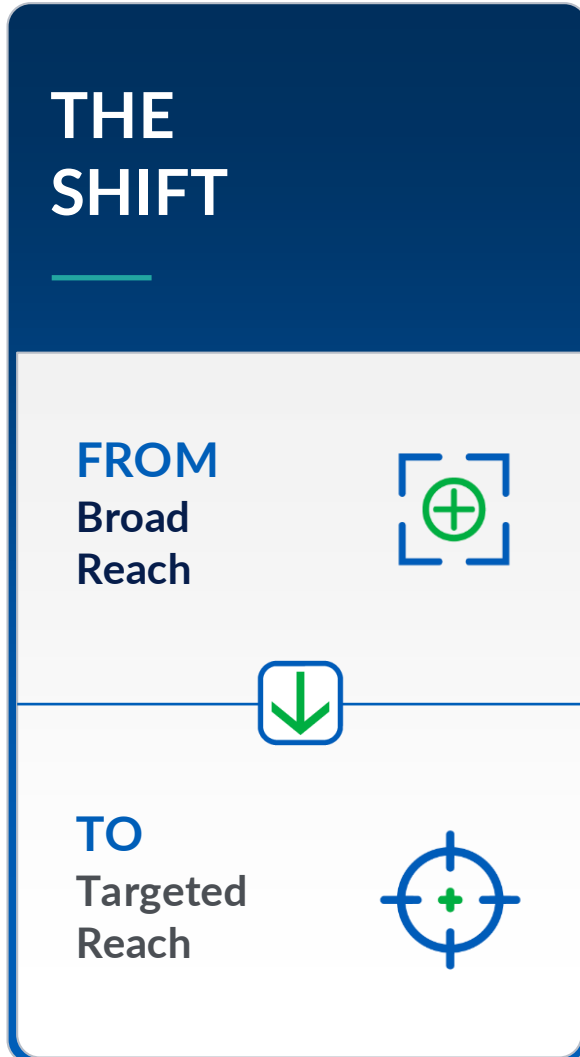
US sports converged TV ad spending forecast for 2027 *

2/3

of U.S. adults say they get news from their local TV station +

EMARKETER, May 2026 * | Pew Research Center, Local News Fact Sheet, April 2026+

Precision Is Refining Broad Buying



LOOKING AHEAD

The future of video planning

reaching the right audience vs. buying the right program.

THE DATA

48% 	72% 
Share of TV usage is attributed to Streaming.+	of consumers say ads are more relevant when they are specific to their local area.*

How Brands Can Act On These Trends

Unified Video Approach



One audience, using cross-platform measurement to control reach, frequency, and outcomes

Live & Local Remain Essential



Tap local and political expertise, live sports, and integrated opportunities to reach engaged, high-attention audiences

Precision Buying Is Here



Lead with audience-first planning, geo-targeting, and attribution partnerships to sharpen targeting and prove impact

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Key Audio Landscape Themes



O1

Convergence –
*seamless experience;
connected system*



O2

Podcasts –
not slowing down yet!

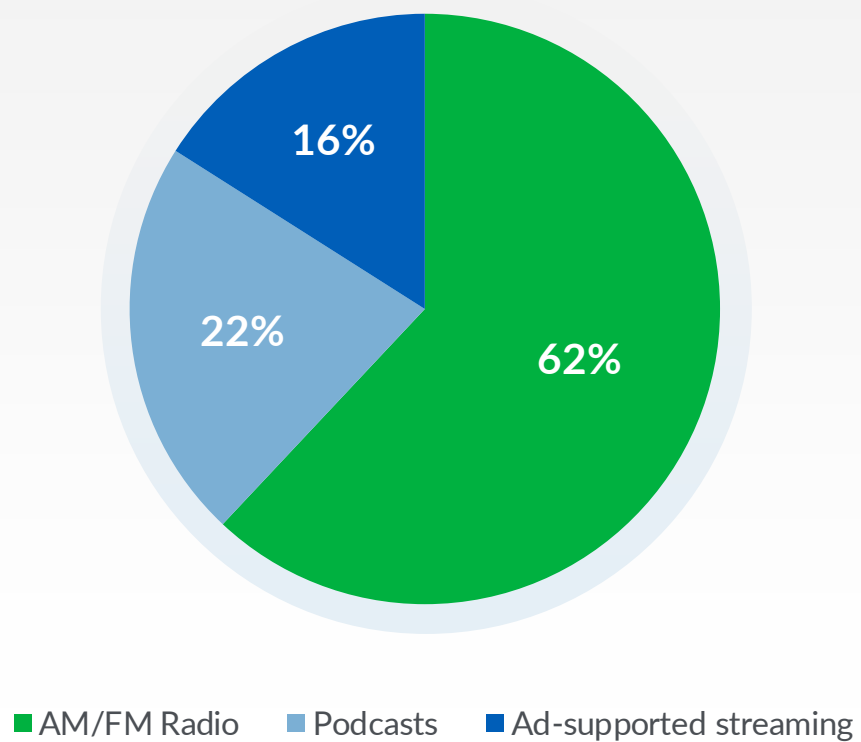


O3

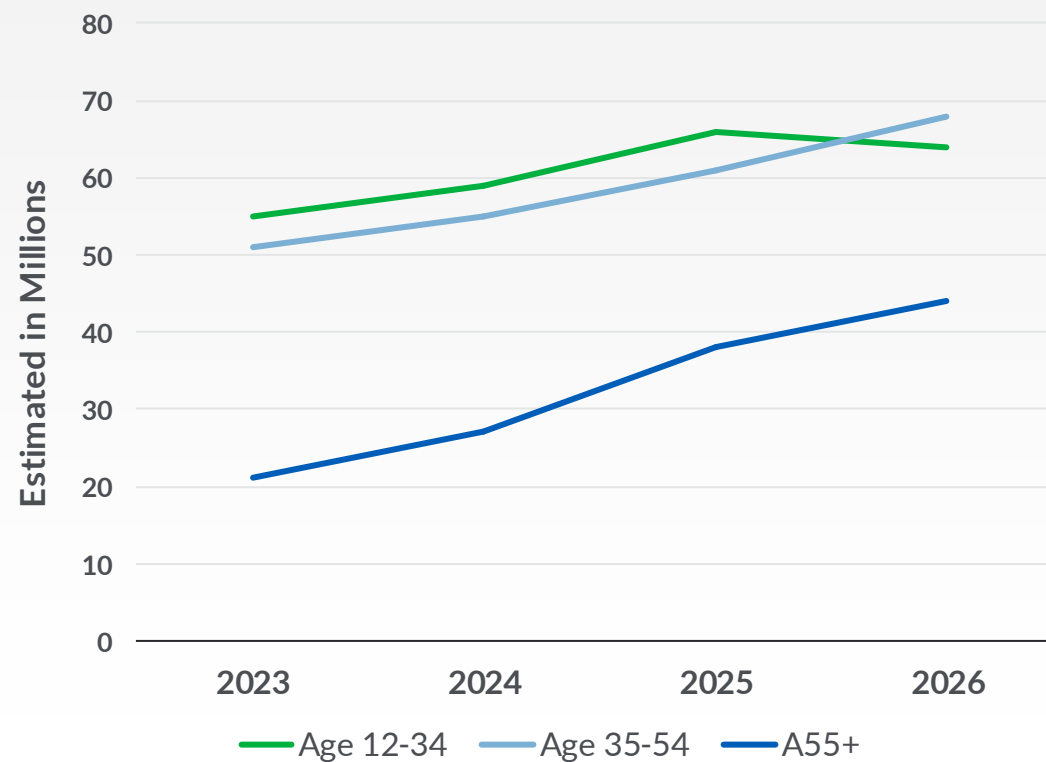
AI discovery & creation
- authenticity matters

