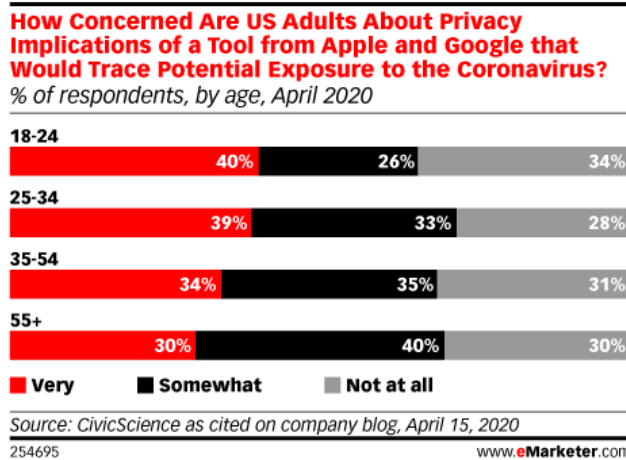# What Google's (and YouTube's) Q1 2020 Earnings Say About the Advertising World

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and principal analyst Nicole Perrin discuss Google's Q1 2020 earnings and what it means for the advertising industry. They then talk about WPP's revenue drop, Apple's quarterly performance and a new bill that will police how companies use people's personal data to track COVID-19.

How Concerned Are US Adults About Privacy Implications of a Tool from Apple and Google that Would Trace Potential Exposure to the Coronavirus?
% of respondents, by age, April 2020

Age	Very	Somewhat	Not at all
18-24	40%	26%	34%
25-34	39%	33%	28%
35-54	34%	35%	31%
55+	30%	40%	30%

Source: CivicScience as cited on company blog, April 15, 2020
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