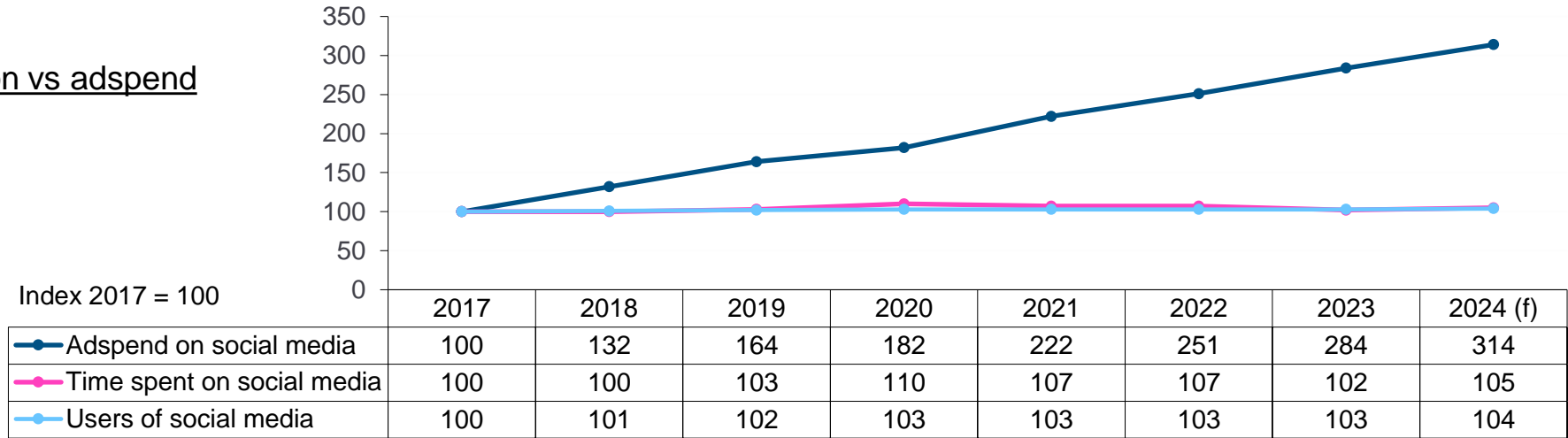


# Social media: stable consumption, increasing ad load

## An irresistible clutter increase

Evolutions:  
consumption vs adspend



Shares of total adspend

