

THE RADICATI GROUP, INC.  
A TECHNOLOGY MARKET RESEARCH FIRM

## Social Media Market, 2012-2016

<http://www.radicati.com>

Cost – US \$3,000 by company P.O. or \$2,500 by credit card

Social Media 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: Enterprise and Consumer Social Media services. For each segment it provides:
  - Market Size
  - Installed Base & Revenue Market Share by Vendor
  - Four-Year Forecasts
  - Breakouts by Region and Business Size
  - Detailed market analysis, and latest market trends.
  
- ☒ An in depth analysis of key market players: *Atlassian, Badoo, Broadvision, Facebook, Google+ IBM, Jive, LinkedIn, Microsoft, MySpace, Salesforce, Socialtext, Telligent, Tencent Qzone, Twitter, Yammer, and Yelp.*

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

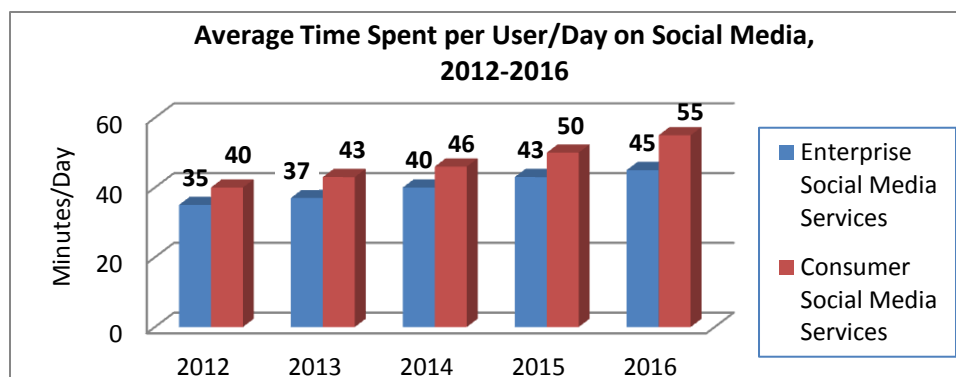


Figure 1: Social Media Usage Forecast, 2012-2016

Headquarters: 1900 Embarcadero Road, Suite 206  
Palo Alto, CA 94303  
phone: +1 (650) 322-8059  
fax: +1 (650) 322-8061

Europe: 29E Fitzjohns Avenue  
London NW3 5JY, UK  
phone: +44 (0)20 7794 4298  
fax: +44 (0)20 7431 9375

## TABLE OF CONTENTS

<b>SCOPE .....</b>	<b>5</b>
<b>METHODOLOGY .....</b>	<b>6</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>7</b>
<b>CHAPTER ONE – MARKET ANALYSIS .....</b>	<b>10</b>
1.1 MARKET DEFINITION .....	11
1.2 MARKET SEGMENTATION .....	12
1.3 MARKET ANALYSIS .....	14
1.4 ENTERPRISE SOCIAL MEDIA.....	17
<i>1.4.1 ENTERPRISE SOCIAL MEDIA MARKET SHARE.....</i>	<i>19</i>
<i>1.4.3 ENTERPRISE SOCIAL MEDIA FORECAST.....</i>	<i>22</i>
<i>1.4.4 ENTERPRISE SOCIAL MEDIA INSTALLED BASE BY REGION.....</i>	<i>25</i>
<i>1.4.5 ENTERPRISE SOCIAL MEDIA INSTALLED BASE BY BUSINESS SIZE .....</i>	<i>26</i>
1.5 CONSUMER SOCIAL MEDIA SERVICES.....	28
<i>1.5.1 CONSUMER SOCIAL MEDIA MARKET SHARE .....</i>	<i>30</i>
<i>1.5.2 CONSUMER SOCIAL MEDIA MARKET FORECAST .....</i>	<i>33</i>
<i>1.5.3 CONSUMER SOCIAL MEDIA INSTALLED BASE BY REGION .....</i>	<i>34</i>
<i>1.5.4 BUSINESS USE OF CONSUMER SOCIAL MEDIA .....</i>	<i>35</i>
1.6 SOCIAL MEDIA SURVEY RESULTS.....	37
<b>CHAPTER TWO – LEADING VENDORS .....</b>	<b>39</b>
ENTERPRISE SOCIAL MEDIA SERVICES .....	40
<i>ATLASSIAN .....</i>	<i>41</i>
<i>BROADVISION.....</i>	<i>45</i>
<i>IBM .....</i>	<i>49</i>
<i>JIVE SOFTWARE .....</i>	<i>53</i>
<i>MICROSOFT CORPORATION .....</i>	<i>58</i>
<i>SALESFORCE.COM.....</i>	<i>64</i>
<i>SOCIALTEXT INC. ....</i>	<i>68</i>
<i>TELLIGENT SYSTEMS .....</i>	<i>72</i>
<i>YAMMER.....</i>	<i>76</i>
CONSUMER SOCIAL MEDIA SERVICES .....	80
<i>BADOO .....</i>	<i>81</i>
<i>FACEBOOK .....</i>	<i>85</i>
<i>GOOGLE.....</i>	<i>90</i>
<i>LINKEDIN .....</i>	<i>94</i>
<i>MYSPACE .....</i>	<i>99</i>
<i>TENCENT HOLDINGS LIMITED .....</i>	<i>103</i>
<i>TWITTER.....</i>	<i>107</i>
<i>YELP! INC.....</i>	<i>111</i>

