

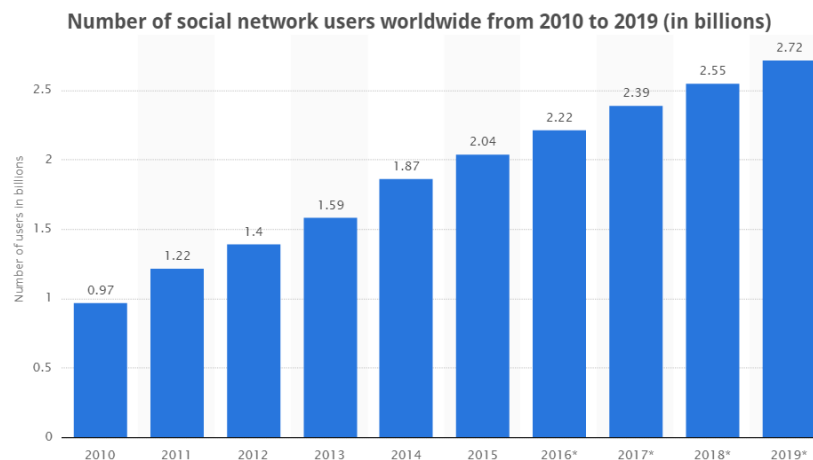
Social Networks Market Analysis Summary

The following market analysis will serve to examine several aspects of the social network market and provide insights regarding its potential and future trends. The following aspects will be examined:

- Where social networking is headed
- How much money advertisers spend on social networks
- How much, on average, each user is worth (in \$) for a social network

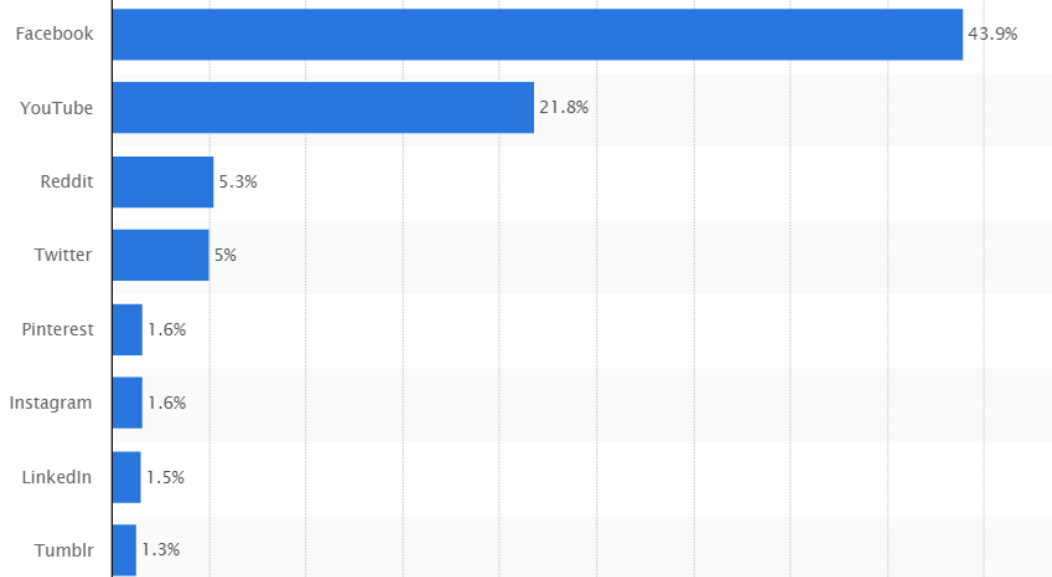
SOCIAL NETWORKS

Social networking is one of the most popular Internet activities in North America; particularly in the U.S. Nearly 80% of Internet users in the United States have a social network profile. Further, the number of social network users in the United States is projected to increase from 180 million in 2015 to over 200 million users in 2019.