Radio Remains Dominant as Podcast Listening Grows

Share of Ad-Supported Audio: A18+



Monthly Podcast Consumption By Demo



Source: Edison share of ear 2Q26

Audio Is Now a Connected, More Measurable Ecosystem



Beyond Radio

Broadcast companies extending into streaming platforms & podcasts



SiriusXM & Audacy Partnership

Brings 42 local news, talk and sports stations to subscribers



Trusted foundation

Radio remains the source for real time news, sports, traffic, weather and community updates



Better attribution

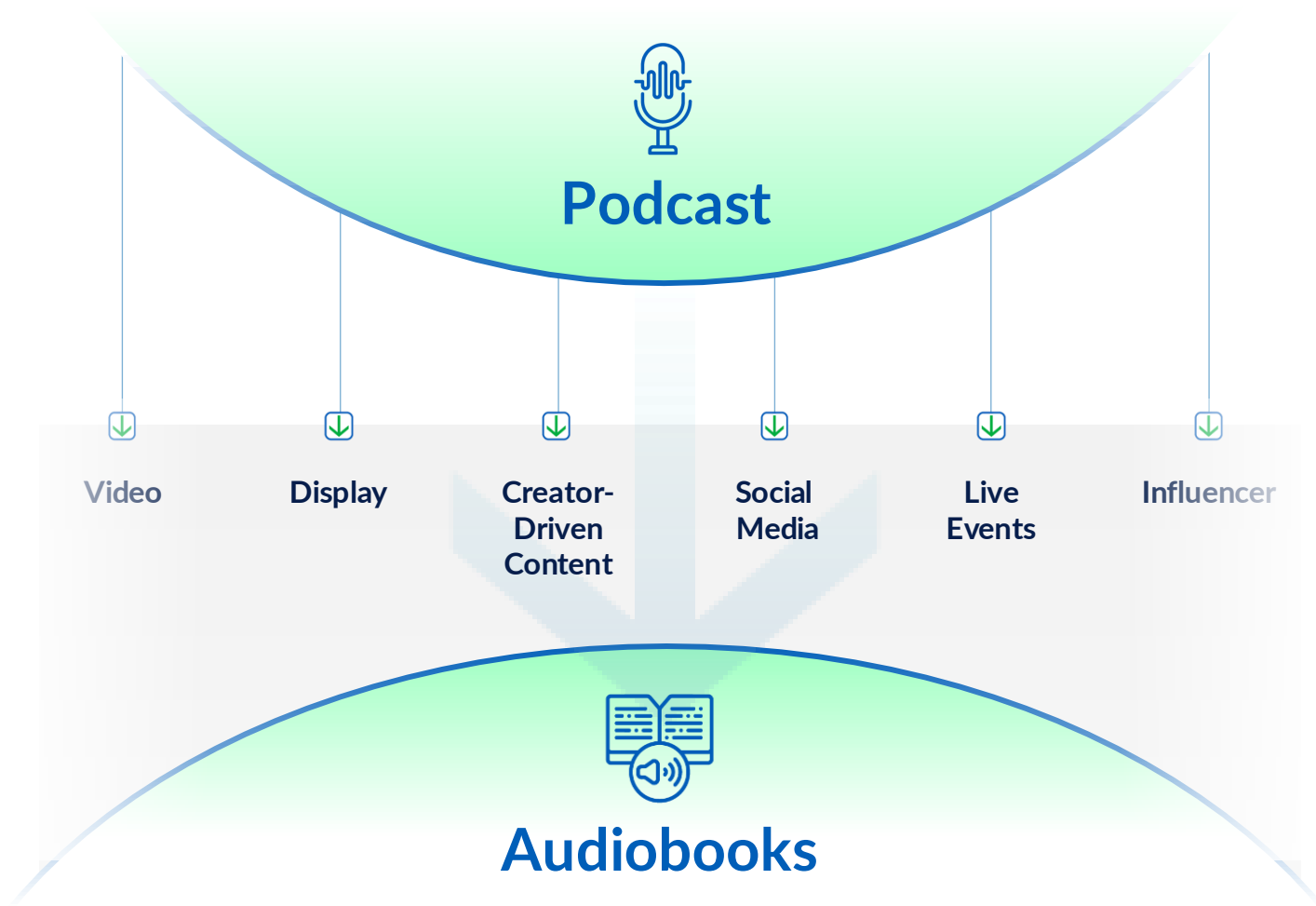
Digital like precision comes to terrestrial radio



Goes everywhere

Multi-tasking takes audio where other channels cannot follow

Podcasts Extend Far Beyond the Audio Feed



BRANDS NEED TO



Think beyond audio

- ✓ Extend investment across other touchpoints

Follow the audience

- ✓ Video keeps listeners longer
- ✓ Audiobooks are next to monetize

Build real relationships

- ✓ Hosts offer credibility and deeper engagement

AI Personalizes Audio, but Human Voices Build Trust

AI Powered Personalization for listeners

- ✓ Playlists
- ✓ Content Discovery
- ✓ News
- ✓ Audiobook suggestions



**AI Enhances
Audio, Human
Voices Build
Trust**

AI created content for brands

- ✓ AI-assistant scripts
- ✓ Background music
- ✓ Sound effects
- ✓ Realistic voices

