

TikTok's next act, YouTube to invest in 'Shorts,' and LinkedIn to launch audio events

Audio

On today's episode, we discuss what the next, most important initiatives will be for TikTok. We then talk about what YouTube plans to do with its short-form video format "Shorts" and

whether LinkedIn's audio events will work out. Tune in to the discussion with our analyst Debra Aho Williamson.

Average Time Spent per Day by US Adult Users on Leading Social Media Networks, 2022

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop
Source: Insider Intelligence, Feb 2022

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