

Search



<u>Home</u> > <u>International Environmental Agreements: Politics, Law and Economics</u> > Article

An economic analysis of international environmental rights

Original Paper | Published: 19 October 2019

Volume 19, pages 557–575, (2019) Cite this article



International Environmental

Agreements: Politics, Law and

Economico

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

- > Store and/or access information on a device
- Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

an initial entitlement consisting of both the prevention of transboundary harm and the equitable use of shared natural resources is supported by theory and practice. This entitlement appears relatively efficient, and the relevant legal instruments reveal an implicit underlying economic logic. These international environmental rights are generally protected by mechanisms that resemble liability.

1

This is a preview of subscription content, <u>log in via an institution</u> to check access.

Access this article

Log in via an institution \rightarrow

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies



Economic analysis of international environmental

agreements: lessons learnt

Article Open access

15 April 2022



Lessons learnt from two decades of international

environmental agreements:

_---

Article Open access

16 April 2022



Opportunities and Challenges
Facing the Future
Development of International
Environmental Law

Chapter © 2022

Explore related subjects

Discover the latest articles, books and news in related subjects, suggested using machine learning.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

least hypothetically) willing to compensate those who are made worse off. In this paper, claims of relative efficiency refer to Kaldor-Hicks improvements.

- 2. Here, "transaction costs" are used broadly to encompass all obstacles—
 including poorly defined property rights—to reaching an agreement regarding
 a transaction.
- 3. This analogy is at least as old as Holland (1924: 393–394).
- 4. Trachtman (2008: 8) calls it a market in jurisdiction.
- 5. This analogy can be traced to Lauterpacht (1927). For an economic analysis of

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Assembly Resolution A/Res/626(VII), of December 21, 1952, on the Right to Exploit Freely Natural Wealth and Resources. Available at http://daccess-ods.un.org/access.nsf/Get?

OpenAgent&DS=A/RES/626(VII)&Lang=E&Area=RESOLUTION; UN General Assembly Resolution A/Res/1803(XVII), of December 14, 1962, on Permanent Sovereignty over Natural Resources. Available at http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/1803(XVII); UN General Assembly Resolution A/Res/S-6/3201, of May 1, 1974, on the Declaration on the Establishment of a New International Economic Order. Available at http://legal.un.org/avl/pdf/ha/ga_3201/ga_3201_ph_e.pdf; UN General Assembly Resolution A/Res/3281(XXIX), of December 12, 1974, on the Charter of Economic Rights and Duties of States. Available at http://www.un.org/ga/search/view_doc.asp?symbol=a/res/3281(XXIX).

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

- 15. The Stockholm Convention on Persistent Organic Pollutants, a global agreement, reaffirmed the Rio Declaration's statement of the principle. Convention on Persistent Organic Pollutants, Stockholm, May 22, 2001, in force May 17, 2004, Available at http://chm.pops.int/Portals/0/download.aspx?d=UNEP-POPS-COP-CONVTEXT-2009.En.pdf. Preamble paragraph 17.
- 16. At states' request, the International Law Commission explicitly excluded consideration of the polluter pays principle in its development of Draft Guidelines on the Protection of the Atmosphere (International Law Commission 2018 Guideline 2.2; see Sand 2017: 206-207).
- 17. Environmental policies that are contrary to the polluter pays principle also

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

- 21. Stockholm Declaration on the Human-Environment, UN Doc.

 A/CONF.14/48/Rev. 1, June 16, 1972. Available at http://www.un-documents.net/unchedec.htm, Principle 21; Rio Declaration on Environment and Development, in Report of the UN Conference on Environment and Development, Rio de Janeiro, June 3-14, 1992, UN Doc A/CONF.151/26 (Vol I), August 12, 1992, available at http://www.unesco.org/education/pdf/RIO_E.PDF, Principle 2.
- 22. Nuclear Weapons, Advisory Opinion, July 8, 1996, ICJ Reports (1996), paragraph 29. See also Pulp Mills on the River Uruguay (Argentina v. Uruguay), Judgment, April 20, 2010, ICJ Reports (2010), p. 14.
- 23. The additional term "reasonably" is often, but not always, used as well. For

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

- 28. Convention on the Law of Non-Navigational Uses of International Watercourses, May 21, 1997, in force August 17, 2014. Available at http://legal.un.org/ilc/texts/instruments/english/conventions/8_3_1997.pdf. Although the Convention provides that riparian parties shall "take all appropriate measures to prevent the causing of significant harm to other watercourse States" (Article 7), this passage was particularly controversial (McCaffrey 1998).
- 29. The court did not consider this claim in any depth. *Nuclear Tests Cases* (Australia v. France), Interim Measures, June 22, 1973, *ICJ Reports* (1973), paragraph 101.

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

34. Moreover, the Antarctic moratorium agreement was a response to the failure of a previous proposal for an administrative body. Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies, December 19, 1966, in force October 10, 1967, Art. II. Available at

http://www.unoosa.org/pdf/publications/STSPACE11E.pdf. Protocol on Environmental Protection to the Antarctic Treaty, October 4, 1991, in force January 14, 1998, Articles 7, 25. Available at

https://www.ats.aq/documents/recatt/Att006 e.pdf.

