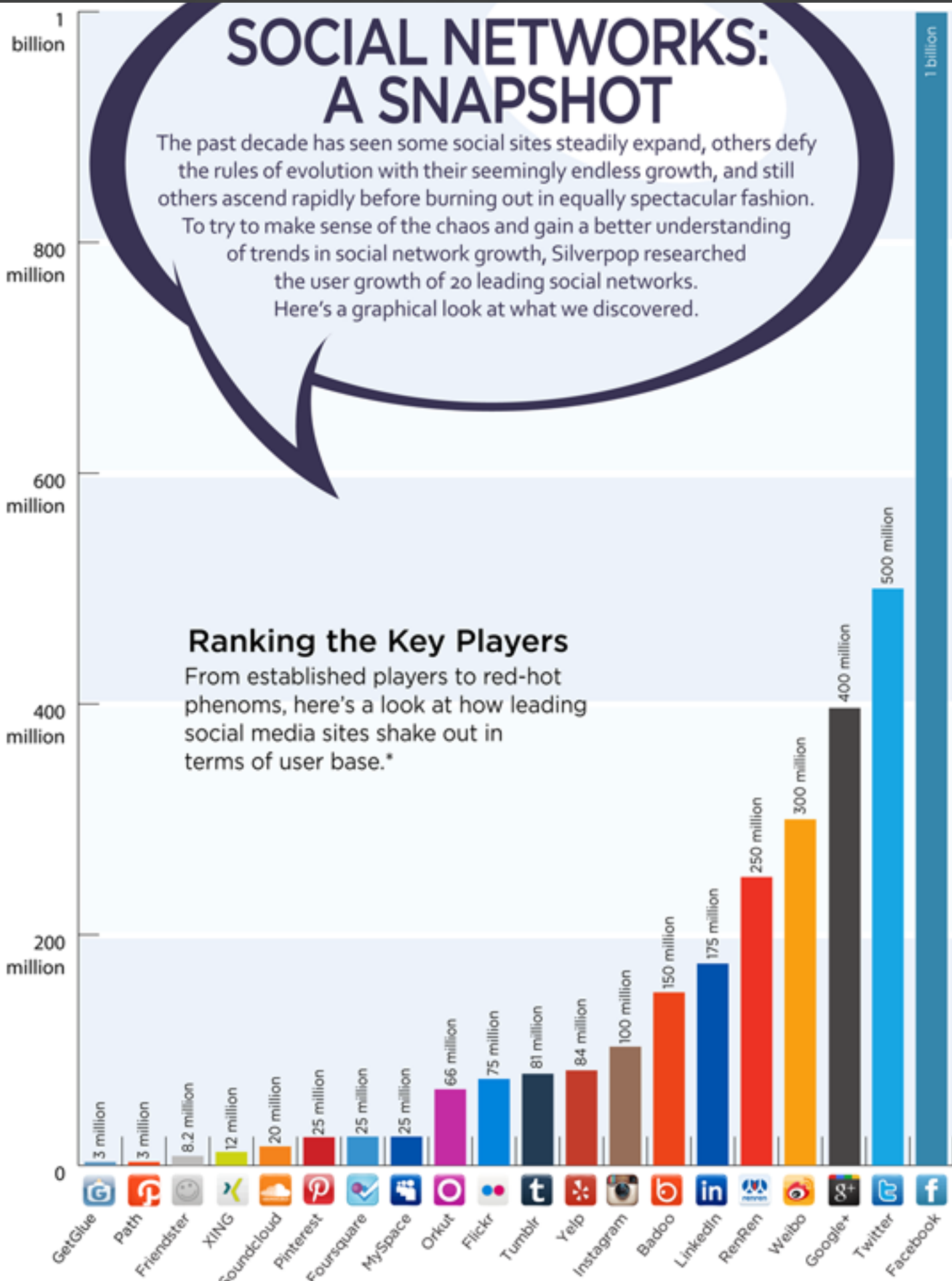


# SOCIAL NETWORKS: A SNAPSHOT

The past decade has seen some social sites steadily expand, others defy the rules of evolution with their seemingly endless growth, and still others ascend rapidly before burning out in equally spectacular fashion. To try to make sense of the chaos and gain a better understanding of trends in social network growth, Silverpop researched the user growth of 20 leading social networks. Here's a graphical look at what we discovered.

## Ranking the Key Players

From established players to red-hot phenoms, here's a look at how leading social media sites shake out in terms of user base.\*

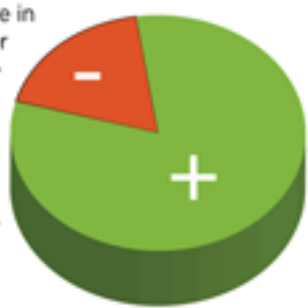


### Growing Pains

To paraphrase Justin Timberlake in *The Social Network*, growing for the first three years isn't cool — growing for the NEXT three years is cool.