How Brands Can Act on These Trends

Plan around the audience



- ✓ Buy holistically; not by channel
- ✓ Radio, streaming and podcasts work best together
- ✓ Use audio measurement tools as they exist now



Full-funnel approach

Keep the human connection



- ✓ DJs are the original influencers
- ✓ Podcasters strengthen trust
- ✓ Lean into authentic host read messages



Build Trust

Test & Expand Audio



- ✓ Test complimentary channels to boost reach
- ✓ Strengthen existing audio campaigns
- ✓ Say yes to audiobooks ads



Adopt Early

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Key Social Landscape Themes



O1

**The AI-Influenced
New Creative
Roadmap**



O2

**Social is Search
and Search is
Social**



O3

**Only Advertisers
See Walled
Gardens**

Platform AI Rewards Fresh, Differentiated, Authentic Creative

Advertisers should follow 3 principles for paid social creative planning going forward

Creative Velocity

- ✓ Volume of truly differentiated assets is now a lever to meaningfully lower CPMs and CPAs.
- ✓ Consider 3rd party integrations for velocity.

Creative as Targeting

- ✓ Creative quality is driving performance more than audience selection.
- ✓ AI-optimized delivery systems are intended to deliver user value and creative is their focus.

Authenticity Paired w/ Brand

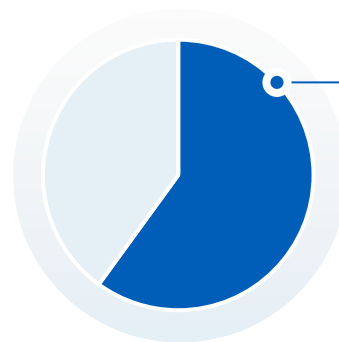
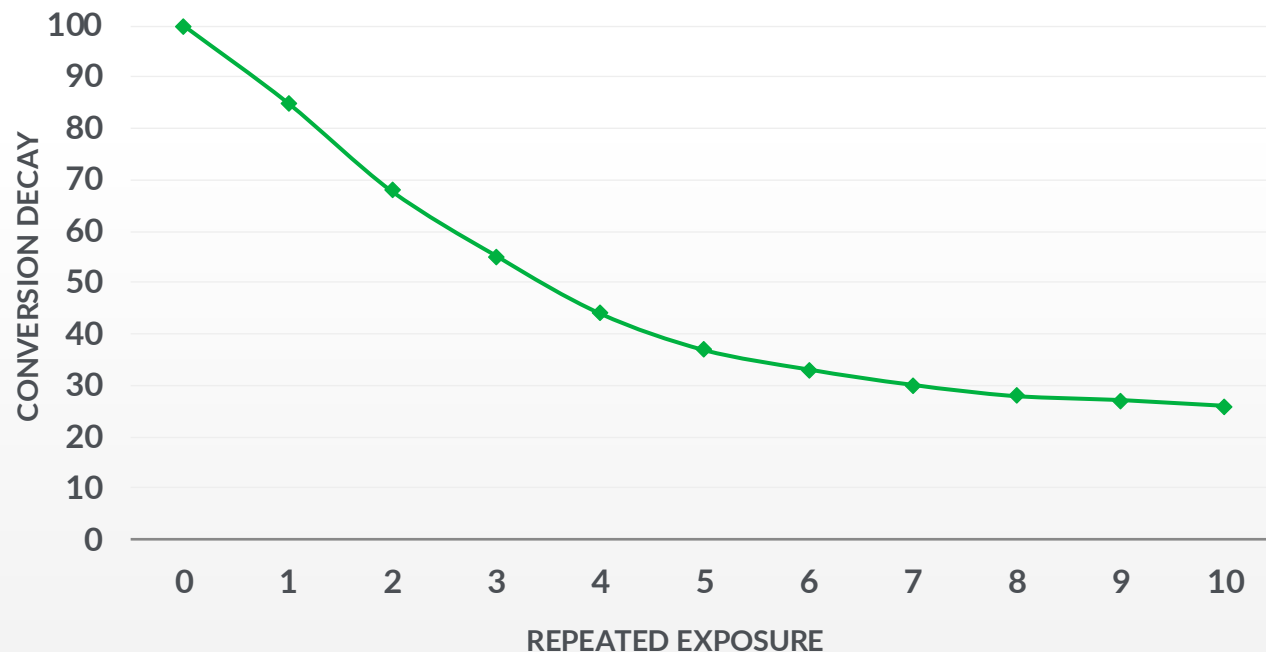
- ✓ Native, authentic, less-polished content continues to outperform traditionally “branded” executions.
- ✓ The challenge is blending that authenticity with brand consistency at scale, not choosing one over the other.

Creative Fatigue Rapidly Erodes Conversion Performance

At four repeat exposures, likely conversion decreases by about 60%.

This means there is a significant opportunity for fresh creative and to reach new audiences

Source: Facebook Marketing Research - 2026



60%

average drop in
conversion rate
after four repeated
exposures

Social Now Shapes Discovery and Decisions

~1B/DAY

searches on TikTok
(40% YoY growth)

80B/MO

searches on Pinterest —
users increasingly treat it as
a visual search engine (up
from ~5B/mo in 2021)

**GROWING
INFLUENCE**

Reddit is both a major driver of
external (Google and AI) search
results and a native search
destination in its own right

Why This Matters

Discovery and decision-making now happen **inside social feeds**, not just on Google — the classic “search then click” funnel is only part of the picture

Platform choice for research varies by **category and generation**: Pinterest skews planning/shopping intent, TikTok skews discovery/entertainment-to-purchase, Reddit skews research/validation before a decision