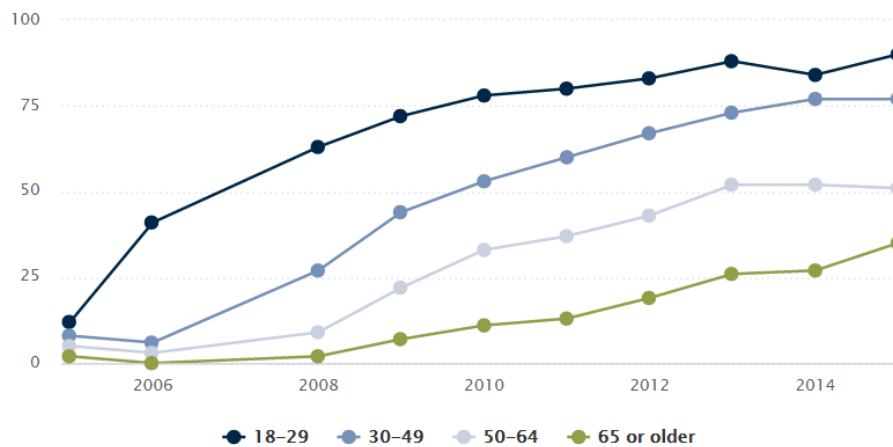
The most popular social network is Facebook, which attracts over 1.5 billion active users per month, of which 1 billion are active daily users. In the U.S, Facebook is the most used social network with 43.9% of the total visits, followed by YouTube with 21.8% and Reddit with 5.3%.

Leading social media websites in the United States in February 2016, based on share of visits



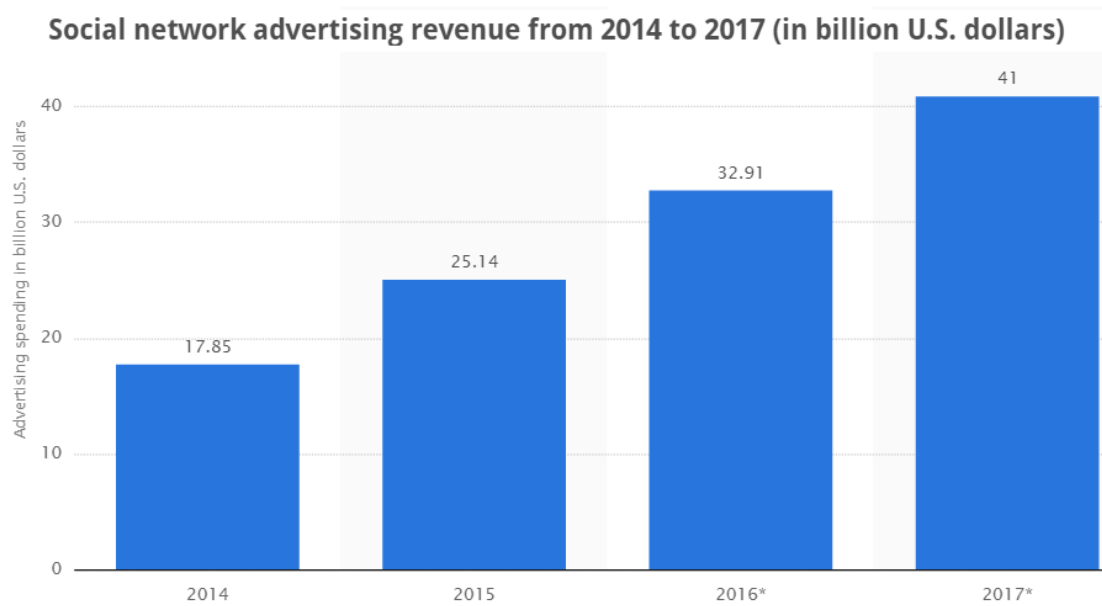
- ✓ **Age differences:** Young adults (ages 18 to 29) are the most likely to use social media – fully 90% do
- ✓ **Gender differences:** 68% of all women use social media, compared with 62% of all men
- ✓ **Racial and ethnic similarities:** 65% of whites, 65% of Hispanics and 56% of African-Americans use social media today

Among all American adults, % who use social networking sites, by age



ADVERTISING ON SOCIAL NETWORKS

According to a new forecast from eMarketer, worldwide social network advertising expenditure is accelerating faster than expected. Global social network ad expenditure has surpassed \$25.14 billion in 2015 and is expected to reach \$41 billion in 2017, representing a 64% growth in just 2 years.



USER'S NET WORTH

	Revenues in 2015	Total Users	Average Revenue Per User
Facebook	\$18 Billion	1.44 Billion	\$12.5
Twitter	\$710 Million	320 Million	\$2.2
LinkedIn	\$2.99 Billion	433 Million	\$7
SnapChat	\$59 Million	110 Million	\$0.53
Instagram	\$600 Million	415 Million	\$1.44