

The Daily: What happens now that Musk owns Twitter, livestream shopping in the West, and Pinterest outperforms

Audio



On today's episode, we discuss what will happen with Twitter in the short term, how advertisers are now looking at an Elon Musk-run Twitter, and expectations for the direction of the company. "In Other News," we talk about whether livestream shopping will ever be a thing in the West and why Pinterest was able to outperform its peers in Q3. Tune in to the discussion with our analyst Jasmine Enberg.



Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts.

Connected TV makes television advertising a whole lot easier. With precision targeting and accurate measurement, brands can drive performance and tap into TV’s impact and prestige. MNTN makes it even easier—and more effective—with a self-serve, performance-driven marketing solution.

[Get started today.](#)