

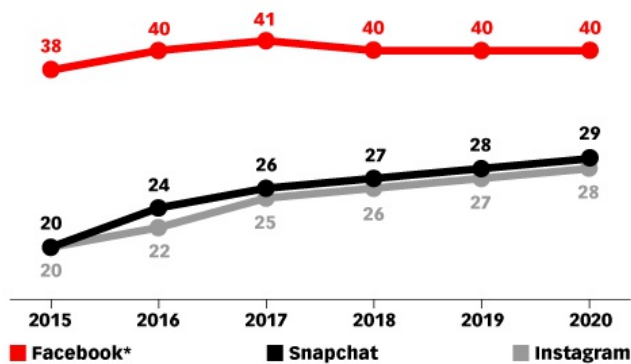
Podcast Pack | The Facebook Saga

AUDIO | DECEMBER 21, 2018

eMarketer Editors

Facebook took a drubbing all year long—or did it? The social network's usage edged down in the US as teens migrated to other platforms (among them, Facebook unit Instagram) and consumers worried about privacy and other issues. But the company also rolled out waves of new products and scored huge revenue gains.

Average Time Spent per Day with Facebook, Instagram and Snapchat by US Adult Users of Each Platform, 2015-2020
minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Facebook and 1 hour for Snapchat; *excludes Facebook Messenger
Source: eMarketer, Sep 2018

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Throughout the year, "Behind the Numbers" tracked Facebook's

challenges, triumphs and evolving ambitions.