3 Ad-Tech Stories You Need to Know This Week

Last week, BuzzFeed published an article exposing security deficits that leave the Android app ecosystem vulnerable to fraud, prompting politicians to call Google out over its relative inaction over policing its app store Play. Meanwhile, amid an anticipated wave of further mergers and acquisitions (M&A) in the space, reports emerged that private equity (PE) outfit…
https://www.adweek.com/programmatic/3-ad-tech-stories-you-need-to-know-this-week-2/