

# Facebook's "metaverse" future, Facebook Pay expands, and Reels on Facebook's homepage

Audio

On today's episode, we discuss Facebook's Q2 performance, whether Apple's iOS update has affected ad revenues, and what Facebook means exactly when it talks about its (and

everybody else's) "metaverse" future. We then talk about the impact of Facebook Pay expanding to online retailers, whether Instagram Reels could come to Facebook's homepage, and some new privacy features for kids on Instagram. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

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### US Social Commerce Buyers, by Platform, 2021

millions and % of internet users

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Facebook	56.1 (22.3%)
Instagram	32.4 (12.9%)
Pinterest	13.9 (5.6%)

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Note: ages 14+; social network users who have made at least one purchase via the Instagram platform, including links and transactions on the platform itself, during the calendar year; includes online, mobile, and tablet purchases  
Source: eMarketer, May 2021

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