Gmail

Angela Knight <angelamarieknight@gmail.com>

Hey Angela, watch YouTube's impact on the future of video from Advertising Week New York

1 message

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INSIGHTS TO KNOW

A prediction: When the dust from the streaming wars settles, the landscape will look more similar to pre-cable days than it does to today. Viewers are already starting to

consolidate around a handful of apps that deliver relevant content. Case in point: with 40% of ad-supported streaming watch time, YouTube is people's Main Stream.

Join Tara Walpert Levy, Google's VP of Agency and Brand Solutions, as we explore how marketers can be ready for today's opportunities, and what's coming next, in streaming and shopping. You can also read more on what insights were shared during Advertising Week New York on our blog post.

WATCH NOW

TRENDING THIS WEEK

GQ • 7.2M views

Megan Fox & Machine Gun Kelly Ask Each Other 40 Questions | The Couples Quiz | GQ

Machine Gun Kelly and Megan Fox consider themselves "twin flames," so GQ put their love to the test with The Couples Quiz. In 40 questions, find out just how well

they know each other.

Watch now

Babish Culinary Universe • 2.4M views

Binging with Babish: Dalgona from Squid Game

Watch now

First We Feast • 2.4M views

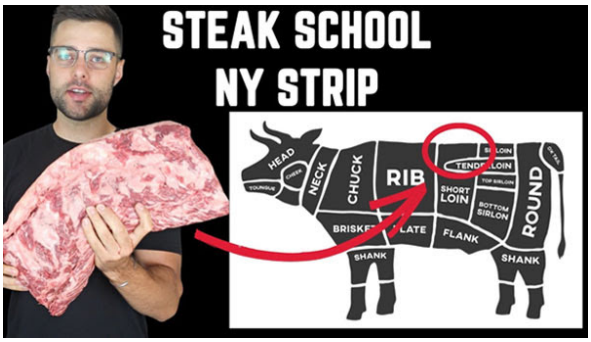
Megan Thee Stallion Turns Into Hot Girl Meg While Eating Spicy Wings | Hot Ones

Watch now

Veritasium • 1.8M views

This Robot Walks, Flies, Skateboards, Slacklines

Watch now



Max the Meat Guy • 1.3M views

Steak School: New York Strip (Strip Steak) #shorts

Watch now

WATCH ALL

↗ ONE LAST THING

Relive the Action: #AWNewYork & YouTube Present: An Evening at the Apollo

An Evening at the Apollo was a major celebration of unity. This inspiring night of music and conversation was held in honor of the Nelson Mandela Foundation and featured performances from the legendary Mary J. Blige, Jazmine Sullivan, Yung Baby Tate, and YEИDRY. Missed the livestream? Click here to watch the recap of these amazing performances and relive the night.

WATCH NOW

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