

# Around the World with ... Internet and Big Tech Regulation: Antitrust, Brexit and the CPPA

## **AUDIO** |

**Bill Fisher, Karin von Abrams, Paul Briggs, and Man-Chung Cheung**

eMarketer senior analyst Bill Fisher hosts principal analyst Karin von Abrams, senior analyst Paul Briggs, and research analyst at Insider Intelligence Man-Chung Cheung to discuss internet regulations worldwide: how Brexit will change UK internet rules, major EU antitrust cases, Canada's Consumer Privacy Protection Act (CPPA), why the Chinese government has turned its attention to homegrown tech giants, and more.

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**Leading Challenges for Privacy Compliance According to US Marketing Technology Decision-Makers, Aug 2020**

% of respondents

**Making sure marketing lists are compliant with the General Data Protection Regulation (GDPR)/California Consumer Privacy Act (CCPA)**

44%

**Removing customer data in all systems**

38%

**Building compliance programs for multiple regulations and regions**

37%

**Performing data impact assessments**

27%

**Unifying customer data in one place**

26%

**Interpreting the laws correctly**

24%

**Providing and operating consent management**

24%

**Proving compliance to any specific law**

23%

**Implementing privacy by design**

22%

**Providing budget and resources to support privacy programs**

21%

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*Note: n=101; top 3 responses*

*Source: Advertiser Perceptions, "The State of CDPs: Data Unification, Activation & Analytics Q3 2020" commissioned by Treasure Data, Oct 7, 2020*

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