


The Daily: 2023 social trends—What will social video look like this year, influencer marketing's impact on quality advertising, and more

Audio



On today's episode, we discuss what a looming Netflix and TikTok rivalry might look like, the potential consequences of monetizing influencer marketing on the social landscape, how the rise of retail media will affect social platforms, and more. Tune in to the discussion with our analysts Jasmine Enberg and Debra Aho Williamson.



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