

A black and white portrait of a woman with long, light-colored hair, looking directly at the camera with a neutral expression. She is wearing a dark turtleneck sweater. The background is bright and slightly out of focus.

Beth Egan

**Associate Professor | ADV Graduate Program | Director |
TEDx Speaker | Author**

The Hidden Value of Data

Why Privacy and Free Content Can Coexist

In a world where digital privacy concerns are growing, Beth Egan brings a unique perspective to the debate over data sharing. As a seasoned expert in digital advertising, she challenges the narrative that "if you're not paying for content, you are the product." Rather than advocating for blanket privacy settings that block all data tracking, Beth presents a compelling case for understanding the value exchange at the heart of the internet's ecosystem.

Learner Objectives:

- **Understand the Digital Advertising Ecosystem:** Learn how digital advertising works, how advertisers use data, and why it's essential to sustaining the free internet.
- **Evaluate the Trade-offs Between Privacy and Accessibility:** Gain insights into how rejecting all forms of data sharing could lead to fewer free content options and more paywalls.
- **Make Informed Data Choices:** Equip yourself with the knowledge to make smarter decisions about what data to share online without compromising privacy or accessibility.



She explains that responsible data sharing helps sustain free and accessible content, enabling the online experiences we rely on every day—from social media connections to e-commerce and news. With over 25 years of experience in digital advertising, Beth has witnessed firsthand how the evolution of online behaviours has reshaped the media landscape. Through engaging examples and accessible insights, she demystifies how advertisers use data to create personalised experiences and keep the internet affordable. Far from "stealing" identities, the data advertisers collect supports a thriving, free internet. Beth walks her audience through how the loss of this data could lead to a world of paywalls and subscriptions, shutting out many users who can't afford it.

This thought-provoking talk empowers audiences to make informed choices about their digital privacy while balancing the need for accessibility. As digital privacy regulations continue to evolve, Beth's expert guidance equips attendees with the tools to navigate these complexities and protect their interests. By understanding the ecosystem behind online advertising, individuals and businesses alike can engage with the internet more safely and thoughtfully, ensuring that the internet remains a free, open, and democratic space.

A black and white portrait of Beth Egan, a woman with shoulder-length blonde hair, looking directly at the camera with a neutral expression. She is wearing a dark turtleneck sweater. The background is a soft, out-of-focus light grey.

About *Beth*

Beth Egan is an Associate Professor of Advertising at Syracuse University and a leading expert in digital advertising with over 25 years of experience. Throughout her career, she has guided Fortune 500 companies through the digital advertising landscape, managing over \$5 billion in ad spend. As the author of *Media Planning Essentials* and a TEDx speaker, Beth bridges the gap between academia and industry, offering unique insights into how advertising shapes the digital world. She is passionate about educating audiences on the role of data in sustaining a free and open internet, empowering individuals and businesses to navigate the complexities of digital privacy.

Beth has been at the forefront of the digital media revolution, helping to shape how advertisers connect with online audiences. Her expertise is grounded in both industry experience and academia, as she has spent the last decade teaching at the S.I. Newhouse School of Public Communications. In addition to her teaching, Beth's thought leadership extends to speaking engagements at major conferences and media appearances on platforms like Spectrum News and NBC News Now. She is committed to helping people make informed decisions about their digital lives, particularly in the context of data privacy and online advertising.

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