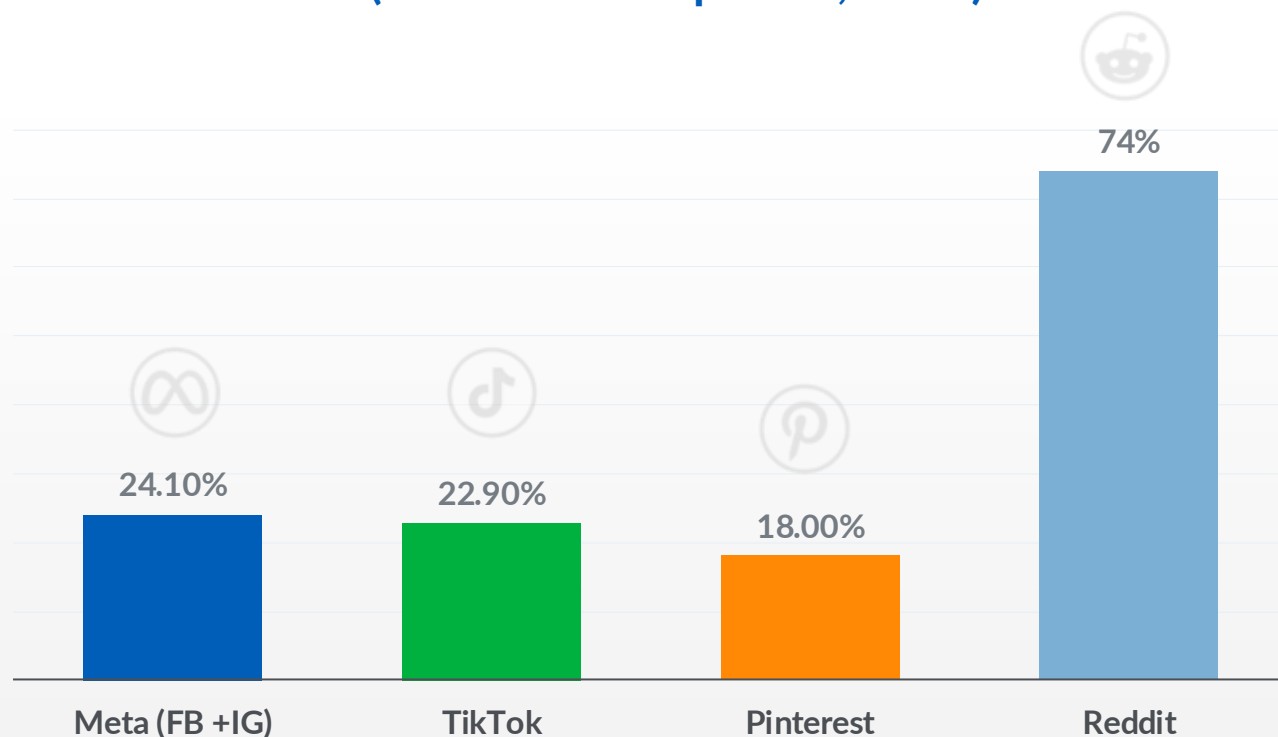
Measurement and SEO/content strategy **need to follow the consumer**, not just the media plan — being findable and credible inside these platforms is becoming its own discipline

Consumers Cross Platforms Before They Decide

PLATFORM	USER MINDSET	CONTENT THAT WINS	FUNNEL ROLE	PRIORITY
TikTok	Key moments. Casual search. Product details.	Creator-led moments	DISCOVERY	High
Instagram	Aspirational. Inspiration.	Reels, carousels, saved-for-later content	CONSIDERATION	High
Reddit	Active research. "What's the real answer?"	Industry-specific, expertise, local city subs, sponsored AMAs	CONSIDERATION	Opportunity
Pinterest	Planning-phase. 3 weeks ahead of buying.	Planning and organizing and inspiration	DISCOVERY	Medium
YouTube	Long-tail "how to" queries off Google.	Pre-roll on how-to's-; Shorts for awareness	CONVERSION	Medium
Nextdoor	Hyper-local, neighbor recommendations.	Local business posts, promo offers, community ads	CONVERSION	Opportunity

The Social Platform Mix Is Shifting

YoY revenue growth by platform
(most recent reported, 2026)



Sources: eMarketer/Marketing Dive (Meta); eMarketer Mar. 2026 US forecast (TikTok);
Reddit & Pinterest Q1 2026 earnings. Mixed global/US bases — directional, not apples-to-apples.

- ✓ Reddit's ad revenue grew 74% YoY in Q1 2026 — still under 1% of total global social ad spend, meaning real runway left
- ✓ Pinterest revenue crossed \$1.01B in Q1 2026 (+18% YoY), with MAU hitting a record 631M
- ✓ Meta (FB + IG combined) is forecast to pass Google in global ad revenue for the first time this year
- ✓ TikTok's US ad revenue growth is still solid (+22.9% YoY) but decelerating relative to its historical pace

How Brands Can Act on These Trends

Creative Roadmap



- ✓ Creative velocity is key to drive performance. True differentiation is necessary. Focus production efforts on short-form video.

Social is Search and Search is Social



- ✓ The entire purchase journey – from first impression to last click – can be contained inside the social ecosystem
- ✓ Social fits into media plan as lower-funnel performance driver and an upper-funnel hedge to enhance discovery.

Consumer Journey is Seamless



- ✓ Facebook, TikTok, Instagram, and Pinterest all get checked before a single decision – advertisers must diversify platforms, objectives, and creative to capture and spark intent

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Key Influencer Landscape Themes



O1

AI Delivers
Answers;
Authenticity
Drives Consumer
Decisions



O2

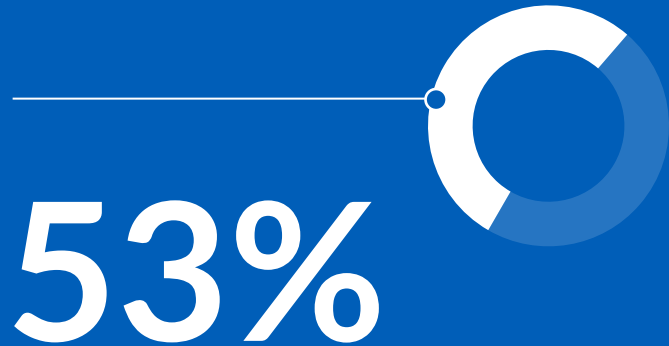
UGC and
Brand Creative
Together Maximize
Performance on
Meta, YouTube,
TikTok & More



O3

Leveraging a
Measurement
Framework Enables
Influencer to Fit
Into Media Plans
Seamlessly

Trust Becomes More Valuable in an AI World



of consumers distrust or lack confidence in the reliability and impartiality of AI-driven answers...

but creator content generates trust in these answers.



AI Pulls from Sources Beyond Brands and Publishers



Creator Content Influences AI Results



Authentic Voices Make AI Recommendations Feel Credible

AI Narrows the Options, but ‘Real People’ Close the Decision

Consumers trust AI enough to research — but not enough to decide. That gap is where creators win.

STEP 1 – AI

The filter, not the answer

Consumers use AI to quickly narrow options — asking for product comparisons, category overviews, and shortlists. It's fast, useful, and impersonal.

