

# Accessible marketing, CES highlights, and making consumers comfortable with facial recognition

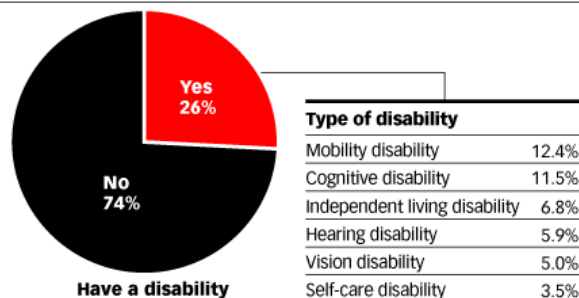
## AUDIO

**Victoria Petrock**

eMarketer principal analyst at Insider Intelligence Victoria Petrock discusses how to make marketing more accessible. She then talks about the most interesting takeaways from this year's Consumer Electronics Show (CES), how to make people feel more comfortable with facial recognition technology, and the significance of two driverless car developments.

### Share of US Adults with Disabilities, by Type, 2018

% of population



Note: ages 18+

Source: Centers for Disease Control and Prevention (CDC), "Behavioral Risk Factor Surveillance System (BRFSS)," July 26, 2019

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