

**Google appears to be early winner as result of GDPR - WSJ**  
**Thursday, May 31, 2018 10:25:13 AM (GMT)**

- The WSJ reports that Google is getting individuals' consent for targeted advertising much faster than other online-ad services are, and as a result, it's attracting ad money.
- The article says that since the General Data Protection Regulation went into effect 25-May, in a relatively strict interpretation of the law's requirements, Google's DoubleClick Bid Manager has directed some advertisers' money toward Google's marketplace rather than toward some smaller ad agencies, because Google says it can't verify that people who view ads from the smaller firms have given consent.
- The WSJ reports that some larger companies say they have reached temporary deals assuring Google that they have consent, and their traffic via Google has almost returned to normal after initially falling off.
- The CEO of AppNexus tells the WSJ that Google's strategy is the right one to use, because the potential fines mean that large companies can't take privacy risks.
- The chief technology officer of a company that helps advertisers bid for ads tells the WSJ that Google has a huge advantage if other companies don't raise their consent rates.
- The article says that Facebook plays a different role than Google does, mostly selling ads directly and then placing them, and the article notes that CEO Mark Zuckerberg said last week that the vast majority of people were opting in.

**Reference Links:**

- [Wall Street Journal](#)

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