ONLY
20%

fully trust AI to decide

THE
TRUST
GAP

STEP 2 – HUMAN

The reassurance that closes it

Before committing, consumers seek a real voice — a creator, reviewer, friend, or community member whose opinion they've come to trust over time.

59% of consumers would purchase from a creator recommendation and 22% would within 24 hours of discovery (Statista, 2026)

Traditional Creative Alone Is No Longer Enough

⇒ Scroll-Past Risk

Polished ads are easy to skip right past



⇒ Creative Fatigue

Underperforming, plateauing, and outdated against current social best practices



⇒ Creative Access Gap

No access to fresh assets to support ongoing campaigns



⇒ Rising Media Costs

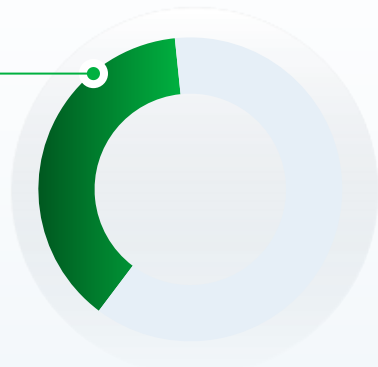
CPMs climbing, squeezing performance budgets



Creative Differentiation Expands Reach and Improves Efficiency

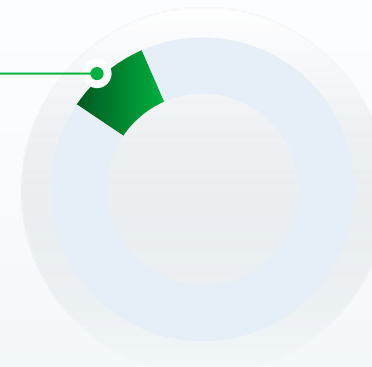
32%

improvement
in CPA



9%

increase in
incremental reach



Examples of Differentiation



Product
and
People



Polished
and
Lo-Fi



Hero
Product and
Multi-Product



Static
and
Video



Concept
and
Message



Creator
Diversity

Source: Meta Creative Guide 2026

Brand Content and UGC Perform Better Together



Brand content drives reach. UGC drives trust. Together, they win — even in an AI-powered world.

Successful Creator Programs Start With Measurement

Creator ad spend is projected to surpass **40 billion** in 2026, but measuring creator performance is the **#1** roadblock for **32%** of brands.



Common Challenges

Measurement is treated as an afterthought rather than incorporated from the start.

Campaign strategy is **built for awareness** but **gets evaluated on sales** – mismatched goals muddy results.

Platform inconsistencies and ever-changing algorithms make **cross-channel comparison unreliable**.



Best Practices

Lock in KPIs **pre-briefing** to guide smarter creator selection and goals up front.

Align content & goals to funnel stage. **Awareness** = reach, impressions. **Conversion** = engagements, clicks, sales.

Own the data: build internal benchmarks, standardize cross-platform definitions, and track performance vs. prior.

Measurement Must Shape Influencer Strategy From Day One

01

Set Goals Upfront

QUANTITATIVE:
Reach, engagement rate, conversions, sales

Define all funnel objectives before creator briefing so that **goals drive creator selection, content strategy, and measurement.**

02

Take a Holistic Approach

QUANTITATIVE:
Brand lift, SOV, creator quality

Pair quantitative data with qualitative signals for a complete ROI picture, avoiding reliance on one metric to tell the full story.

03

Standardize Internally

PROCESS:
Consistent metrics across all teams

Align all teams, platforms, and partners on the same definitions, avoiding distortion of comparisons over time.

04

Measure from Day One

TIMING:
Built in pre-launch

Treat measurement as a campaign input, not an output. Brands that own their data build a durable competitive advantage.

05

Pre-Plan Content Usage

TIMING:
Built in pre-launch

Incorporate creator assets into your content mix preemptively to get the most out of content and improve existing paid media campaigns.

How Brands Can Act on These Trends

Use Authentic Voices to Validate AI



- ✓ Protect your brand's authenticity; drive trust and response through creator voices.

Generate Creator Content to Enhance Performance



- ✓ Utilize those same creator voices to impact performance in other channels.

Build In Measurement Strategies from the Start



- ✓ Stay ahead of the shifting environment and align on goals from the start to best understand the value your influencer campaigns are delivering.

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Key Search Landscape Themes



O1

**AI Answers
Are Reshaping
Search Visibility**



O2

**Agents
Start
Buying**



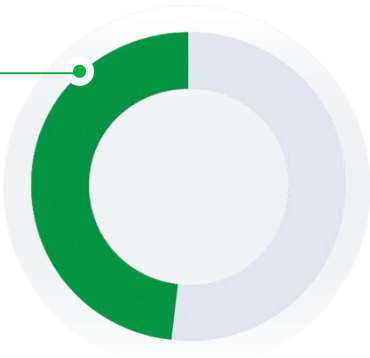
O3

**Search
Measurement
Evolves**

AI Answers Are Reshaping Traditional Results

48

AI Overviews appear in search queries



ORGANIC CLICK-THROUGH RATE

Without an AI Overview



CHANGES TO SEARCH

AI Mode, now reaching 75M daily active users, and AI Overviews are changing how users discover and engage with search results.

With an AI Overview present



THE DIFFERENCE

58% fewer clicks to organic results when an AI Overview is present.

OLD WAY

Paid Results



Featured Snippet



Organic Results



People Also Ask

THE NEW RESULTS PAGE

AI Overview



Paid Results



Organic Results



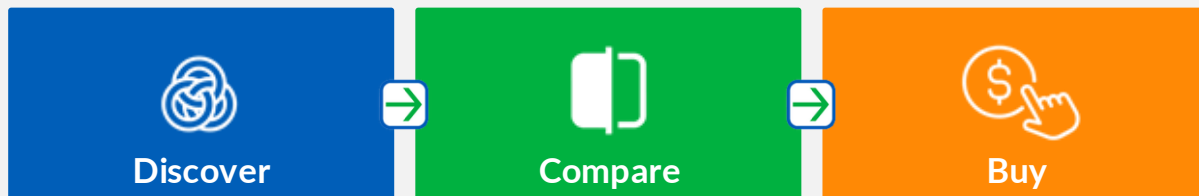
Local Pack



People Also Ask

AI Agents Are Compressing the Purchase Journey

ORGANIC CLICK-THROUGH RATE



ALL THREE STEPS INCREASINGLY HANDLED BY A SINGLE AI AGENT

\$3-5T

projected global agentic-commerce revenue by 2030, as chatbots move from answering to transacting.

