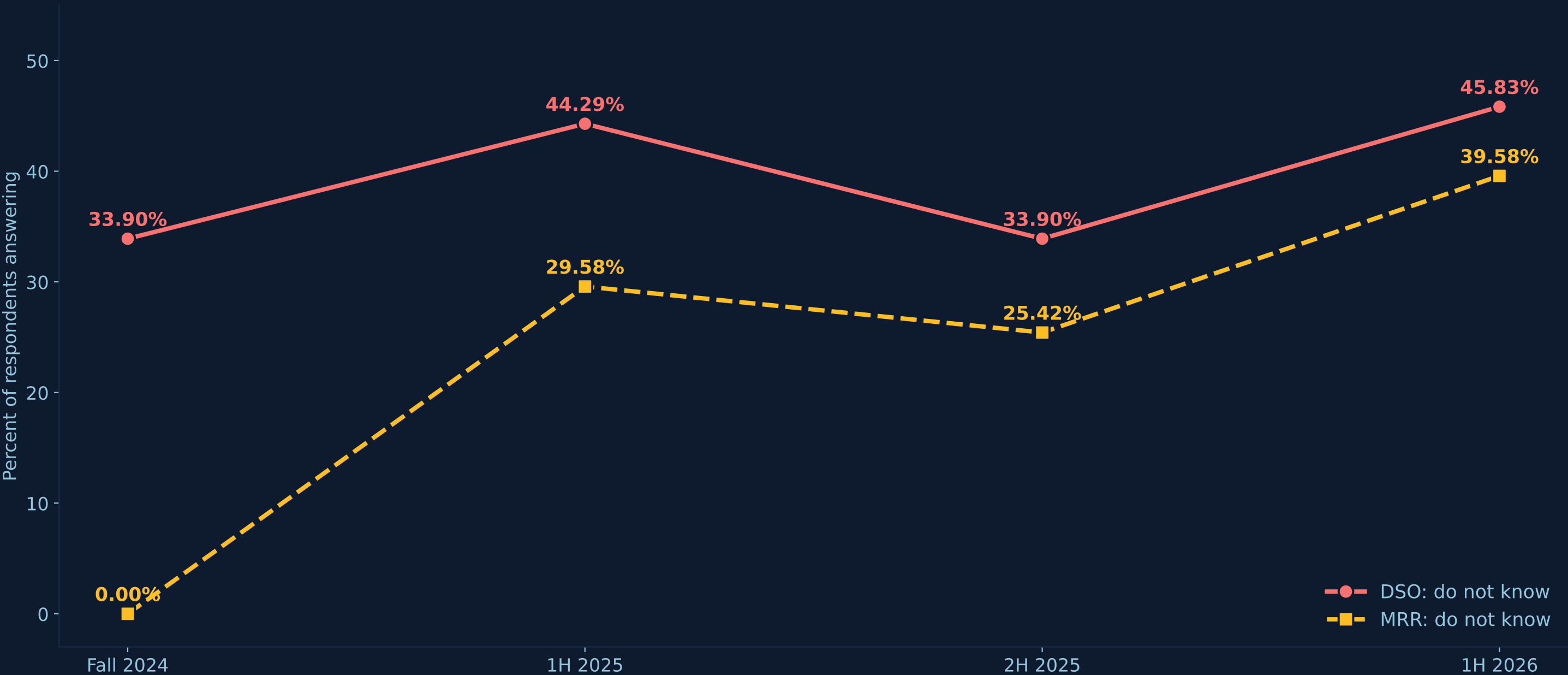


The visibility gap widens

Share of respondents unable to describe the trajectory of DSO and MRR, by edition



Fall 2024: no respondents reported not knowing their MRR trajectory (per publisher survey records)