

The Weekly Listen: Actually regulating social, Snapchat Spotlight, and Spotify Stories

AUDIO

Mark Dolliver, Blake Drosch and Sara M. Watson

eMarketer principal analyst Mark Dolliver, junior analyst Blake Drosch, vice president of content studio Paul Verna, and senior analyst at Insider Intelligence Sara M. Watson discuss how social media might (actually) be regulated, social commerce, the ceiling for Disney+, Snapchat rolling out TikTok competitor "Spotlight," Spotify testing Snapchat-like Stories, Facebook paying UK publishers for news in 2021, why you should never trust a raven, and more.

Social Media Advertising Practices that US Internet Users Believe the Government Should Regulate, April 2019

% of respondents

The way social media companies run political advertising

33%

The way social media companies allow groups to target ads in order to prevent illegal discrimination

41%

The way social media companies safeguard the personal data of their users

56%

Note: ages 18+

Source: The Economist and YouGov as cited in company website, April 9, 2019

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