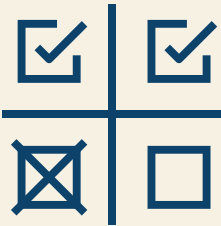


Media networks are reshaping the digital advertising industry

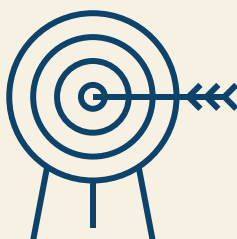
As the foundations of digital advertising are upended, a new model is emerging – one where everything becomes an ad network

The digital advertising landscape is undergoing a fundamental shift



Apple's App Tracking Transparency

Allows customers to decide whether or not to enable marketers to track their activity



Third-party cookie deprecation

Third-party cookies which enable marketers to track online activity look set to be phased out



Tightening privacy regulations

Tightening privacy policy is making it increasingly difficult to collect and use personal data hands-free control

Media networks present clear opportunities for marketers in a privacy centric world

Retail media networks (RMNs) enable advertisers to identify, understand, and reach audiences with relevant ads in a world without third-party cookies

agree that RMNs can help brands find and connect with new customers

56%

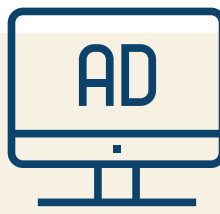
agree that RMNs enable them to deliver more relevant ads

53%

agree it's easier to track the impact of ads displayed on RMNs

50%

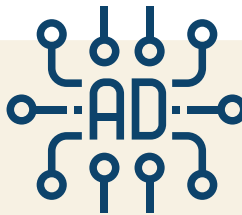
But **retailers** aren't the only ones taking advantage of the ad revenue opportunity first-party data affords



Netflix and Disney+ are launching ad funded tiers in late 2022 and 2023



DoorDash launched a self-serve ad platform in late 2021



Apple is expanding the ad inventory it makes available to advertisers across its devices

Younger consumers are open to the idea of RMNs, but there is work to be done to convince older shoppers of their benefits

32%

aged 55+

50%

aged 16-44

are happy to see sponsored products on an online store

29%

aged 55+

52%

aged 16-44

agree that personalized ads and sponsored products improve their experience when shopping online

38%

aged 55+

51%

aged 16-44

agree that sponsored can help them find the right product when they are personalized to their needs

Businesses have a unique opportunity to capitalize on the opportunities presented by first-party customer data, but must not lose focus on the customer experience

Third party cookie deprecation and Apple's ATT Cookie are **increasing the value of first-party data** as well as the value of owned media assets. In 2023, we will see **media networks capture an increasing share of digital ad** spend as more and more platforms launch proprietary ad networks across both online and in-store inventory

[Read more in Acxiom's Customer Experience Trends for 2023](#)