

Google and YouTube Overdeliver, Fraud in Connected TV, and the New California Privacy Rights Act

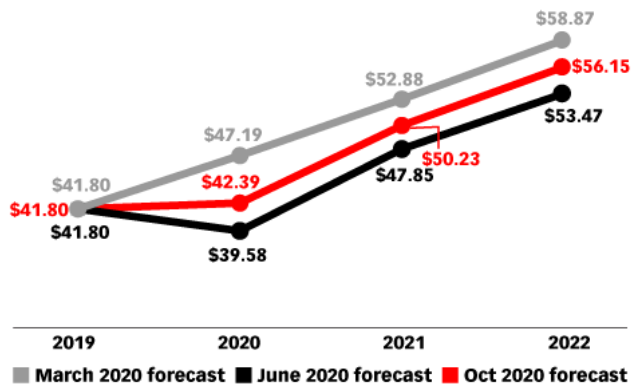
AUDIO |

Eric Haggstrom and Nicole Perrin

eMarketer forecasting analyst Eric Haggstrom and principal analyst at Insider Intelligence Nicole Perrin discuss Google's (and YouTube's) latest earnings. They then talk about how much of a concern ad fraud is within connected TV advertising, the implications of the California Privacy Rights Act, and how people interpret emotionally infused ads.

How Has the Forecast for Net Google Ad Revenues in the US Changed? 2019-2022

billions, March vs. June vs. Oct 2020



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes YouTube advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 2020

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