

The Weekly Listen: YouTube Kids Ads, Facebook 'Clear History' Tool, and Discreet Facial Recognition

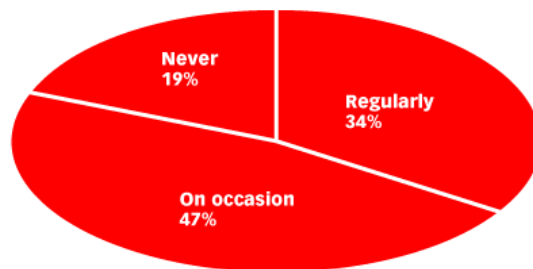
AUDIO |

eMarketer Editors

eMarketer principal analysts Nicole Perrin and Mark Dolliver join vice president of content studio Paul Verna to chat about YouTube's announcement that it will stop targeting ads toward kids, whether podcasts are the future of radio, the significance of Facebook's new 'Off-Facebook Activity' feature and more.

How Often Do US Parents Let Their Kids Watch YouTube Videos?

% of respondents, June 2018



Note: parents with children ages 11 or younger
Source: Pew Research Center, "Many Turn to YouTube for Children's Content, News and How-To Lessons," Nov 7, 2018

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