

The Ad Platform: Addressable Media Is Having an Identity Crisis

AUDIO |

Nicole Perrin

Yes, it's really happening: The cookie-less future is on the way. Allison Schiff, senior editor at AdExchanger, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what's been going on at the World Wide Web Consortium (W3C), what advertisers need to know about FLoCs of birds, and how optimistic they are about educating consumers about targeted advertising.

How Will the Change in Support for Third-Party Audience Cookies Affect the Use of Data for Data Professionals in North America?

% of respondents, May 2020



Source: Winterberry Group, "The State of Data 2020" in partnership with Interactive Advertising Bureau (IAB), July 22, 2020

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