

Expectations for 2021: A federal privacy law, a retail media trio, and virtual events 2.0

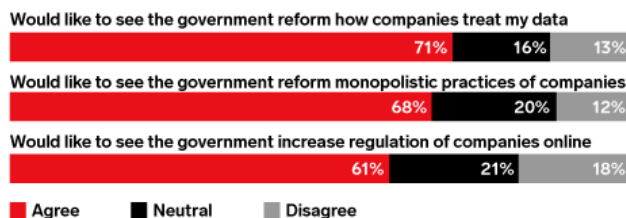
AUDIO

Mark Dolliver, Jeremy Goldman and Jillian Ryan

eMarketer principal analysts at Insider Intelligence Mark Dolliver, Jeremy Goldman, Jillian Ryan, and Debra Aho Williamson discuss their expectations for the media world next year: federal privacy regulation, a retail media trio to challenge the duopoly, the next iteration of virtual events, social entertainment's staying power, and more.

Attitudes Toward Government Control of Select Company Practices According to US Adults, March 2020

% of respondents



Note: n=1,500 ages 18-70
Source: Performics' and Northwestern University's Intent Lab, "Digital Satisfaction Index: Brand Trust Spotlight," Aug 20, 2020

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