

Potential Effects of a TikTok Ban, Twitter's New Subscription Service and Instagram Stories

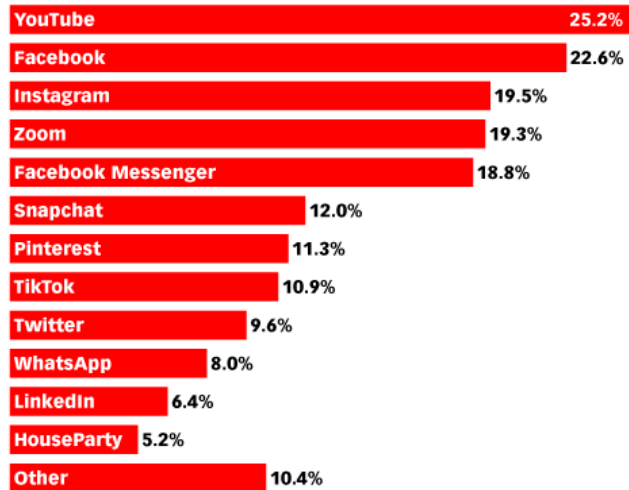
AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Drosch of Insider Intelligence discuss what the US would look like if TikTok was banned. They consider the likelihood of that happening and the company's efforts on its "TikTok for Business" initiative. Later, they discuss what Twitter's new subscription service may be, some metrics for Instagram Stories and influencer marketing's new normal.

Coronavirus Impact: Types of Social Media of Which US Adults Significantly Increased Usage*, May 2020

% of respondents



Note: *compared to last month

Source: Kantar, "COVID-19 Barometer Wave 4," May 18, 2020

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