

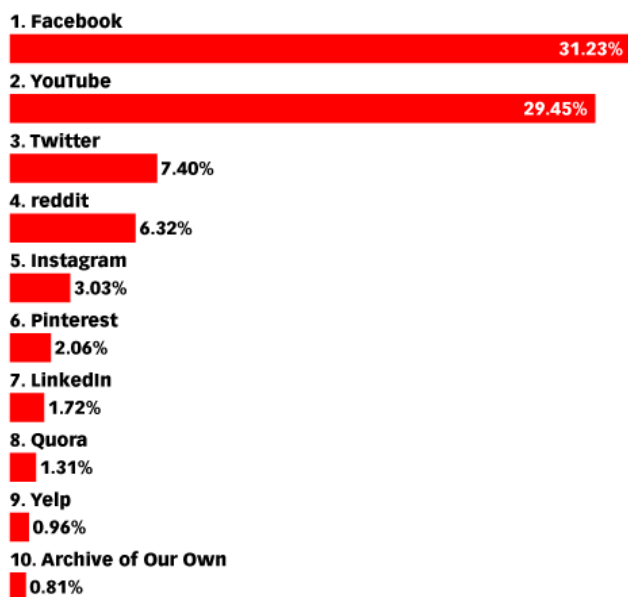
Facebook Hides Likes, Removes Apps and Adds Some Ads

AUDIO |

eMarketer Editors

eMarketer junior analyst Blake Droesch explains Facebook's mass app removal, new ad initiatives and hiding likes. He also discusses Twitter's controversial "hide replies" feature, Snapchat increasing the length of video ads and more.

Top 10 Social Media Platforms Among US Internet Users, Ranked by Market Share of Visits, Aug 2019



Note: desktop and mobile
Source: Hitwise, Sep 3, 2019

249457

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).