

The Daily: AppTrackingTransparency Turns One, TikTok's Third Party Cookies, and Display Ads Direction

Audio



On today's episode, we discuss where we are one year into Apple's AppTrackingTransparency (ATT) update. Who are the biggest winners and losers thus far, is ATT in fact anticompetitive, and how will ATT continue to shape the advertising space? "In Other News," we talk about TikTok adding third party cookies to its pixel and where US display advertising is heading. Tune in to the discussion with our analyst Evelyn Mitchell.



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