

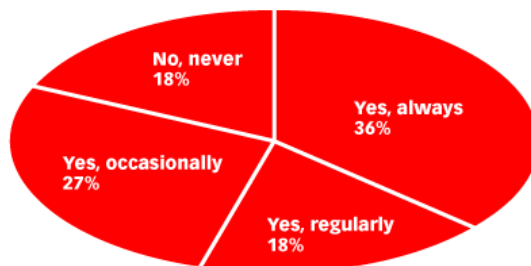
# The Weekly Listen: Online Reviews Value, Snapchat 3.0 and Facebook Suggests Laws

## AUDIO |

### eMarketer Editors

eMarketer principal analyst Mark Dolliver and junior analysts Blake Droesch and Lucy Koch discuss the importance of online reviews, Facebook's suggested EU regulations, WhatsApp reaching 2 billion users, another potential Snapchat redesign, Apple's augmented reality shopping, which country's national animal is a unicorn and more.

**US Internet Users Who Read Digital Reviews for Local Businesses, Nov 2019**  
% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding  
Source: Brightlocal, "Local Consumer Review Survey 2019," Dec 11, 2019  
251770 [www.eMarketer.com](http://www.eMarketer.com)

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