

Twitter sidesteps Apple's privacy changes, tweets from young people, and Twitter Blue absorbs Scroll

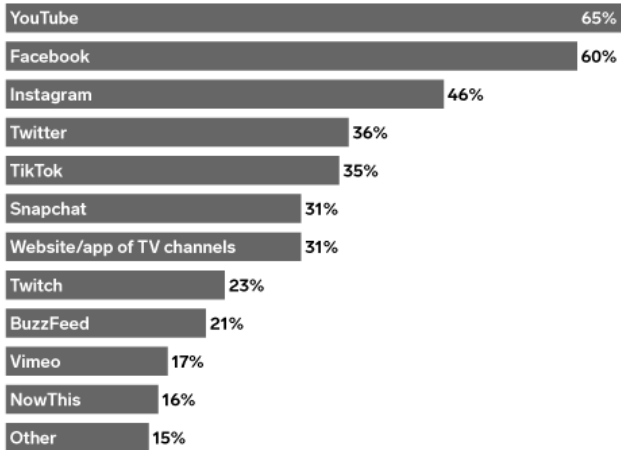
Audio



On today's episode, we discuss the most interesting takeaways from Twitter's Q3 earnings, why the social media company was able to weather Apple's iOS privacy changes, and what Twitter hopes to become by 2023. We then talk about the share of tweets that come from young people and the appeal of Twitter Blue now that it includes ad blocking service Scroll. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

Which Platforms Do US Short-Form Video* Viewers Use to Watch Non-TV Video Content?

% of respondents, May 2021



Note: n=1,911 ages 18+ who watch short-form video content at least a couple times per week; *non-TV content; includes short clips, user-generated content, video game livestreams, and videos on social media

Source: Horowitz Research, "State of Viewing and Streaming 2021," July 15, 2021

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