

# Podcast: Does RTB Violate the GDPR?

Audio



eMarketer principal analysts Lauren Fisher and Nicole Perrin consider whether real-time bidding in advertising markets is compatible with the terms of the EU's General Data Protection Regulation. They also discuss the effectiveness of social media ads, Walmart's use of AI cameras to curb retail theft and Roku's robust sales of streaming devices in Q1 2019.

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## US Real-Time Bidding (RTB) Digital Display Ad Spending, by Segment, 2016-2021

billions, % change, % of total programmatic and % of total RTB

	2016	2017	2018	2019	2020	2021
<b>Open exchange*</b>	<b>\$7.66</b>	<b>\$9.14</b>	<b>\$11.17</b>	<b>\$12.22</b>	<b>\$13.09</b>	<b>\$13.77</b>
—% change	23.9%	19.3%	22.2%	9.5%	7.1%	5.2%
—% of total RTB	64.0%	58.0%	54.0%	51.4%	48.8%	46.3%
<b>Private marketplace (PMP)**</b>	<b>\$4.31</b>	<b>\$6.62</b>	<b>\$9.51</b>	<b>\$11.56</b>	<b>\$13.74</b>	<b>\$15.97</b>
—% change	109.0%	53.5%	43.7%	21.5%	18.9%	16.3%
—% of total RTB	36.0%	42.0%	46.0%	48.6%	51.2%	53.7%
<b>Real-time bidding (RTB)</b>	<b>\$11.97</b>	<b>\$15.76</b>	<b>\$20.68</b>	<b>\$23.78</b>	<b>\$26.83</b>	<b>\$29.74</b>
—% change	45.1%	31.6%	31.2%	15.0%	12.8%	10.9%
—% of total programmatic	47.0%	44.0%	42.0%	40.0%	38.2%	36.7%

Note: includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; RTB digital display ads are programmatic ads that are transacted in real time, at the impression level; \*includes ads transacted through a public RTB auction in which any buyer or seller can participate, also known as open auction or open marketplace; \*\*includes ads transacted through an invitation-only RTB auction where one publisher or a select group of publishers invite a select number of buyers to bid on its inventory  
Source: eMarketer, April 2019

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