
August 8, 2024

Question of the Week:

“How is multiscreen TV held to a higher standard than ‘Big Tech’ digital platforms?”

Through the Cable Communications Policy Act, multiscreen TV has long been required by law to give consumers authority over their own data

3 Elements of the Cable Communications Policy Act of 1984



Transparent

Cable operators must give prior notice and obtain consent before collecting data from consumers



Consented

Cable operators must receive consent from consumers in order to share data with third parties



Right to Inspect

Cable subscribers have the right to inspect and correct errors in the cable operator's databases

Source: uscode.house.gov, Cable Communications Policy Act of 1984, 47 USC 151

Because of less regulation in digital, adults are concerned with how ‘Big Tech’ walled gardens and social media companies are handling their data

81%

of U.S. adults are **concerned** about how **companies use the data** they collect about them

% of U.S. adults who have little or no trust that leaders of social media companies will...

Publicly admit mistakes and take responsibility when they misuse or compromise users' personal data

77%

Not sell users' personal data to others without their consent

76%

Source: Pew Research Center, 'How Americans View Data Privacy', October 2023. *eMarketer Forecast, May 2024, social networks users - Internet users of any age who use a social network via any device at least once per month (2019 – 206.2MM vs. 2023 – 228.0MM).

'Big Tech' platforms continue to commit privacy violations while putting consumer data at risk due to a lack of standardized legislation

WIRED

April 1, 2024

The Incognito Mode Myth Has Fully Unraveled

To settle a years-long lawsuit, Google has agreed to delete "billions of data records" collected from users of "Incognito mode," illuminating the pitfalls of relying on Chrome to protect your privacy.

The New York Times May 13, 2024

On Instagram, a Jewelry Ad Draws Solicitations for Sex With a 5-Year-Old

Advertisers of merchandise for young girls find that adult men can become their unintended audience. In a test ad, convicted sex offenders inquired about a child model.

THE WALL STREET JOURNAL

September 5, 2022

Instagram Fined \$402 Million in EU for Allegedly Mishandling Children's Data

The fine is the second largest yet under the bloc's GDPR privacy law

BUSINESS INSIDER

May 22, 2023

Meta hit with a record-breaking \$1.3 billion fine over data privacy breaches

The Guardian

March 17, 2018

Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

CNBC

December 23, 2022

Facebook parent Meta agrees to pay \$725 million to settle privacy lawsuit

TE

April 4, 2023

TikTok hit with \$15.7M UK fine for misusing children's data

engadget

December 28, 2023

Google agrees to settle \$5 billion lawsuit accusing it of tracking Incognito users

BUSINESS INSIDER

June 3, 2024

Google leak reveals a list of past privacy mishaps, from recording children's voices to exposing user addresses in Waze, according to new report

Bloomberg

October 24, 2023

Meta Sued by California, States Over Harmful Youth Marketing

npr

November 14, 2022

Google pays nearly \$392 million to settle sweeping location-tracking case

TE

December 15, 2023

News publisher files class action antitrust suit against Google, citing AI's harms to their bottom line

Television has also been required by law to manage the programming and ads served to children for over three decades

Children's Television Act of 1990

#1 TV broadcasters & networks must apply for a license and undergo thorough review by the FCC

#2 Licensees must consider “the educational and informational needs of children”

#3 FCC reviews overall programming and the share of educational programs

#4 Licensees must limit the number of commercials during children's programs

Source: FCC Video Division, 'The Public and Broadcasting'.



