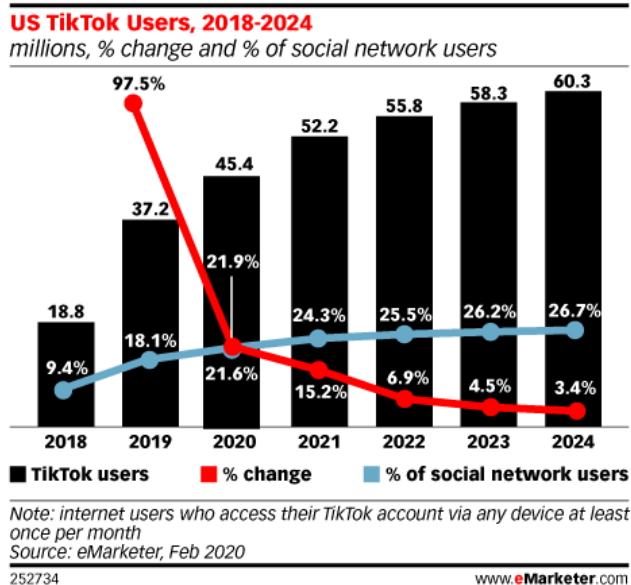


TikTok Is (Apparently) the Future

AUDIO |

eMarketer Editors

eMarketer principal analysts at Insider Intelligence Mark Dolliver and Debra Aho Williamson discuss whether TikTok has a future and what that might look like. They then talk about Instagram's new music-based augmented reality feature, how much the influencer market might take a hit and a new revenue-sharing agreement with Instagram creators.



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