

Regulation and Pseudo-Regulation on the Horizon for Marketers

AUDIO |

Yoram Wurmser and Eric Haggstrom

eMarketer principal analyst Yory Wurmser and forecasting analyst at Insider Intelligence Eric Haggstrom speak about what types of federal and state-level regulation might be coming up, including privacy laws and updates of Section 230. They also discuss who's watching Twitch, who isn't watching sports, and Apple easing off its 30% fee for some virtual events.

Do US Agencies and Brand Marketers Perceive that Select Advertising Platforms Will Be Negatively Impacted by IDFA Changes*?

% of respondents, July 2020

	Yes	No	Not sure
Facebook	30%	25%	45%
Snapchat	9%	36%	55%
Twitter	19%	30%	52%
The Trade Desk	-	50%	50%

Note: numbers may not add up to 100% due to rounding; *Apple's IDFA (Identifier for Advertisers) tool will require opt-in consent on a per-app basis beginning in iOS 14, which will launch in Sep 2020

Source: Pivotal Research Group, "Views on Q2 EPS/Q3 Outlook, and Deep Dives Into Key Areas of Investor Debate," Aug 12, 2020

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