

The Chapell Report

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What you need to know about what's happening in the media and privacy landscape. Spare yourself the noise and go straight to the takeaway. Crisp insights into strategies driving change, who is affected, and why it matters.

Alan Chapell helps you navigate the complex challenges of the continuously changing media and privacy landscape. Chapell began his digital career at Jupiter Research in 1997 while attending Fordham Law School. For over two decades, Chapell has been a thought leader in privacy and the development of the digital media market. Chapell is founder of Chapell & Associates, a legal consulting firm that acts as outside counsel and chief privacy officer to digital media companies.



Sample Themes Covered by The Chapell Report

- How are the ways advertising is purchased, targeted and measured changing as the market evolves?
- What is the future of Adtech and Martech and will they further consolidate?
- How are the decisions of big tech affecting advertisers, publishers, investors and other interested parties?
- What are the global regulatory trends impacting digital media? What outcomes are policymakers trying to drive? Who will be affected and how?
- Why are telcos and ISPs treated differently by the regulatory environment? What steps are they taking to combat and cope with those differences?
- How is the depreciation of third-party data by browser manufactures and mobile o/s providers affecting others in the marketplace?



Chapell's Background

- Advised over 200 companies on privacy and strategy, from start-ups to the largest telco companies in the US. Guided more than thirty VC-funded tech companies to successful exits
- Appointed by the U.S. Trustee's office as privacy ombudsman in twenty-two bankruptcies, including General Motors, Chrysler, Atari and St. Vincent's Hospital
- Board member and current Vice-Chair at the Network Advertising Initiative
- Chair of Mobile Marketing Association Privacy Committee for over a decade and active within IAB EU
- Testified in front of Parliament of Canada and prepped speakers to testify in front of US Congress

Deliverables



The Chapell Media & Privacy Report (Monthly)



POV Presentation and Q/A (Quarterly)



SME time (depends on investment)