



The Chapell Report

Insights into the strategy behind privacy, competition and AI in digital media

Alan Chapell helps companies navigate the complexity of the evolving digital media marketplace - sharing his take on the trends driving change, who change will affect, and why you should care. 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 competitive balance within the digital media market. He is founder of Chapell & Associates, a legal consulting firm that acts as outside counsel and chief privacy and AI officer to digital media and data driven ad companies.



Sample themes covered in the Chapell Report



- What is driving key changes to the way advertising is targeted and measured?
- What is the future of Adtech and Martech models and will they further converge?
- How will the creation of training models for AI change how regulators think about competition, intellectual property and privacy rights?
- What are the global privacy and other 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 create parity with edge providers?
- How is the depreciation of addressability by browser manufactures and mobile o/s providers affecting the marketplace? Who is thinking about this correctly?

Why consider a subscription to the Chapell Report?

- The frenetic pace of activity in the digital media regulatory space makes it challenging for busy executives to keep up with all the changes and trends impacting their business.
- Internal public policy teams rarely cover privacy, competition and AI issues holistically or with insights derived from what others in the market are doing and thinking.
- Privacy and legal teams need outside POVs that provide fresh insights and helps them make sense of key trends so they may provide more actionable advice.
- Professional services teams can't rely solely on anecdotal feedback loops to understand what's driving the decisions of their biggest customers.
- Investment community needs additional insights to gut check their internal findings.

Offerings



The Chapell Report
(Monthly)



Custom
Analysis



POV Presentation
and Q/A



SME
Advisory