

**KANTAR**

# A bright advertising future

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Global Product Leader | Google

UNLOCKING  
VALUE

The World Audiences Summit **2022**

## A Perfect Storm...

**85% of CEOs** agree that the pandemic has significantly **accelerated digital** transformation, fueling optimism for new advantages and **opportunities**

## Streaming is mainstream



# >80 Million

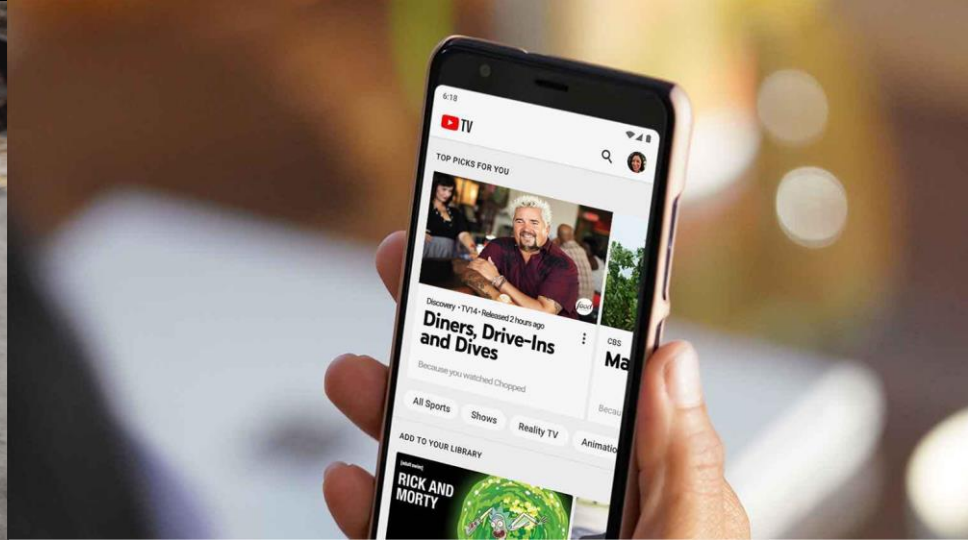
US Households are now streaming content  
on their connected TV Screens (Jun'21)

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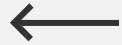


