

Podcast: Facebook and Twitter Diverge on Political Ads Policy

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman joins the show to argue that Facebook's decision to continue allowing politicians to lie in paid placements is a mistake, and to talk about Twitter's very different new policy. We also catch up on earnings reports from major US digital ad sellers.

How Do US Internet Users Ages 18-29 Describe Social Media Political Advertising?

% of respondents, June 2019

Negative

Untrustworthy 37%

Deceitful 18%

8% Fraudulent

Total 63%

Positive

Informative 27%

6% Honest

4% Reliable

Total 37%

Source: Sling TV and Telaria, "Connected GenZennials: The CTV-First Generation's Impact on the 2020 Elections," Aug 7, 2019

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