

A privacy-centric future, retaining CTV users, and YouTube's interactive video ads

Audio

On today's episode, we discuss how prepared measurement and syndication vendors are for the removal of third-party cookies and device IDs, what options advertisers have to maintain

measurement and addressability, and some best practices and recommendations for both sides of the supply chain that will help them seamlessly transition to a privacy-centric future. We then talk about how connected TV (CTV) giants are holding onto new customers, YouTube's CTV ads that can move over to your smartphone, and where people prefer to watch movies. Tune in to the discussion with senior vice president of product and general manager of customer experience at Neustar Steve Silvers and eMarketer principal analyst at Insider Intelligence Paul Verna.

Company Plans for the Elimination of Third-Party Cookies According to US Marketers, July 2021

% of respondents



Source: RedPoint, "Revisiting the Gaps in Customer Experience" conducted by The Harris Poll, Sep 22, 2021

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