

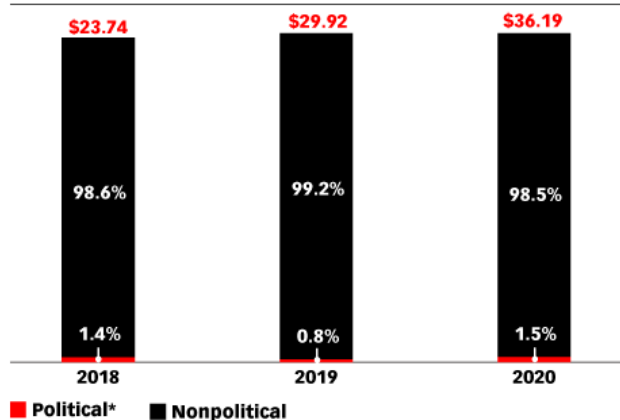
What to Make of Facebook's Earnings

AUDIO |

eMarketer Editors

eMarketer junior analyst Blake Drosch and principal analyst Debra Aho Williamson discuss what to make of Facebook's Q4 2019 earnings. They also talk about Twitter's new threaded replies, Byte offering to share all its revenues with creators and YouTube's adjusted stance on political misinformation.

US Facebook Ad Revenues, Political* vs. Nonpolitical, 2018-2020
 % of total and billions



*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes Instagram advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes advertising related to federal, state or local politics, including elections and lobbying activities; includes advertising directly related to legislative and regulatory issues*

Source: eMarketer, Jan 2020

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