**How Advertisers Are Responding to the Coronavirus Crisis**

The IAB found that about three-quarters of respondents thought the current situation would be worse than the 2008-2009 financial crisis, including 44% who said it would have a “substantially more negative impact.” And, indeed, most respondents reported already having made changes to their ad spending. A quarter had even paused all the advertising they could.

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<https://www.emarketer.com/content/how-advertisers-are-responding-to-the-coronavirus-crisis?ecid=NL1001>

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