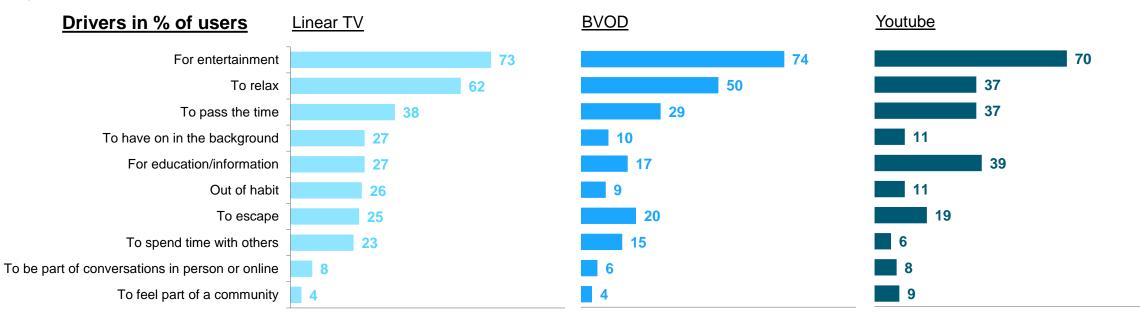
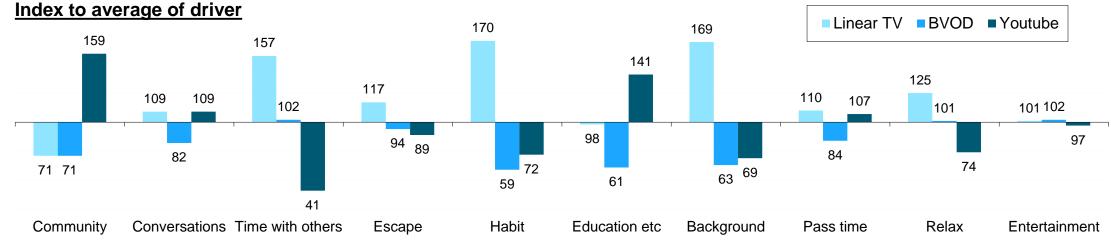
Why people watch...







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Sources: DRG/Finecast . Thinking inside the box. A comprehensive study of TV and addressable advertising in a transforming media landscape - Oct 2020