

THE RADICATI GROUP, INC.  
A TECHNOLOGY MARKET RESEARCH FIRM

## Social Networking Market, 2011-2015

<http://www.radicati.com>

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Social Networking services are used both by consumers and businesses to build communities and interact with their contacts through textual communication, media content sharing, and collaborative features.

- ☒ This study looks at both: Enterprise and Consumer Social Networking. For each segment it provides:
  - Market Size
  - Installed Base & Revenue Market Share by Vendor
  - Four-Year Forecasts
  - Breakouts by Region
  - Breakouts by Business Size
  - Detailed market analysis, and latest market trends.

- ☒ An in depth analysis of key market players: *Atlassian, Facebook, IBM, Google, Jive Software, LinkedIn, Microsoft, MySpace, Novell, Oracle, Socialtext, Telligent Systems, Tencent, Tumblr, Twitter, YouTube*, and others.

This report is intended for Organizations, Vendors, Service Providers, and Investors who need to make informed decisions about the *Social Networking* market.

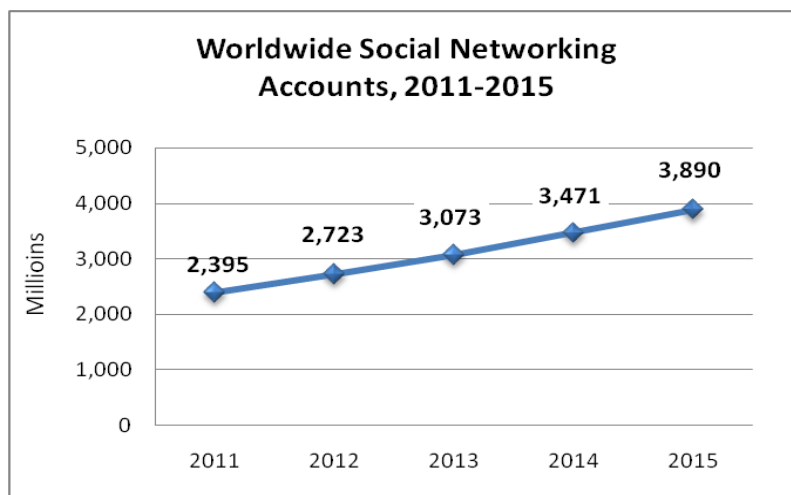


Figure 1: Worldwide Social Networking Accounts, 2011-2015

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## About The Radicati Group, Inc.

The Radicati Group covers all aspects of email security, email archiving, regulatory compliance, wireless technologies, web services, identity management, instant messaging, unified communications, VoIP, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group works with corporate organizations to assist them in selecting the right products and technologies to support their business needs, as well as with vendors to define the best strategic direction for their products. We also work with investment firms on a worldwide basis to help them identify and assess new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, UK.

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