ON THE ROAD WITH GOLDMAN SACHS - EUROPEAN EDITION

What we learned on Apple's iOS 27 changes to privacy and what they mean for the ad industry



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On the Road with Goldman Sachs – European Edition: we catch up with our analysts who have spent time with companies, customers and everyone in between. This episode features Adam Berlin, who sat down with a mobile advertising expert to discuss the implications of Apple's new iOS 27 (launched in Sept) for the advertising industry. Relevant for Publicis (Buy) given the LiveRamp acquisition. Listen in for more!

See below for the full list of topics and speakers; approximate start times are in parentheses.

Topics:

(1:13) Who we met

(2:22) Key takeaways

(6:44) Publicis

Speaker:

- **Adam Berlin** – Head of European Media & Internet Research, GIR

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Moderator:

- **Sahar Islam** – European Research Merchandising, GIR

Related Research:

- Media: Advertising: Expert calleedback: What do Apple's iOS 27 changes meanor the ad industry?
- Europe Media: Advertising: Global advertising agencies: tracking the latest macro and COMvergence data
- Publicis (PUBP.PA): Q3 results highlight Sapient recovery with upside optionality into 2027; Buy

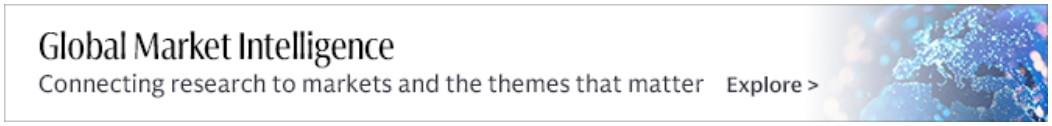
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