# 6x

Increase in 10-year period



# Unleashing **Content** Variety



TRADITIONAL



UNIQUE



HEALTH &  
GOVERNMENT  
ADVICE



TALK SHOWS



LIVE MUSIC



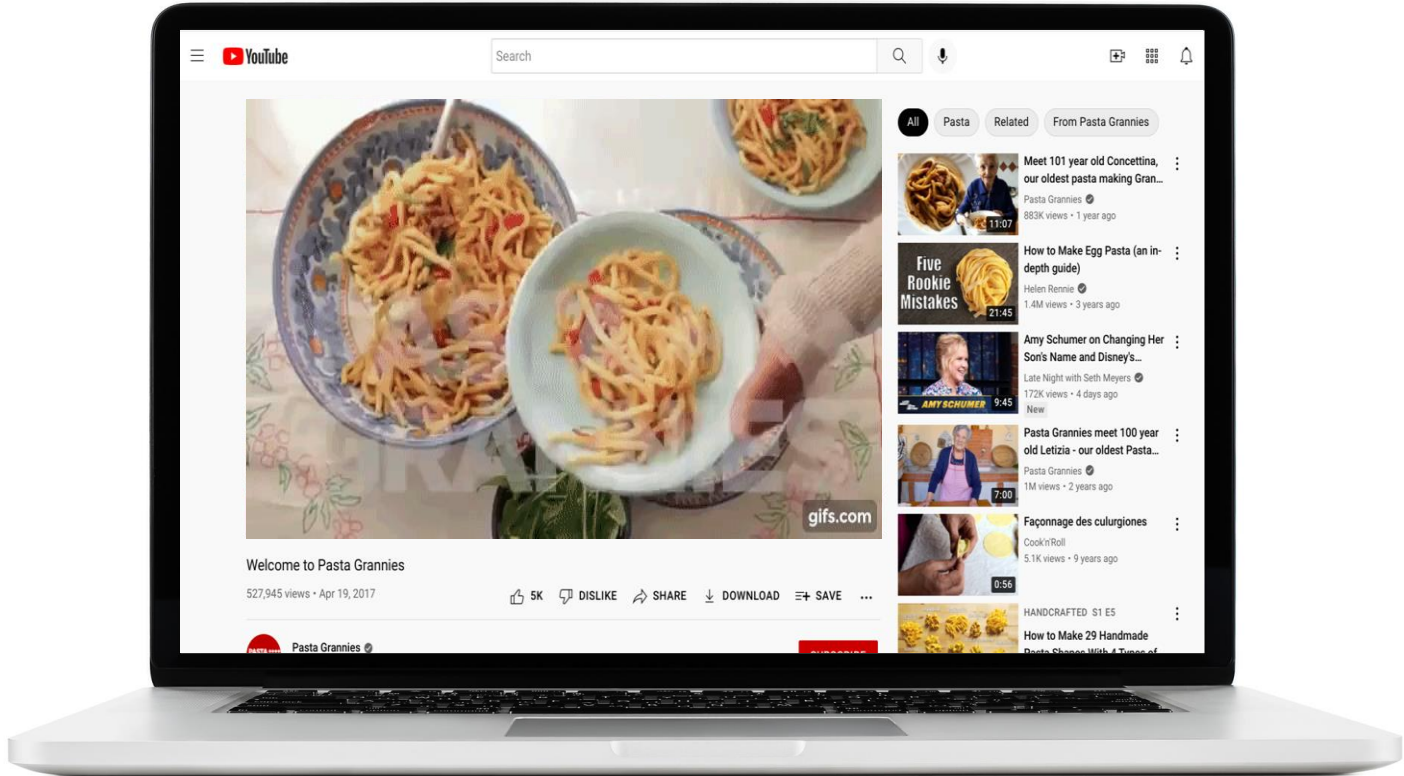
EDUCATION



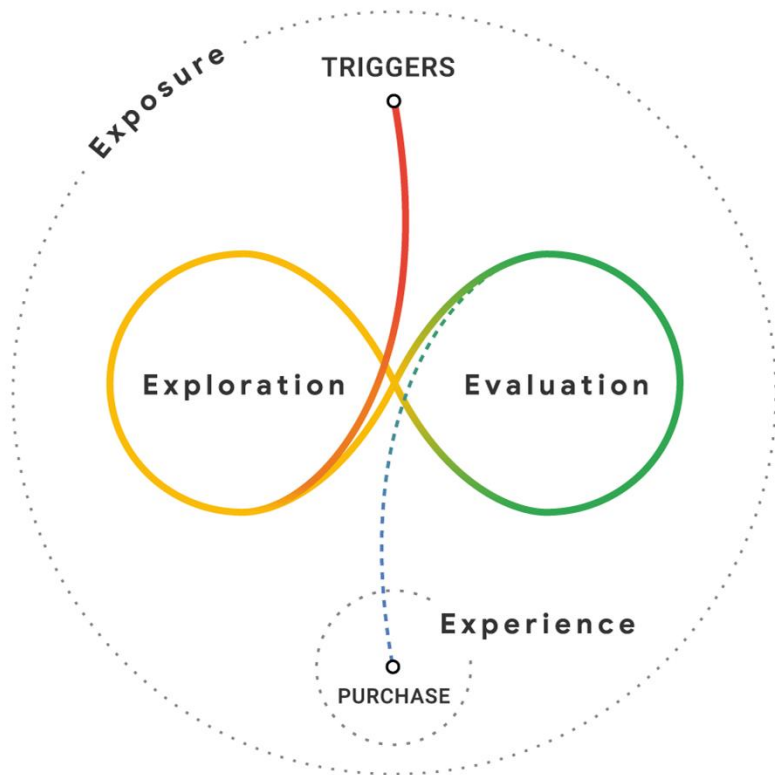
#WITHME CONTENT



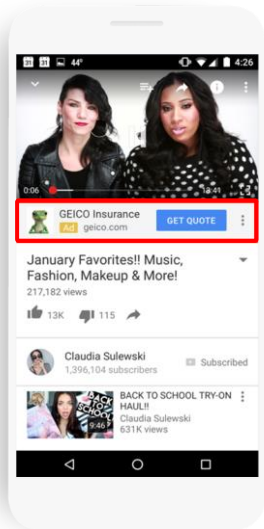
NICHE SPORT



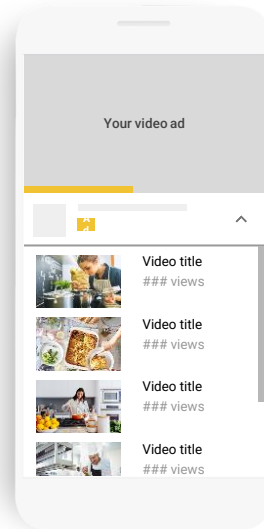
# Reconsider approaches



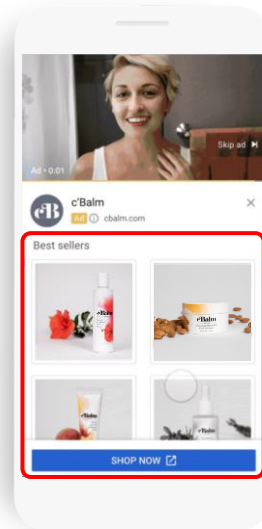
## Call To Action



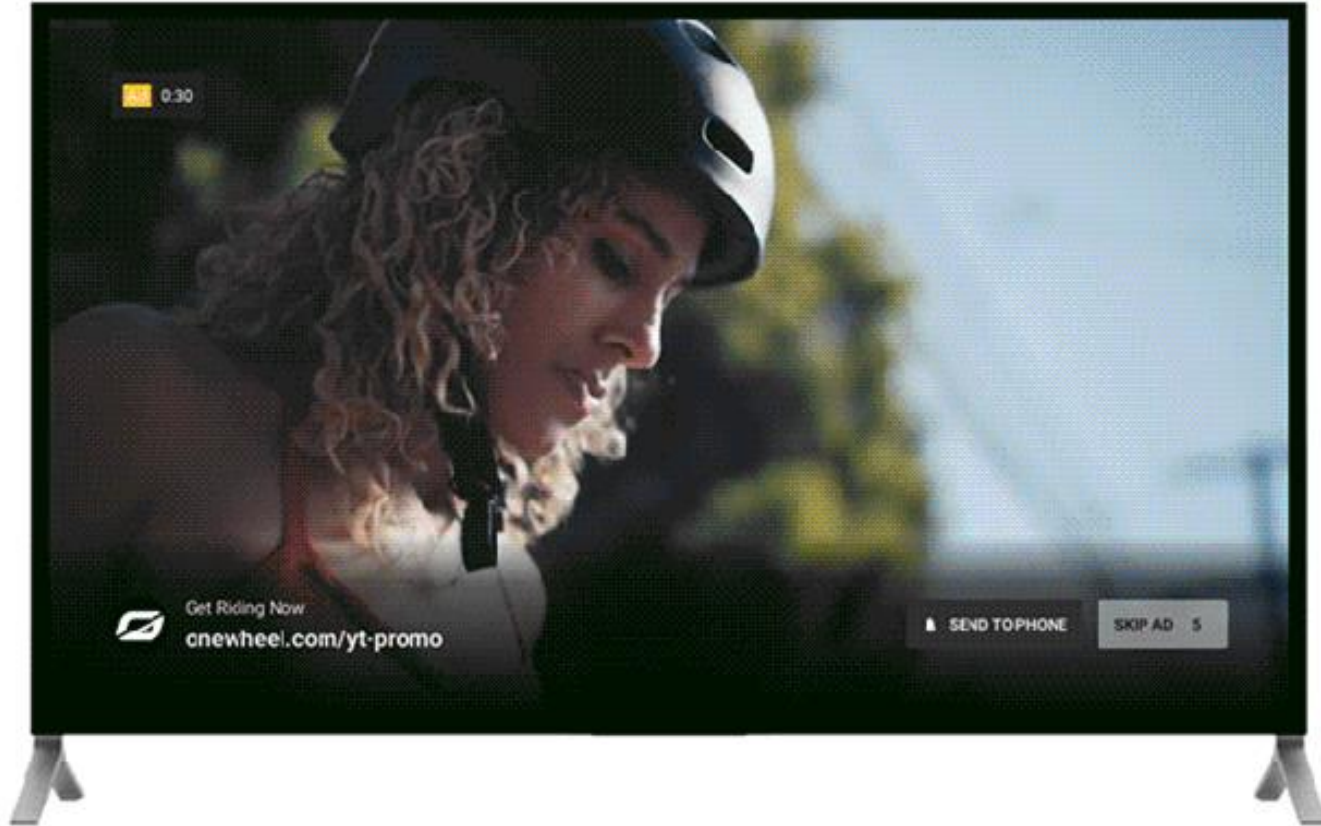
