# Advertising During the Election, Apple's Privacy 'Nutrition Labels,' and Virtual Reality Headset ID

AUDIO

Eric Haggstrom, Mark Dolliver and Nicole Perrin

eMarketer forecasting analyst Eric Haggstrom joins principal analysts at Insider Intelligence Mark Dolliver, Jeremy Goldman, and Nicole Perrin to discuss the US presidential election: media usage, effective advertising, and how big tech protected its integrity. They then talk about Apple's new privacy "nutrition labels," how a virtual reality headset can tell who you are from your movements within 5 minutes, and why The Trade Desk had such a good Q3.

How Concerned Are US Adults About the Influence of Made-Up News on the 2020 Presidential Election?
% of respondents, Nov 2019

Very concerned	48%
Somewhat concerned	34%
Not very concerned	12%
Not at all concerned	5%
No answer	2%
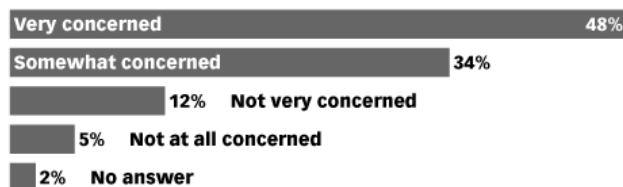
Note: ages 18+
Source: Pew Research Center, "U.S. Media Polarization and the 2020 Election: A Nation Divided," Jan 24, 2020

253071   www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on SoundCloud, Apple Podcasts, Pandora, Spotify, or Stitcher.