

# Facebook to Steer Readers to Publishers' Sites

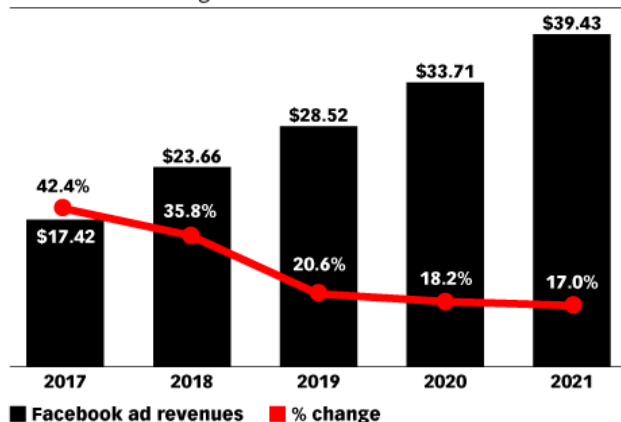
**AUDIO** |

## eMarketer Editors

eMarketer principal analyst Nicole Perrin discusses Facebook's plan to give publishers more curation control over how their articles look on the platform. She also talks about the implications of letting Yelp users personalize their homepage experience and how effective the BBC's new voice assistant can be in a competitive digital market.

### US Facebook Ad Revenues, 2017-2021

billions and % change



*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes Instagram advertising revenues; excludes spending by marketers that goes toward developing or maintaining a Facebook presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites*  
 Source: eMarketer, Feb 2019

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