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Number of sample key social networks that grew each of their first three years



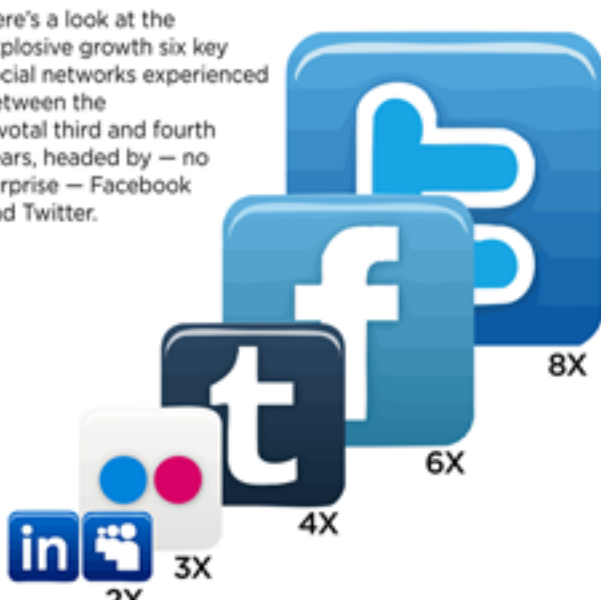
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Number of these same social networks that grew each of the next three years



### Sample Growth Increases from Year 3 to 4

Here's a look at the explosive growth six key social networks experienced between the pivotal third and fourth years, headed by — no surprise — Facebook and Twitter.



### Welcome to the Club

Social networks' growth patterns can vary as widely as their logos and user interfaces. Here's a look at what buckets some notable social sites fall into.

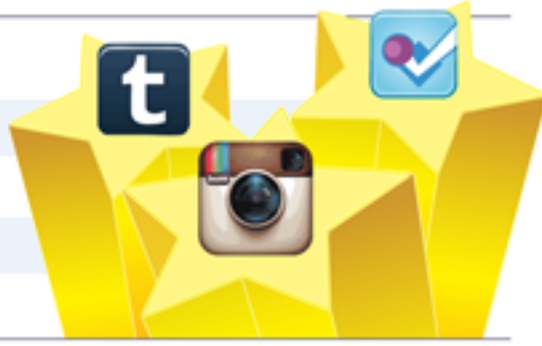


#### The 100 Million User Club

- Facebook:** The social giant has tallied an unprecedented 1 billion users.
- Twitter:** Boasts a half billion total users, including approximately 170 million active Tweeters.
- Google+:** With its built-in Google base, it's become an instant power player only a year after its launch.
- Weibo:** Buoyed by a lack of competition, the powerhouse Chinese microblogging site has grown at a startling rate.
- RenRen:** Questions about how many of this Chinese social network's users are active have threatened its growth.
- LinkedIn:** Has defied typical social growth patterns — it's the only member of the "Century Club" that never tripled in size year-over-year.
- Badoo:** Most popular in parts of Europe and Latin America, it's quietly built a formidable user base.
- Instagram:** The newest addition to the club took less than two years to cross the century mark.

### The Rising Stars

- Foursquare:** As smart phones have exploded, so has this location-based social site, more than doubling its user base in the last year.
- Instagram:** This photo-sharing site — and recent Facebook acquisition — quintupled its users from year one to two.
- Tumblr:** The microblogging platform has doubled its users each of its first five years and recently crossed the 80-million user mark.



### The Steady Freddie

- Flickr:** The image hosting and sharing site's growth has slowed the last three years but is still moving in a positive direction.
- LinkedIn:** It took the business social network site four years to hit 10 million users, six years to hit 50 million and eight to hit 100 million — but it's still growing.
- Xing:** Founded in Germany, this social network for professionals has inched up by a few million each of the last five years.
- Yelp:** It took the user review and social networking site five years to hit 10 million unique visitors — but it now has more than 80 million.

### The Child Prodigies

- Path:** The mobile-friendly photo-sharing site grew tenfold from its first year to its second.
- Pinterest:** The buzz-heavy, image-friendly site took less than three years to hit 25 million users.
- Soundcloud:** This collaborative audio distribution platform has more than tripled its base each year since its 2008 inception.



### Cooling Off

- Friendster:** Even after stagnating in the United States, the groundbreaking social network continued to grow in Asia but now focuses on gaming.
- MySpace:** Reached 200 million users before being lapped by Facebook; now on life support.
- Orkut:** An early foray into social networking for Google, it never approached the popularity of Google+.



### Sources and Methodology

Silverpop consulted more than 85 sources to gain as accurate a picture as possible of social network growth during the past decade. In addition to official corporate pages for Badoo, Facebook, Flickr, LinkedIn and Twitter, data sources included:

- TechCrunch.com
- Time.com
- SFGate.com (San Francisco Chronicle)
- BusinessInsider.com
- Forbes.com
- NYTimes.com
- VentureBeat.com
- Guardian.co.uk
- HuffingtonPost.com
- Mashable.com

\* In most instances, social networks were ranked by the number of total registered users. In a few select cases, social sites were evaluated in terms of active users (e.g. Facebook) or unique visitors (e.g. Yelp). Data as of Nov. 15, 2012.