

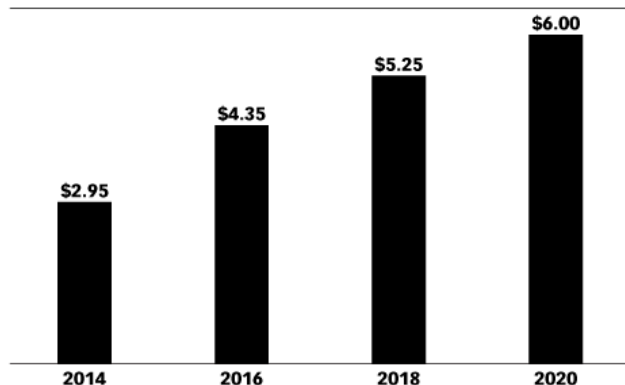
Can Facebook's New Political Ad Rules Soothe Misinformation Anxieties?

AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin explains whether Facebook's updated political advertising rules can sufficiently combat misinformation ahead of the next election cycle. She also discusses Fitbit's new subscription services, a paper about radicalization on YouTube and a new Google Maps feature that lets users pair transit directions with biking and ride-sharing options.

US Political Campaign Ad Spending, 2014-2020
billions



Note: ads sponsored by federal candidates and campaigns; excludes PACs and local election ad spending
Source: Kantar Media as cited by MediaPost, June 27, 2019

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