

A Facebook Ad Boycott. What Does It All Mean?

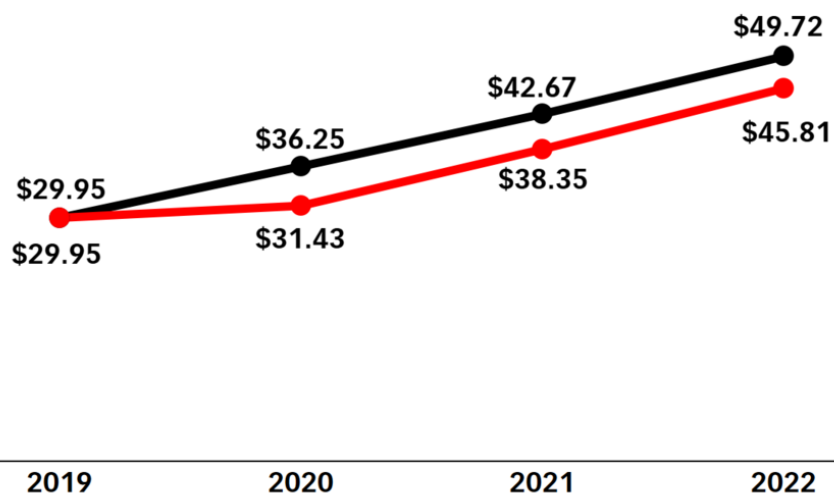
AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analysts Blake Drosch and Nina Goetzen at Insider Intelligence discuss the recent conversation around a Facebook ad boycott. They then talk about why Zynn ditched its pay-to-watch feature, Snapchat's announcements and why WhatsApp's digital payments service in Brazil was suspended so quickly.

How Has the Forecast for Net Facebook Ad Revenues in the US Changed? 2019-2022

billions, March 2020 vs. June 2020



■ March 2020 forecast

■ June 2020 forecast

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

Source: eMarketer, June 2020

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