

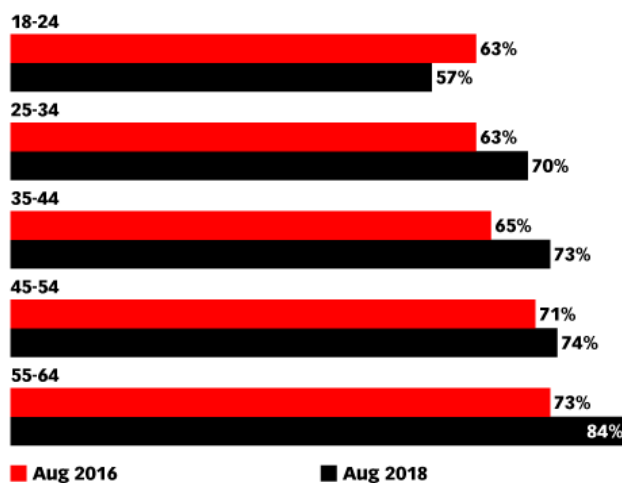
Podcast | After Privacy Meltdowns, Can Digital Advertising Avoid Change?

AUDIO | FEBRUARY 04, 2019

eMarketer Editors

In the latest episode of eMarketer's "Behind the Numbers," Principal Analyst Lauren Fisher examines the effect of the data privacy debates on the digital ad business. How much change will be driven by regulation, and what changes will marketers impose on themselves?

US Internet Users Who Are Concerned About Their Personal Information and Privacy, by Age, Aug 2016 & Aug 2018
% of respondents



Source: Transaction Network Services, "Operator IoT Intelligence Report" conducted by Kantar TNS, Dec 11, 2018
244086 www.eMarketer.com

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