

Twitter to bring in \$1 billion less from ads than previously predicted

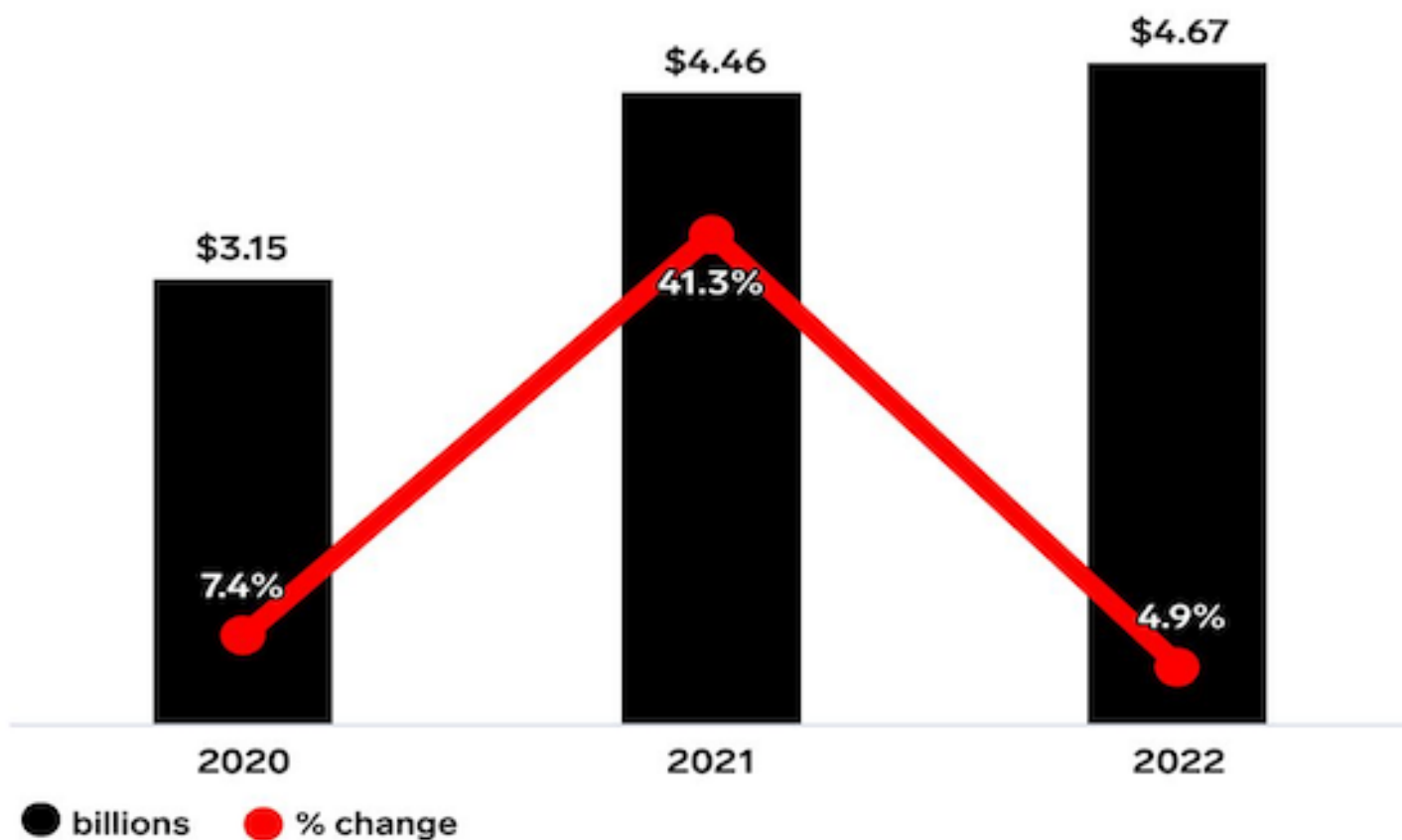
Article

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Twitter's global ad revenues will reach **\$4.67 billion** this year, up **4.9%** from 2021. This projection is a downgrade of nearly **\$1 billion** from our March forecast, as social media ad revenues have taken a hit across the board.

Twitter Ad Revenues

Worldwide, 2020-2022



Note: Exchange Rate; paid advertising only; excludes spending by marketers that goes toward developing or maintaining a Twitter presence; net ad revenues after company pays traffic acquisition costs (TAC) to partner sites; ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising; data for 2014 is based on company reports
Source: eMarketer, October 2022

eMarketer | InsiderIntelligence.com

Beyond the chart: Before closing the Twitter deal last week, **Elon Musk** put out a message to advertisers, committing to make the app “the most respected ad platform in the world.”

But 12 hours after he finalized the deal, use of the N-word on **Twitter** increased by about **500%**, according to the Network Contagion Research Institute. That apparent loosening of content moderation rules, along with Musk’s focus on **subscription revenues**, puts the ad business on shaky ground.

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