

The Weekly Listen: Elon buys Twitter, keeping consumers' attention, and Meta's physical store

Audio

On today's episode, we discuss Elon Musk buying Twitter, retailers' efforts on hybrid shopping, how to keep consumers' attention, the first Meta store, how much the average

American gets back in their taxes, and more. Tune in to the discussion with our analysts Yory Wurmser and Blake Drosch and director of reports editing Rahul Chadha.

US Social Network Net Ad Revenue Share, by Platform, 2019-2023

% of total social network ad spending

	2019	2020	2021	2022	2023
Facebook*	83.9%	82.8%	81.7%	80.5%	79.5%
Microsoft	4.3%	4.5%	4.7%	5.0%	5.2%
LinkedIn	4.3%	4.5%	4.7%	5.0%	5.2%
Twitter	4.3%	3.7%	3.8%	4.0%	4.1%
Pinterest	2.8%	3.1%	3.4%	3.6%	3.7%
Snapchat	2.4%	2.7%	3.1%	3.6%	4.2%
Reddit	0.3%	0.4%	0.5%	0.6%	0.6%
Other	2.1%	2.8%	2.8%	2.8%	2.7%

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes paid advertising appearing within social networks, social network games and social network apps; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes Instagram advertising revenues

Source: eMarketer, Oct 2021

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