

# Publisher takeaways, ads placed around news, and does targeting get too much credit?

Audio

On today's episode, we discuss why digital subscription growth is slowing, what's happening to publishers' digital ad revenues, and where their non-ad, non-subscription revenues are

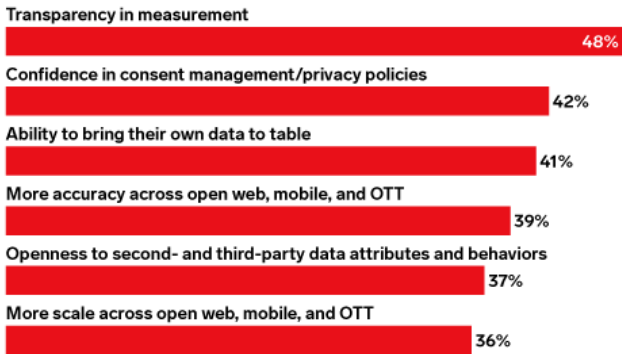
coming from. We then talk about how ads around print and digital news perform, whether targeting gets too much credit, and Nielsen's plans to cut ties with third-party cookies. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Audrey Schomer.

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### What Do US Marketers Need Publishers and Media Companies to Provide to Buy\* More Confidently From Them in a Cookieless World?

% of respondents, Dec 2020

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Note: n=153; \*includes direct or programmatic buys  
Source: Lotame, "Beyond the Cookie: The Future of Advertising for Marketers & Publishers," Feb 17, 2021

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