



CALLING ALL PUBLISHERS

Global survey on Business Impact of :

- Deprecation of Cookies
- Privacy Regulation, and
- Creation of new identifiers and cookie replacement technologies

CALLING ALL PUBLISHERS TO PARTICIPATE

IAB TechLab have partnered with [ENGINE](#) and [Prebid.org](#) on a survey targeted at publishers to help understand publisher opinions and attitudes, globally, towards the state of the digital advertising industry and their expectations on the business impact from the deprecation of the third party cookie, increasing privacy regulations, and the creation of new identifiers and cookie replacement technologies.

So that we can get as much global opinion as possible, we are calling all publishers to participate in the survey. Kindly request the survey form at [this link](#).

The final report will be shared along with all the findings to any of those who participate. We expect that this data will be quite valuable for publishers to be able to benchmark themselves against similar companies when it comes to their attitudes to these areas where we're seeing a lot of disruption. We believe that participation in this survey will be a benefit for all participants.

Deadline for survey submission: 1 June 2022

Link again for easy reference: <https://enginemediexchange.com/calling-all-publishers/>

