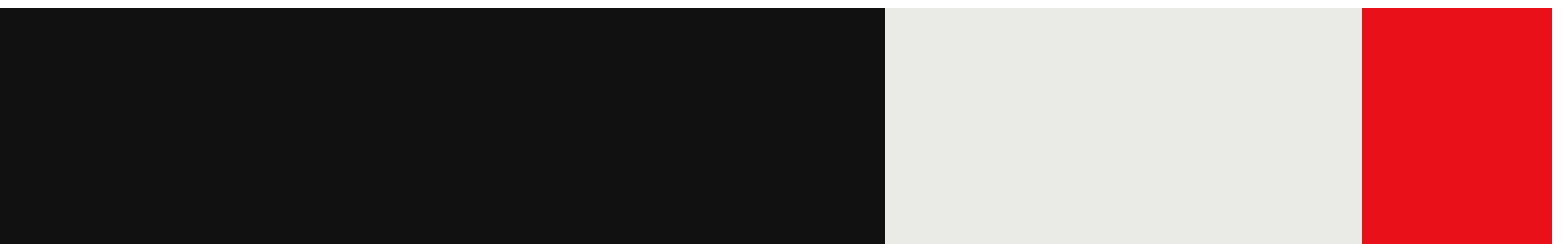


The Weekly Listen: Is My TV Watching Me?; CCPA Update

Audio



eMarketer principal analysts Mark Dolliver and Nicole Perrin join vice president of content studio Paul Verna to discuss the upcoming California Consumer Privacy Act, as well as how your TV might be watching you, this year's Emmys, Google's recent privacy changes and more.

Why Won't US Businesses Be California Consumer Privacy Act (CCPA) Compliant by January 1, 2020?

% of respondents

Too expensive to attain compliance

35%

Waiting to see how it's enforced

32%

Don't think their business is large enough to face fines

17%

Unsure of requirements

11%

Do not think it applies to their business

5%

Source: PossibleNOW, "CCPA Readiness Survey: August 2019," Aug 20, 2019

249359

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).