

What Are We to Make of Facebook's Q2?

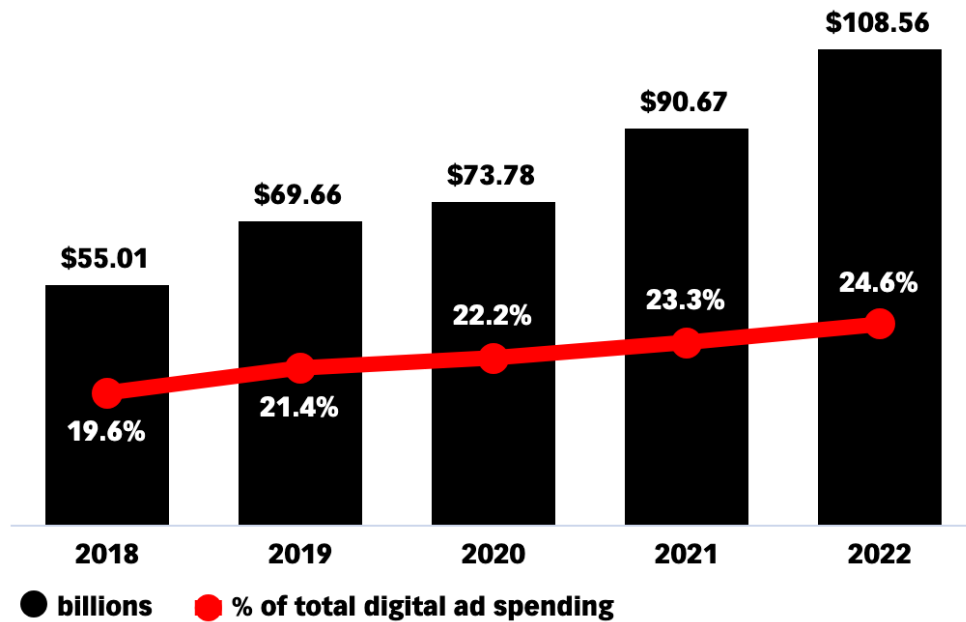
AUDIO | AUGUST 06, 2020

eMarketer Editors

eMarketer principal analysts Debra Aho Williamson and Nicole Perrin, senior analyst Jasmine Enberg, and forecasting analyst at Insider Intelligence Eric Haggstrom discuss Facebook's recent Q2 earnings and check in on what effects the advertiser boycott may have on the social networking giant. They then discuss the latest from the Twitter hack, why Microsoft may buy TikTok, and the impact of TikTok letting outsiders peek behind the curtain of its algorithm.

Facebook Ad Revenues

Worldwide, 2018-2022



Source: eMarketer, June 2020

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