

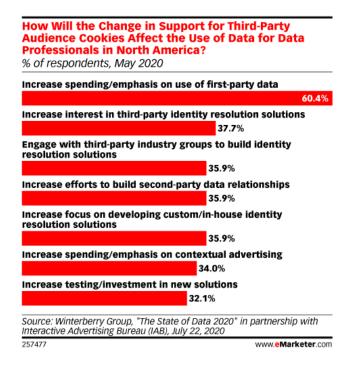
The Ad Platform: Addressable Media Is Having an Identity Crisis

AUDIO

Nicole Perrin

Yes, it's really happening: The cookie-less future is on the way. Allison Schiff, senior editor at AdExchanger, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what's been going on at the World Wide Web Consortium (W3C), what advertisers need to know about FLoCs of birds, and how optimistic they are about educating consumers about targeted advertising.





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