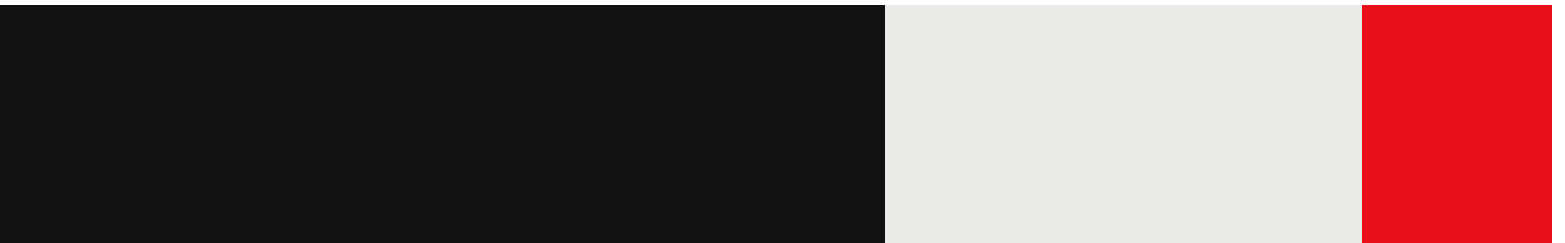


What Facebook's Q1 earnings mean, how Facebook Dating is doing, and a smart wristband

Audio

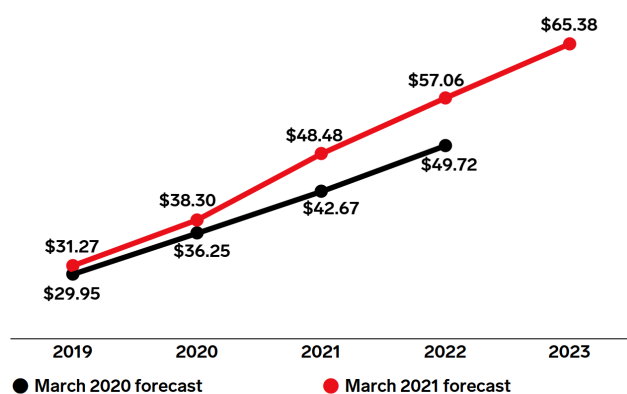


On today's episode, we discuss the most interesting findings from Facebook's Q1 earnings, how Apple's iOS 14.5 update might affect its business, and where it sits among the digital ad

giants. We then talk about how many people are using Facebook Dating, measuring Facebook's "potential reach," and Facebook Reality Labs' upcoming smart wristband. Tune in to the discussion with eMarketer principal analysts at Insider Intelligence Debra Aho Williamson and Nicole Perrin.

How Has the Forecast for Net Facebook Ad Revenues in the US Changed? 2019-2023

billions, March 2020 vs. March 2021



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; paid advertising only; includes Instagram advertising revenues; excludes spending by marketers that goes toward developing or maintaining a Facebook presence

Source: eMarketer, March 2021

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