## Related Videos



## Product Feeds



## Evolving Ad Formats





## Full view of audiences



Linear TV



Connected TV



YouTube



Other digital platforms



Personal/work cell phone



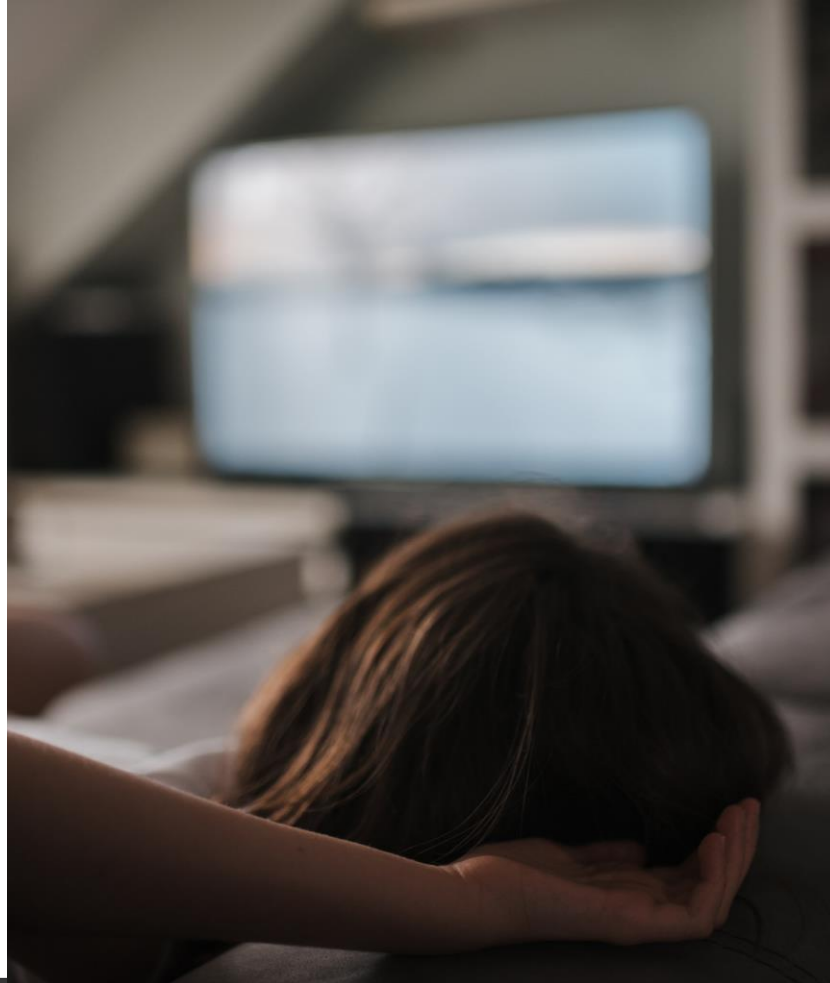
Connected TV



Desktop

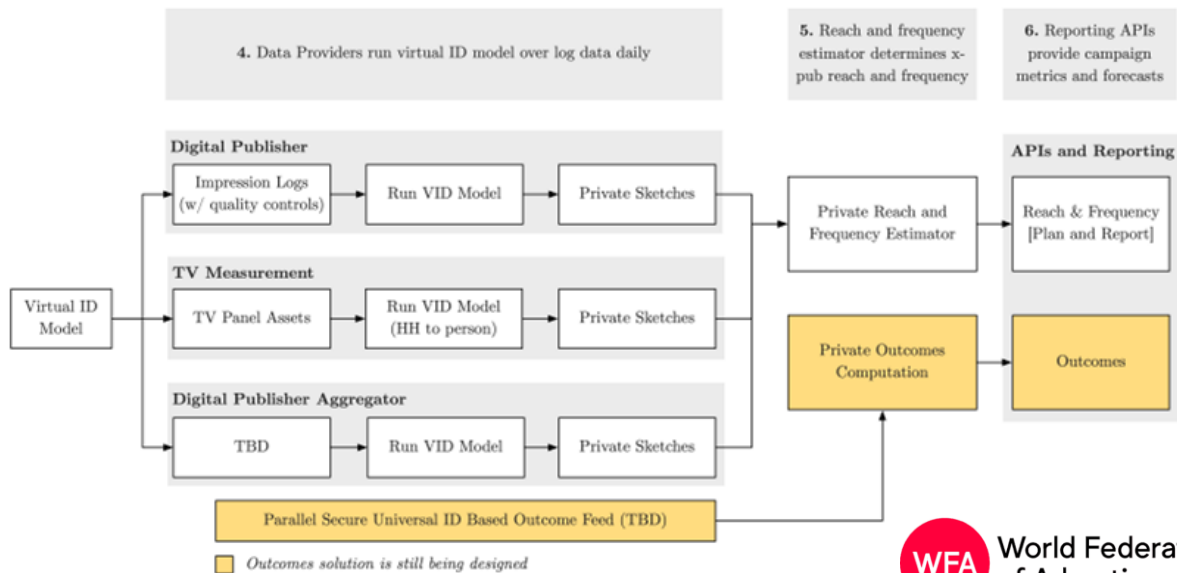


Multiple email addresses



# Privacy, security, and technology

## Overview of live campaign measurement phase



Source: WFA website

# Simplifying complexity



# If we get this right, everyone benefits

## **Advertisers**

Are able to optimize the efficiency and effectiveness of their media investments across channels

## **Publishers**

Receive fair and accurate measurement of their media, regardless of distribution channel or device

## **Consumers**

Enjoy a better ad experiences, in a privacy centric way

A golden ratio diagram (Fibonacci spiral) is shown in the background, consisting of a series of overlapping squares and a spiral line, all in a light yellow color. The diagram is positioned on the left side of the page, with the spiral starting from a small square and expanding outwards.

**Thank you!**