

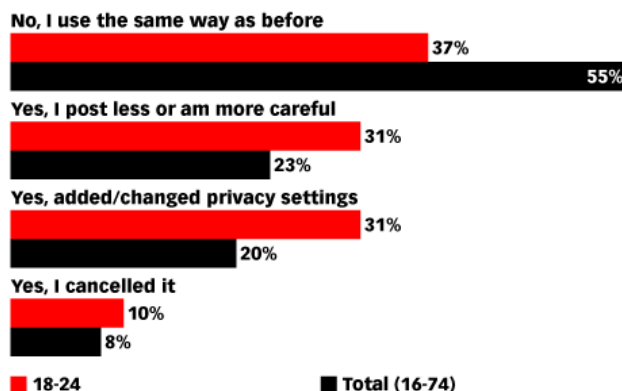
# Podcast | The Long Shadow of Cambridge Analytica

**AUDIO** | **FEBRUARY 19, 2019**

In today's episode of "Behind the Numbers," we're talking about the scandal that wouldn't die: Cambridge Analytica. Why does it still haunt Facebook and what might come next?

## **Has the Cambridge Analytica Story Changed the Way US TV Viewers Interact with Facebook? June 2018**

% of respondents, by age



*Note: among those who watch at least 1 hour of TV per week and are aware of the incident with Facebook data security*

*Source: Hub Research, "Decoding the Default," Aug 27, 2018*

241287

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [Soundcloud](#), [Apple Podcasts](#), [Spotify](#), or [Stitcher](#).

