

# How Will the Coronavirus Change the Facebook and Google Duopoly?

**AUDIO** |

**eMarketer Editors**

eMarketer principal analysts Nicole Perrin and Debra Aho Williamson discuss how COVID-19 has changed engagement and the flow of ad dollars to the digital duopoly of Facebook and Google. They then talk about gamifying social distancing, Mozilla and Scroll's 'Firefox Better Web,' and Instagram 'Co-Watching.'

## Digital Ad Spending Worldwide, by Company, 2019-2022

billions

	2019	2020	2021	2022
<b>Google</b>	<b>\$96.83</b>	<b>\$110.17</b>	<b>\$124.06</b>	<b>\$138.82</b>
—YouTube	\$7.26	\$9.33	\$11.40	\$13.48
<b>Facebook</b>	<b>\$69.66</b>	<b>\$85.10</b>	<b>\$100.87</b>	<b>\$117.83</b>
—Instagram	\$20.00	\$31.88	\$44.65	\$58.92
<b>Alibaba (Alibaba &amp; Youku Tudou)</b>	<b>\$28.28</b>	<b>\$33.51</b>	<b>\$38.84</b>	<b>\$44.28</b>
<b>Amazon</b>	<b>\$12.82</b>	<b>\$16.73</b>	<b>\$21.13</b>	<b>\$25.74</b>
<b>Tencent</b>	<b>\$9.29</b>	<b>\$11.07</b>	<b>\$12.96</b>	<b>\$14.93</b>
<b>Baidu</b>	<b>\$9.39</b>	<b>\$9.17</b>	<b>\$8.96</b>	<b>\$8.84</b>
<b>Microsoft</b>	<b>\$6.89</b>	<b>\$7.73</b>	<b>\$8.45</b>	<b>\$9.07</b>
—LinkedIn	\$2.52	\$2.98	\$3.34	\$3.65
<b>Verizon Media Group</b>	<b>\$4.50</b>	<b>\$4.58</b>	<b>\$4.67</b>	<b>\$4.75</b>
<b>Twitter</b>	<b>\$2.94</b>	<b>\$3.30</b>	<b>\$3.62</b>	<b>\$3.92</b>
<b>Snapchat</b>	<b>\$1.51</b>	<b>\$2.20</b>	<b>\$2.84</b>	<b>\$3.57</b>
<b>Sina</b>	<b>\$1.72</b>	<b>\$1.53</b>	<b>\$1.44</b>	<b>\$1.39</b>
<b>Pinterest</b>	<b>\$1.14</b>	<b>\$1.52</b>	<b>\$1.90</b>	<b>\$2.31</b>
<b>Pandora</b>	<b>\$1.20</b>	<b>\$1.28</b>	<b>\$1.33</b>	<b>\$1.36</b>
<b>Yelp</b>	<b>\$0.99</b>	<b>\$1.10</b>	<b>\$1.21</b>	<b>\$1.32</b>
<b>IAC</b>	<b>\$1.01</b>	<b>\$1.05</b>	<b>\$1.08</b>	<b>\$1.11</b>
<b>Sohu.com</b>	<b>\$0.68</b>	<b>\$0.63</b>	<b>\$0.58</b>	<b>\$0.52</b>
<b>reddit</b>	<b>\$0.12</b>	<b>\$0.19</b>	<b>\$0.28</b>	<b>\$0.37</b>
<b>Other</b>	<b>\$75.69</b>	<b>\$78.08</b>	<b>\$81.44</b>	<b>\$82.50</b>
<b>Total</b>	<b>\$324.65</b>	<b>\$368.95</b>	<b>\$415.65</b>	<b>\$462.65</b>

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; net ad revenues after company pays traffic acquisition costs (TAC) and content acquisition costs (CAC) to partner sites

Source: eMarketer, March 2020

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