

The Executive Roundtable: David Cohen of the IAB on how digital advertising is adjusting to disruption

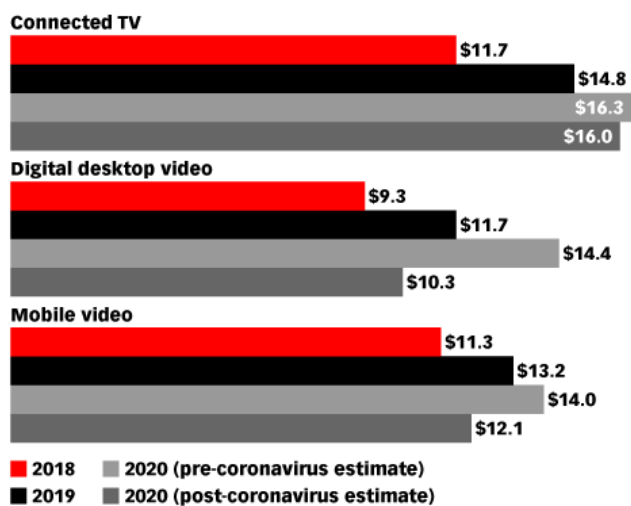
AUDIO |

Geoff Ramsey

David Cohen, CEO of the Interactive Advertising Bureau (IAB) joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss how digital advertising is adapting to changing times, including the growth of the connected TV ecosystem, developments in privacy regulation, the quest for marketing attribution, and the need for identity resolution in a post-cookie world.

Coronavirus Impact: Average Digital Video Ad Spending Among US Agency/Marketing Professionals, by Channel, 2018-2020

millions



Source: Interactive Advertising Bureau (IAB), "U.S. 2020 Digital Video Advertising Spend Report: Putting Covid in Context" conducted by Advertiser Perceptions, June 23, 2020

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