Whereas ‘Big Tech’ platforms have repeatedly broken trust with users by not adhering to data privacy guidelines when it comes to protecting kids



Privacy Abused

“They (YouTube) have created a conveyor belt that is **scooping up the data of children**”

Jeff Chester, Executive Director at the Center for Digital Democracy

New York Times: ‘YouTube Ads May Have Led to Online Tracking of Children, Research Says,’ 8/17/23



Exploitation

“There is no reasonable excuse for ads running on content intended primarily for kids other than to **extort advertisers through a toddler-enabled click farm**”

Sr. Advertising Executive who chose to remain anonymous

Adalytics: ‘YouTube Advertisers Inadvertently Harvesting Data From Millions of Children?’ 8/21/23



Exposure to inappropriate content

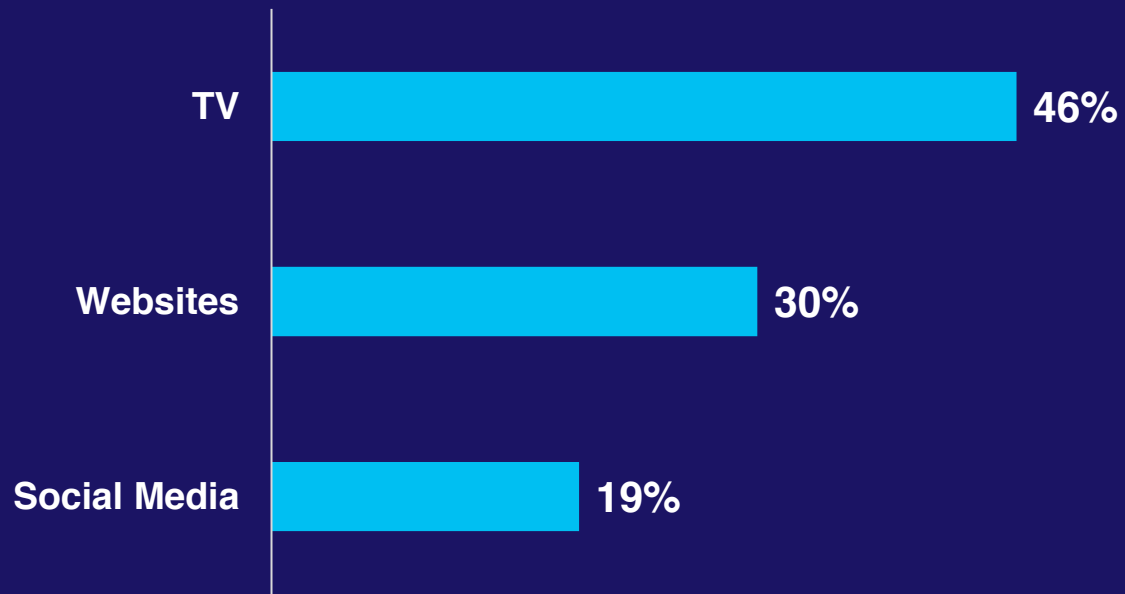
“Some of these ads reportedly involved **content inappropriate for children**, such as car wrecks, medical injuries and clips from TV-MA shows.”

The Verge: ‘Senators want YouTube investigated over showing targeted ads to kids, again,’ 8/18/23

[Click here](#) to learn more about the personalized campaigns serving impressions to children in **‘VAB Investigation: Did YouTube allow for targeted campaigns to be served on “Made for Kids” channels?’**

A platform's trustworthiness extends to its advertising environment as well which enables brands to create authentic connections with viewers

Types of Advertising U.S. Adults Find Trustworthy
% of respondents



U.S. adults are *more likely* to find ads on TV trustworthy vs. ads on digital platforms

2.5x

More Likely
to trust ads on TV
vs. ads on social media

1.5x

More Likely
to trust ads on TV
vs. ads on websites

Source: YouGov, *Global Study: Which Types of Ads Do People Trust?*, commissioned by Campaign, 2/5/2021. Note: Ages 18+ who selected very/somewhat trustworthy.

Download our full report below to learn more about how you can protect your brand by investing in media that is held to a higher standard

[Click report cover below to download](#)



Also check out our complete three-part series which will help you understand, decode and navigate data privacy and security

UNDERSTAND

The momentum of data privacy & security legislation



[click here to download](#)

DECODE

data privacy and security



[click here to download](#)

NAVIGATE

Marketing in privacy focused landscape

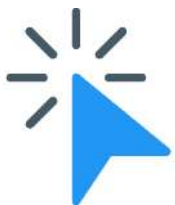


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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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