

Can Instagram's 'Reels' Steal Users from TikTok?

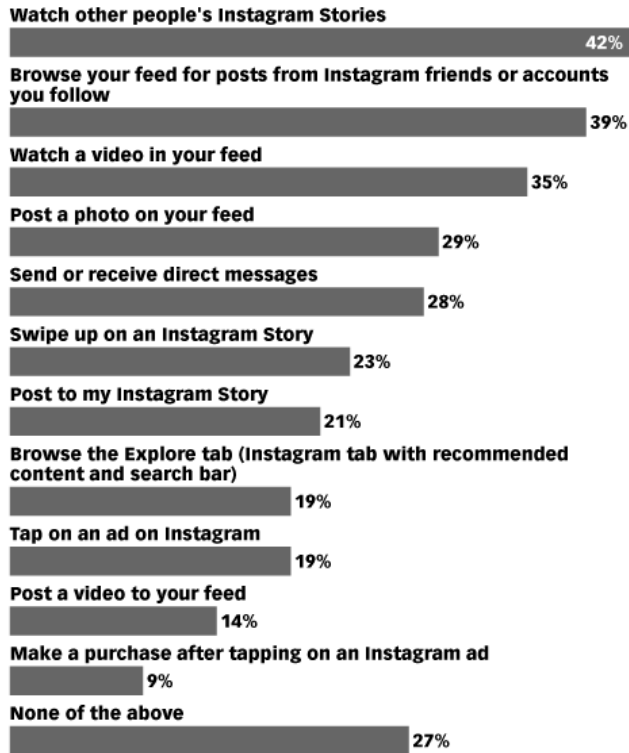
AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst at Insider Intelligence Blake Driesch discuss whether Instagram's "Reels" feature can steal users from TikTok. They then talk about whether Twitter might buy TikTok, the Federal Trade Commission's potential Twitter fine and a new study about how young consumers engage with premium video.

Which Instagram Activities Have US Instagram Users Done in the Past Month?

% of respondents, March 2020



Note: 64% of respondents were female and 61% were ages 35+
Source: "The eMarketer Facebook Flash Survey" conducted by Bizrate Insights, March 12, 2020

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