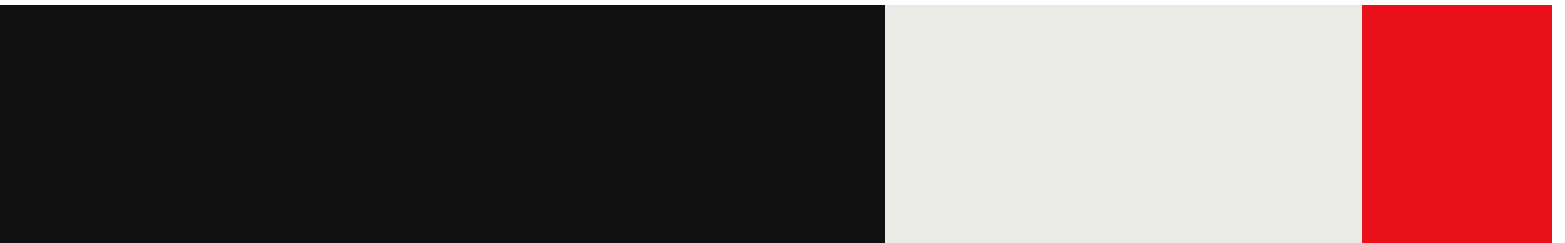


Twitter without Trump, Biden's TikTok position, and Shopify's 'Shop Pay' on Facebook

Audio



eMarketer senior analyst Jasmine Enberg and forecasting analyst at Insider Intelligence Nazmul Islam discuss Twitter's stellar Q4 performance and how it managed to close out a

terrible 2020 on a high note. They then talk about Snapchat redefining what friendship should mean, TikTok's fate in the Biden administration, and how much Shopify's "Shop Pay" could help boost Facebook and Instagram Shops.

How US Adults Describe Their Feelings About President Trump's Permanent Suspension from Twitter Due to "Risk of Further Incitement of Violence," by Political Affiliation, Jan 2021

% of respondents

	It's too little, too late	Embarrassed that the President of the US was banned for inciting violence	Concerned that social media companies are censoring politicians or the government	None of these
Democrat	55%	44%	20%	6%
Republican	18%	32%	63%	8%
Independent/other	40%	34%	31%	18%
Total	40%	37%	36%	10%

Note: ages 18+

Source: The Harris Poll as cited by USA Today, Jan 12, 2021

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