References

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Barrett, S., & Stavins, R. (2003). Increasing participation and compliance in international climate change agreements. *International Environmental Agreements*, 3(4), 349–376. https://doi.org/10.1023/b:Inea.0000005767.67689.28.

Article Google Scholar

Baumol, W. J., & Oates, W. E. (1988). *The theory of environmental policy*. Cambridge: Cambridge University Press.

Book Google Scholar

Birnie, P. W., Boyle, A., & Redgwell, C. (2009). *International law and the environment*. Oxford: Oxford University Press.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Cooley, A. (2000). Imperial wreckage: Property rights, sovereignty, and security in the post-Soviet space. *International Security*, 25(3), 100–127. https://doi.org/10.1162/016228800560534.

Article Google Scholar

Cooter, R. (1982). The cost of Coase. The Journal of Legal Studies, 11(1), 1-33.

Article Google Scholar

Cooter, R. B., & Ulen, T. (2011). *Law and economics* (6th ed.). Boston: Addison-Wesley.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

(Ed.), *Production of legal rules (Encyclopedia of law and economics)* (2nd ed., pp. 293–308). Cheltenham: Edward Elgar.

https://doi.org/10.4337/9781782540519.00025.

Chapter Google Scholar

de Sadeleer, N. (2002). *Environmental principles: From political slogans to legal rules*. Oxford: Oxford University Press.

Book Google Scholar

del Castillo-Laborde, L. (2010). Equitable utilization of shared resources. In R. Wolfrum (Ed.), *The Max Planck encyclopedia of public international law* (2nd ed.). Oxford: Oxford University Press.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Henry, L. A., & McIntosh Sundstrom, L. (2007). Russia and the Kyoto Protocol: Seeking an alignment of interests and image. *Global Environmental Politics*, 7(4), 47–69. https://doi.org/10.1162/glep.2007.7.4.47.

Article Google Scholar

Holland, T. E. (1924). *The elements of jurisprudence* (Thirteenth ed.). Oxford: Clarendon Press.

Google Scholar

International Law Association. (2004). Berlin rules on water resources. In A. H. A. Soons & C. Ward (Eds.), *International Law Association*, report of the seventy-first conference, Berlin, 2004 (pp. 334–480). London: International Law Association.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

International Law Commission. (2008). Draft articles on the law of transboundary aquifers. In *Report of the International Law Commission, sixtieth session, UN Doc A/63/10* (pp. 19–79). New York: United Nations.

International Law Commission. (2018). Text of the draft guidelines on the protection of the atmosphere, together with preamble, adopted by the Commission on first reading. In *Report of the International Law Commission*, seventieth session, UN Doc A/73/10 (pp. 158–200). New York: United Nations.

Knicley, J. E. (2012). Debt, nature, and indigenous rights: Twenty-five years of debt-for-nature evolution. *Harvard Environmental Law Review*, *36*(1), 79–122.

Google Scholar

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

McCaffrey, S. (1998). The UN convention on the law of the non-navigational uses of international watercourses: Prospects and pitfalls. World Bank Technical Paper (pp. 17–28).

Posner, R. A. (1984). Wealth maximization and judicial decision-making. *International Review of Law and Economics*, 4(2), 131–135. https://doi.org/10.1016/0144-8188(84)90002-4.

Article Google Scholar

Posner, E. A., & Sykes, A. O. (2013). Economic foundations of international law.

Cambridge MA· Relknan

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Sands, P., & Peel, J. (2012). *Principles of international environmental law* (3rd edn.). Cambridge: Cambridge University Press.

Book Google Scholar

Scott, R. E., & Stephan, P. B. (2006). *The limits of leviathan: Contract theory and the enforcement of international law*. Cambridge: Cambridge University Press.

Book Google Scholar

Shavell, S. (1984). Liability for harm versus regulation of safety. *Journal of Legal Studies*, 13(2), 357–374.

Article Google Scholar

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Meeting of the Society for Environmental Law and Economics, June 15–16, 2018, Chicago, Illinois, USA, for their feedback, and especially Dan Cole, Jonathan Wiener, and Yael Lifshitz for their specific comments at the latter. He is also grateful for the comments of two anonymous reviewers. The author sincerely thanks the Open Philanthropy Project for its support of his work.

Author information

Authors and Affiliations

Emmett Institute on Climate Change and the Environment, School of Law, University of California, Los Angeles, 385 Charles E. Young Drive East, 1242 Law Building, Los Angeles, CA, 90095, USA

Jesse L. Reynolds

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Accepted

19 October 2019

Published

Issue Date

December 2019

DOI

https://doi.org/10.1007/s10784-019-09454-7

Keywords

10 October 2019

<u>Law and economics</u> <u>Property rights</u> <u>International environmental law</u> <u>Polluter pays</u>

Transboundary harm

Profiles

1. Jesse L. Reynolds

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

We use essential cookies to make sure the site can function. We, and our 93 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies