

# Marketers' brand safety concerns on social media, Facebook's political content, and Google possibly leaving Australia

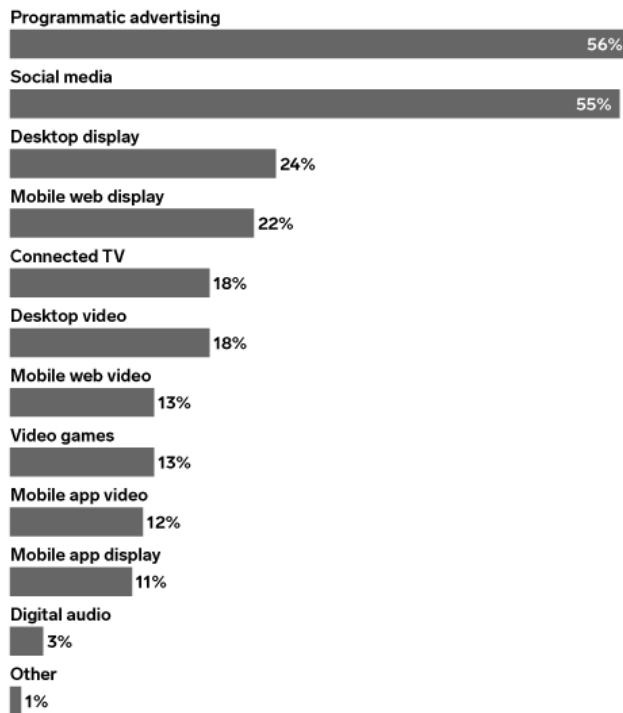
## AUDIO |

### Nicole Perrin

eMarketer principal analyst at Insider Intelligence Nicole Perrin discusses whether major marketers will pull spending on social platforms because of brand safety and ethical concerns, what to make of Facebook's new advertiser "topic exclusion controls" test, and the types of content consumers prefer brands avoid the most. She then talks about tech companies introducing rules that favor their own business models, Facebook's relationship with political content, and whether Google is waving goodbye to Australia.

## Media Types Most Vulnerable to Brand Risk Incidents in the Next 12 Months According to US Digital Media Professionals, Oct 2020

% of respondents



Note: top 3 responses

Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

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