American websites would lose $33 Billion over 5 years if Congress mandated EU-style Opt-In consent for interest-based advertising.

“We need to out-innovate, out-educate, and out-build the rest of the world. We have to make America the best place on Earth to do business.”

-- President Obama, January 25, 2011

Loss of advertising revenue based on EU research by Goldfarb & Tucker, *Privacy Regulation and Online Advertising*, Univ. Toronto & MIT (Aug-2010)