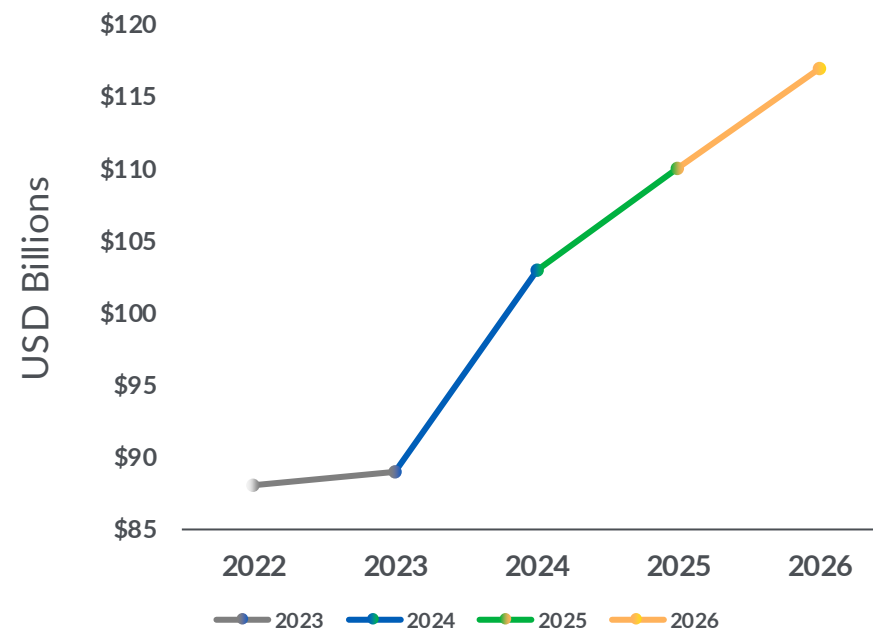
Source: McKinsey; Salesforce (2026)

~50M

shopping queries handled by ChatGPT every day

Source: OpenAI (2026)

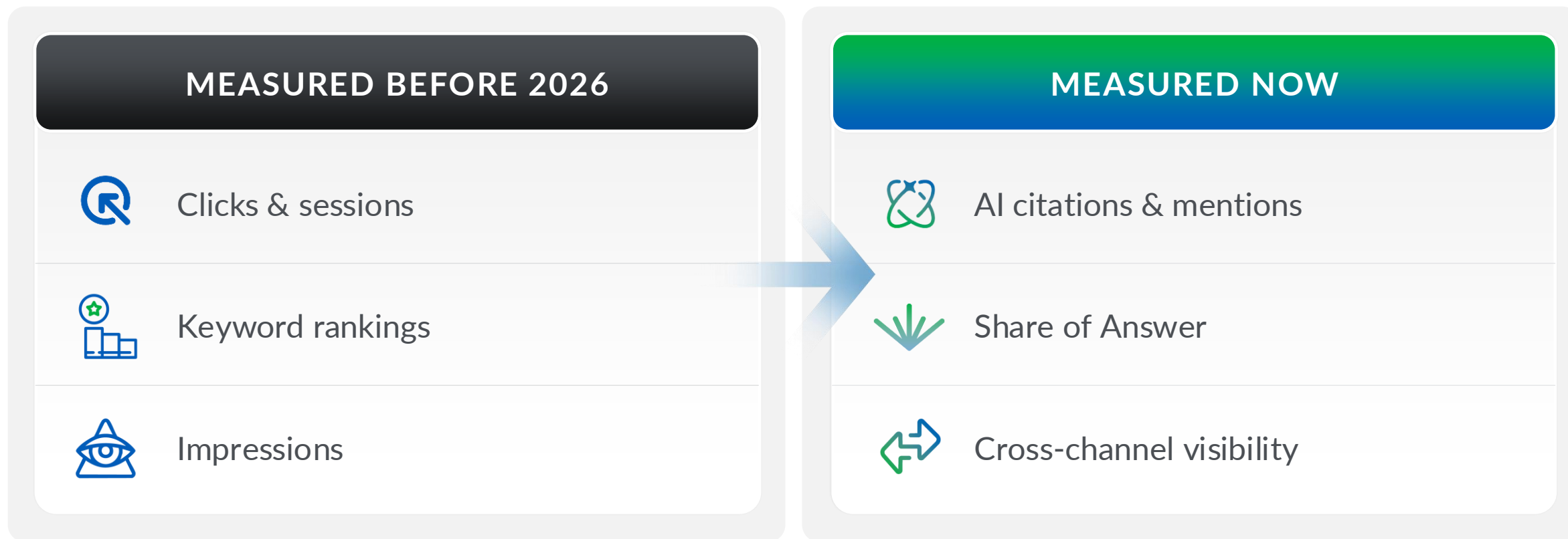
U.S. SEARCH AD SPEND GROWTH (2023-2026)



Brands will increasingly need to market to machines before they market to people — via product feeds, structured data, and merchant strategies.

Sources: AI Overviews Reduce Clicks by 58%, Ahrefs, Feb 2026; SEO After AI Overviews: Complete Strategy Guide 2026, DigitalApplied, Apr 2026

Measurement Shifts From Clicks to Visibility



25%



projected decline in traditional search-engine query volume as AI-mediated discovery scales — pushing brands to track “Share of Answer,” not just rank, as the KPI that matters.

Search Discovery Fragments for 2027

SEARCH MINI-APPS



- ✓ AI Interactive Search tools bypass traditional website journeys.

(Google; News from Google, 2026)

AI CHATBOTS



- ✓ ChatGPT reaches 900M weekly users, but growing competition means no single AI platform can be optimized alone.

(Backlinko; Conductor via Hendry.ai, 2026)

VOICE SEARCH



- ✓ Voice discovery is expanding, driven by 39% smart speaker adoption and 1B+ monthly searches.

(Edison Research, The Infinite Dial 2026; Synup)

How Brands Can Act on These Trends

Unifying Search Channels



- ✓ Integrating SEO, SEM, and AEO for a wholistic understanding of AI performance

AI Discovery Monitoring



- ✓ Tracking brand presence and citation visibility across LLM platforms

Optimize for AI Discovery



- ✓ Improve content structure while utilizing structured data

Testing AI Search Advertising



- ✓ Expand SEM through AI-powered search products and visibility

Programs We are Utilizing For AI Visibility



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Key Out of Home Landscape Themes

O1



OOH moves
from exposure
to measurable
outcomes

O2



Audience
data is reshaping
how OOH is
planned

O3



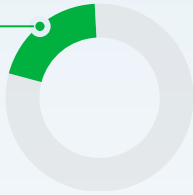
OOH is
moving closer
to moments
of action

OOH Is Moving From Exposure to Outcomes

2x↑

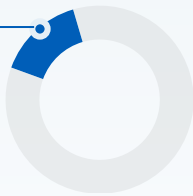
the median
performance lift of
CTV / Linear TV

20%



the median lift
in in-person
outcomes

14%



the median
lift in digital
outcomes

PLANNING IMPLICATIONS

Plan OOH against business outcomes

Success can increasingly be measured
beyond reach & impressions

Store Visits

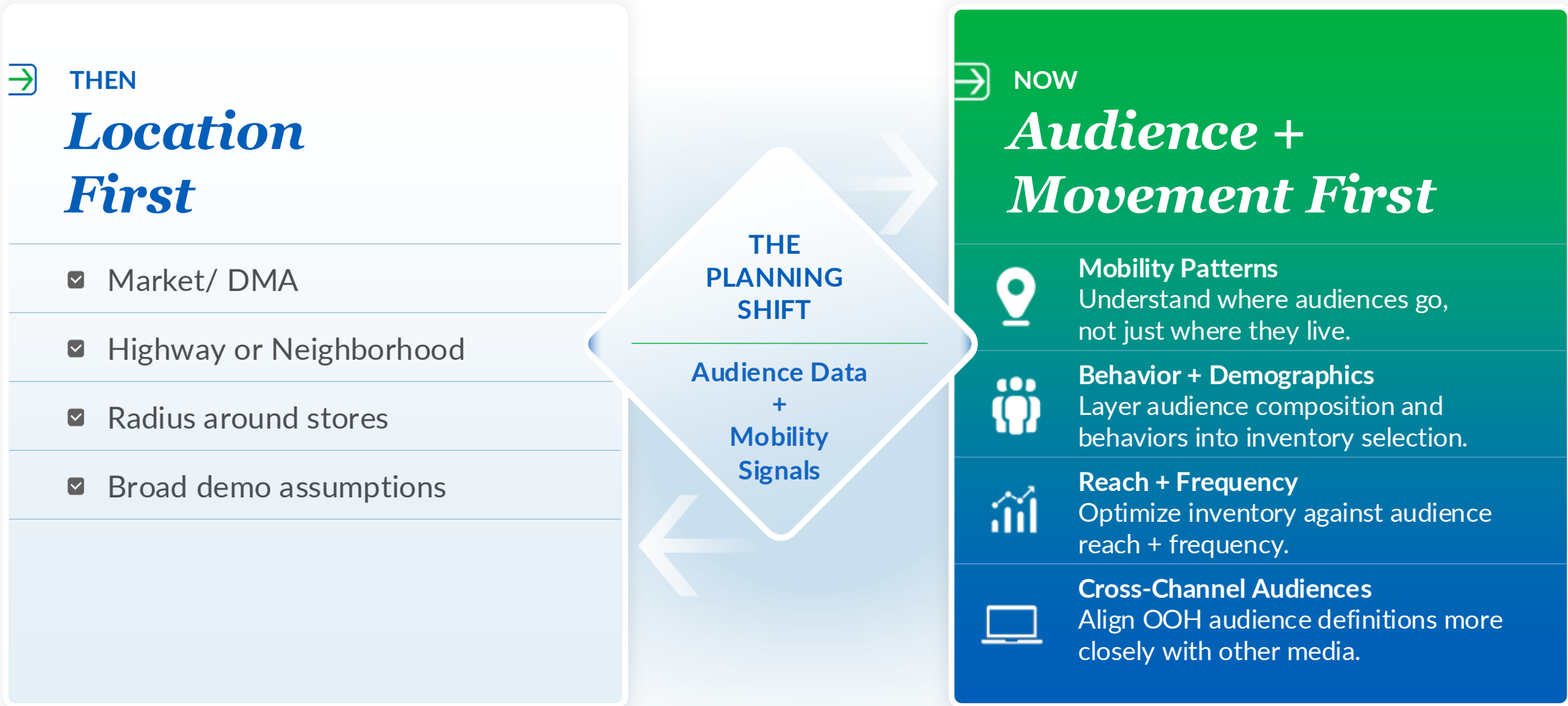
Website / Search

Sales / Conversions

Brand Lift

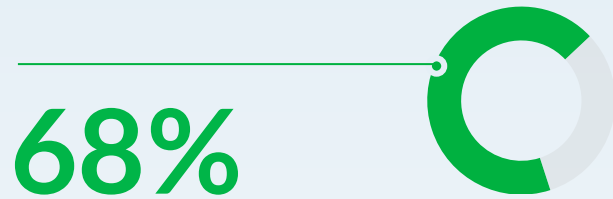
Source: OAAA + Kochava, "OOH – A Valuable Performance Medium," May 2026.

Audience Movement Is Replacing Radius-Based Planning

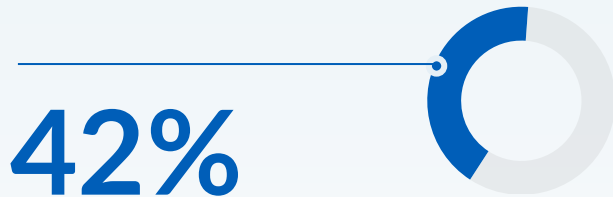


Source: Geopath audience methodology; OAAA/Geopath next-generation audience measurement initiative, 2026.

OOH is Moving Closer to the Moment of Decision



notice OOH on the way to a retail store



say OOH impacts their in-store purchase decisions



RIGHT PLACE

Near stores, competitors, retail corridors and high-intent destinations



RIGHT TIME

Daypart, weather, events and other real-world triggers



RIGHT MESSAGE

Dynamic creative, offers, directions and product cues make OOH more actionable

Source: OAAA + Kochava, "OOH – A Valuable Performance Medium," May 2026.

How Brands Can Act on These Trends

Plan around the audience



- ✓ Use shared audience signals across channels
- ✓ Layer mobility, location & behavior
- ✓ Move beyond radius-based planning



Build a Connected Plan

Activate with Flexibility



- ✓ Blend direct + programmatic OOH
- ✓ Use dynamic + contextual signals
- ✓ Match buying approach to the opportunity



Be More Responsive

Measure The Impact



- ✓ Connect OOH exposure to outcomes
- ✓ Measure visitation and incremental lift
- ✓ Evaluate OOH alongside other channels



Prove OOH's Role

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10 CLOSING THOUGHTS

Key Overarching Activation Landscape Themes



O1

Supply is
Becoming More
Curated



O2

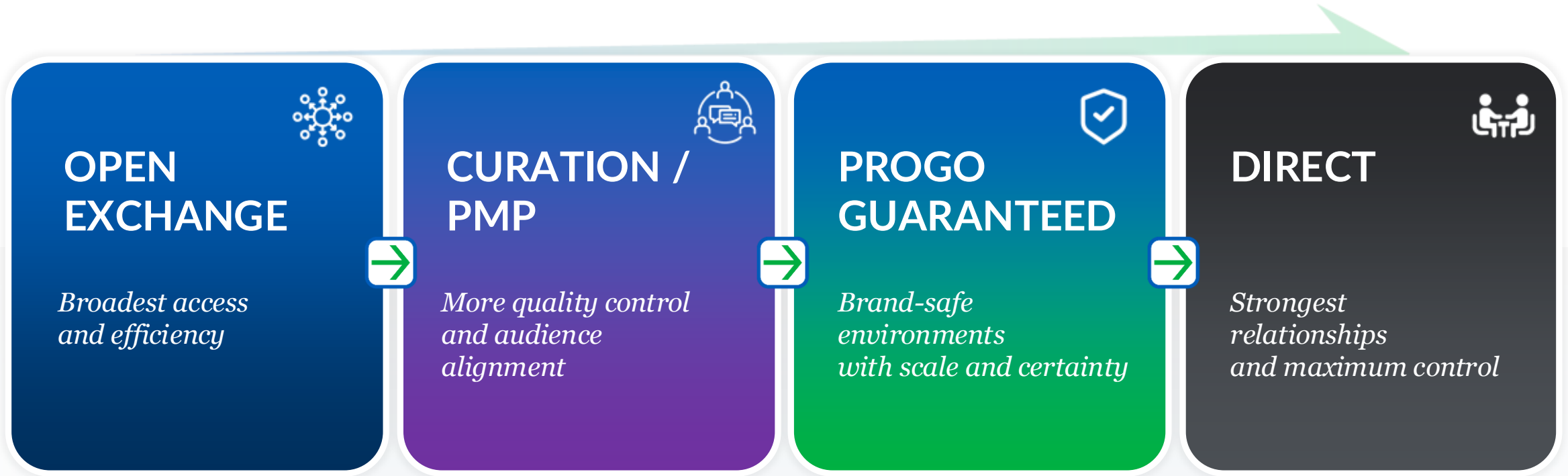
Activation Is
Becoming More
Connected



O3

AI Advantage
Follows the
Data

The Best Supply Path Depends on the Objective



QUALITY

More deliberate inventory & environment choices



TRANSPARENCY

Clearer path between buyer and publisher



PREMIUM ACCESS

More high-value inventory through curated and direct paths

The future isn't open vs. direct. It's using the right supply path for the opportunity.

More of the Media Plan Is Becoming Connected

\$162.4B

U.S. PROGRAMMATIC REVENUE | 2025

+20.5% YoY



Programmatic is expanding beyond traditional display into more of the media ecosystem

Source: IAB/PwC Internet Advertising Revenue Report, Full Year 2025



More Media Is Addressable

CTV / Video • Audio • DOOH • Commerce



Signals Can Travel Across Channels

Shared audiences, optimization and outcome signals create more connected activation



Direct + Programmatic Work Together

Programmatic creates more buying flexibility — not an all-or-nothing shift away from direct

Programmatic is becoming less about a media type — and more about how media gets activated.



Better Business Signals Create a Stronger AI Advantage

Source: Gartner, 2025



AI Gets Smarter as Signals Connect

Audience + inventory + creative + outcome signals provide more context



The Advantage Is in the Feedback Loop

Connected signals help teams optimize and learn faster



Human Strategy Turns Signals Into Decisions

AI still requires human strategy, quality inputs and the right guardrails

2027 PRIORITY: Connect first-party audiences • sales + conversion signals • business context

- 01 CHANNEL CONVERGENCE
- 02 VIDEO
- 03 AUDIO
- 04 SOCIAL
- 05 INFLUENCER
- 06 SEARCH
- 07 OOH
- 08 FUTURE OF ACTIVATION
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- 10 CLOSING THOUGHTS

Measurement Themes

Media > Business Results



How can Brands connect their paid media either directly or indirectly to key business outcomes?



Harmelin

is prioritizing “Marketing Signals” such as Brand/Consideration Lift Studies and Google Query Volume to tie mid and upper-funnel media to our client’s key business outcomes

Incrementality



Is media driving business outcomes that wouldn’t have happened on their own?



Harmelin

will help develop geo holdout tests to measure the incremental impact of media initiatives compared to similar markets that aren’t leveraging that same media treatment

Measurement Themes

Is Attention the New Upper-Funnel Delivery Currency?



CPM went up or down? So what? How do we better measure and optimize towards upper-funnel delivery?



Harmelin

is exploring opportunities with key attention measurement vendors to not only track - but optimize toward - “attentive” impressions.

Capture ALL the Conversions



If you're relying solely on conversion pixels, you're not capturing the full picture.



Harmelin

is encouraging clients to leverage conversion APIs like Google Tag Gateway and META's CAPI, along with exploring offline conversion data imports to further supplement the algorithm

Many Reports, One Measurement Plan

OUR NORTH STAR

Business Signals

- ✓ Sales and conversions tied to product and store performance
- ✓ Measured via sales & transaction data, by store, by day, by order source

e.g., an increase in completed orders

OUR PROXY TO BUSINESS SIGNALS

Marketing Signals

- ✓ Awareness, web traffic, and engagement generated by media
- ✓ Sits between what a channel delivers and what the business sees

e.g., a lift in branded search volume

OUR DELIVERY ANALYSIS

Channel Signals

- ✓ Reach, frequency, and engagement delivered by each channel
- ✓ The earliest read on how media is performing

e.g., a completed video view or click

Movement in one signal tends to show up in the next: channel activity, marketing response, business results

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One Ecosystem.

One Consumer.

One Experience.

Video, audio, social, commerce, creators, and TV are collapsing into one connected ecosystem.
Content, advertising, and transactions now happen in the same consumer experience.
The brands that win in 2027 will buy **audiences and journeys** — not channels.



CONVERGENCE IS ALREADY HERE.

Thank you