

The Weekly Listen: Verizon Sells Tumblr, Facebook Movie Ads, and Snapchat's Newest Spectacles

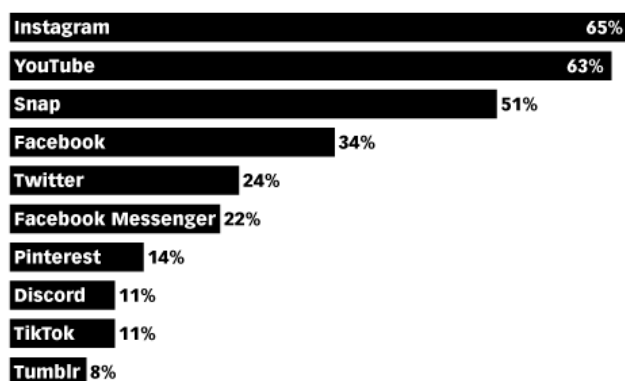
AUDIO |

eMarketer Editors

eMarketer principal analysts Nicole Perrin and Mark Dolliver join vice president of content studio Paul Verna to discuss Verizon's sale of Tumblr to Automattic, the acceleration of cord-cutting, Facebook's new movie ads, Snapchat's third pair of sunglasses and more.

What Social Media Apps Do US Gen Z Internet Users Check on a Daily Basis?

% of respondents, Jan 2019



Note: ages 13-21

Source: Business Insider, "The State of Gen Z," July 1, 2019

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