## LIST OF FIGURES

<i>Figure 1: Social Media Usage Forecast, 2012-2016</i> .....	8
<i>Figure 2: Enterprise Social Media - IB Market Share by Vendor, 2012</i> .....	21
<i>Figure 3: Enterprise Social Media - Revenue Market Share by Vendor, 2012</i> .....	22
<i>Figure 4: Enterprise Social Media Market Revenue Forecast, 2012-2016</i> .....	23
<i>Figure 5: Enterprise Social Media Accounts by Region, 2012 &amp; 2016</i> .....	25
<i>Figure 6: Enterprise Social Media Accounts by Business Size, 2012 &amp; 2016</i> .....	26
<i>Figure 7: Consumer Social Media - IB Market Share by Vendor, 2012</i> .....	33
<i>Figure 8: Consumer Social Media IB by Region, 2012 &amp; 2016</i> .....	34
<i>Figure 9: Social Media Usage Forecast, 2012-2016</i> .....	37

## LIST OF TABLES

<i>Table 1: Worldwide Social Media Accounts and Users, 2012–2016</i> .....	9
<i>Table 2: Worldwide Social Media Accounts and Users, 2012-2016</i> .....	16
<i>Table 3: Worldwide Social Media Accounts, Enterprise vs. Consumer, 2012-2016</i> .....	16
<i>Table 4: Enterprise Social Media - Market Share by Vendor, 2012</i> .....	19
<i>Table 5: Enterprise Social Media Market IB and Revenue Forecast, 2012-2016</i> .....	22
<i>Table 6: Enterprise Social Media Installed Base Forecast, 2012-2016</i> .....	24
<i>Table 7: Consumer Social Media - Market Share by Vendor, 2012</i> .....	30
<i>Table 8: Consumer Social Media Market Installed Base, 2012-2016</i> .....	34
<i>Table 9: Consumer Social Media Business vs. Consumer Users, 2012-2016</i> .....	36
<i>Table 10: Time Spent Daily on Social Media Services, 2012</i> .....	37

### **About The Radicati Group, Inc.**

The Radicati Group is a leading technology research and advisory firm focused on all aspects of email, security, email archiving, regulatory compliance, wireless technologies, web services, instant messaging, unified communications, social media, 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 in the selection of 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 identify new investment opportunities.

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

**ORDER FORM** *To order, please fill out the following form and return it to The Radicati Group at the address or fax shown on the front.*

<b>Social Media Market, 2012-2016</b>	
<b>Name:</b>	<b>Company:</b>
<input type="checkbox"/> <b>P.O. \$3,000</b> <i>Note: We will need the actual P.O. paperwork from your Purchasing Department before we can fill the orders.</i>	
<input type="checkbox"/> <b>Credit Card \$2,500</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex	
<b>Card Number:</b>	<b>Exp. Date:</b>
<b>Signature:</b>	
<b>Address:</b> City, State, Zip: Country: <i>Please indicate street address - NO P.O. BOX please!</i>	
<b>Phone:</b>	<b>Email:</b>