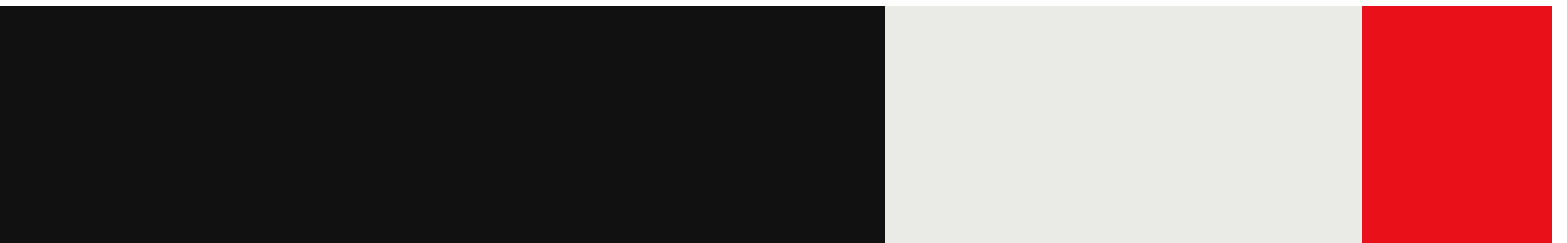


# How concerned should everyone be about Facebook, social commerce, and social media subscriptions

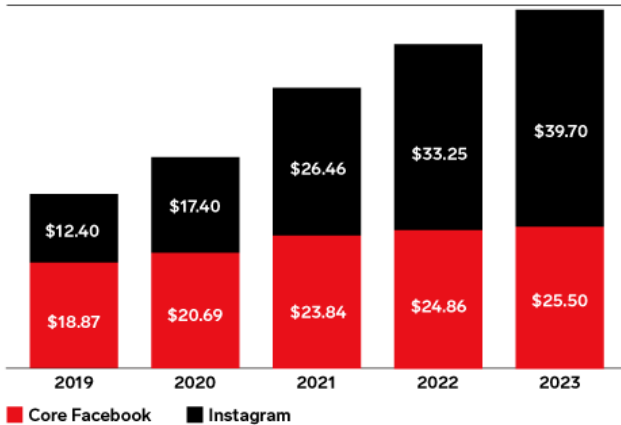
Audio



On today's episode, we discuss how concerned everyone should be about Facebook's latest Q4 earnings showing that daily active users were shrinking for the first time ever. Then for "In Other News," we talk about consumers' current feelings about social commerce and the likelihood of social media subscriptions catching on. Tune in to the discussion with our analyst Debra Aho Williamson.

### Net Core Facebook vs. Instagram Ad Revenues in the US, 2019-2023

billions



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; core Facebook includes advertising on Facebook's main platform, Facebook Audience Network, and Messenger; excludes spending by marketers that goes toward developing or maintaining a Facebook or Instagram presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites  
Source: eMarketer, Oct 2021

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