

What Insider Intelligence Analysts Expect in 2021: The rise of social entertainment

AUDIO |

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eMarketer principal analyst Debra Aho Williamson, senior analyst Jasmine Enberg, and junior analyst at Insider Intelligence Blake Drosch discuss what they're paying attention to in 2021, and why: the rise of social entertainment, WhatsApp's next move, and stalling social commerce.

For What Purposes Do US Social Media Users Use Select Social Media Platforms?

% of respondents, Q3 2019

1 Keep contact with friends and family

2 Entertainment

3 News

4 Follow brands/companies

5 Strengthen professional network

6 Other

	1	2	3	4	5	6
Facebook	88%	33%	23%	17%	11%	6%
WhatsApp	82%	10%	7%	4%	13%	4%
Snapchat	74%	42%	12%	10%	7%	6%
Instagram	67%	47%	15%	34%	13%	6%
Twitter	34%	48%	48%	33%	14%	12%
LinkedIn	15%	3%	11%	20%	84%	6%
Tumblr	12%	60%	17%	15%	12%	21%
Pinterest	9%	49%	8%	32%	8%	40%
YouTube	8%	82%	23%	18%	7%	13%
Periscope	6%	49%	36%	17%	5%	8%
reddit	5%	72%	43%	17%	8%	17%

Note: ages 15+; among users of each social media platform

Source: AudienceProject, "Insights 2019: App & social media usage," Sep 27, 2019

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