

# **Q2 2024 Media Viewing Landscape**

Data-driven media insights on where to shift  
your performance media dollars this quarter





04/01

04/08

04/15

04/22

04/29

AK  
Presidential Primary

Tax   
Season

DE  
Presidential Primary





FESTIVAL DE CANNES



ID, KY, OR  
Presidential Primary

05/06

05/13

05/20

05/27

CT

Presidential Primary



DAYTIME  
EMMYS

TONY  
AWARDS

BET  
★  
AWARDS



06/03

06/10

06/17

06/24



Is your agency keeping you up to date with  
the current media viewing landscape?

**If not, let's talk**

