
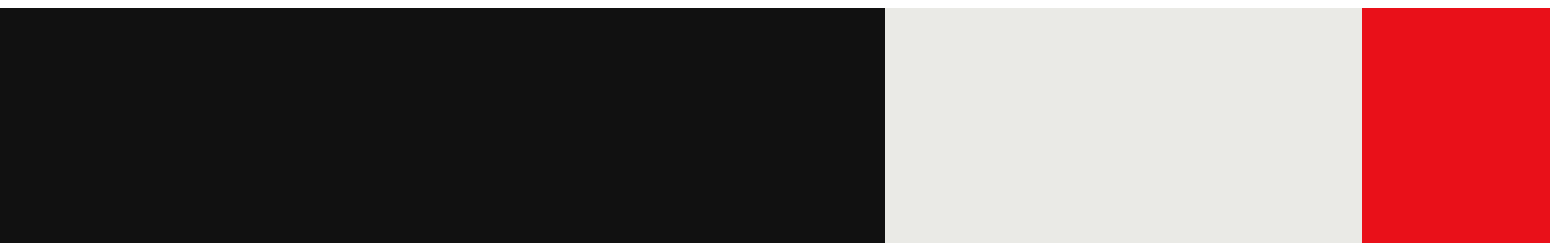


# Ad industry has billions at stake as privacy laws force seismic change

## Article



**The trend:** The advertising industry is rethinking how it targets and measures ads in the wake of **Apple's** phase-out of mobile data trackers and **Google's** planned demise of third-party cookies in response to consumer privacy concerns, and the stakes are high.

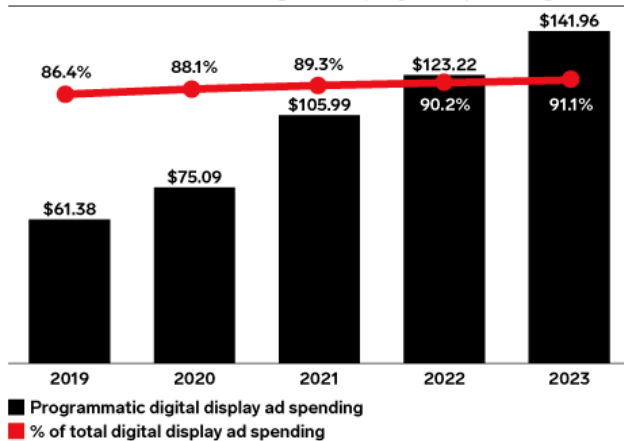
- Spending on programmatic display advertising, for which cookies and mobile IDs have been the backbone, is expected to **rise more than 15% to nearly \$142 billion next year**, per our
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projections.

- Businesses including **Meta**, **Snap**, and **YouTube** have already cited losses from Apple's launch of AppTrackingTransparency in iOS 14.5, and Meta estimated that the privacy changes could **cost it \$10 billion** just in 2022.

### US Programmatic Digital Display Ad Spending, 2019-2023

billions and % of total digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized real-time bidding (RTB) technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets, and other internet-connected devices  
Source: eMarketer, Nov 2021

273996 eMarketer | InsiderIntelligence.com

**Citing solutions:** The number of companies offering identity solutions as consumer privacy concerns ratchet up has expanded.

- These providers include TV networks and social media platforms, agencies that help customers craft ad strategies, and retailers that are deploying media networks.

**What's next?** Our recently published report, [Identity Resolution 2022: Navigating the Chaos Around the Privacy Reset](#), cites these and other trends.

- Consolidation among solution providers is expected to continue.
- First-party data has become more important than ever, and companies with access to customer data will focus on activities such as audience segmentation, targeting, measurement, and attribution.