



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Social Networking Statistics Report, 2015-2019

SCOPE

This report brings together statistics and forecasts for business and consumer adoption of Social Networking.

All figures in this report represent a ‘snap shot’ of key statistics in 2015. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports which contain in-depth quantitative and qualitative analysis of each industry segment we cover, please refer to our list of publications at <http://www.radicati.com>.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers throughout this report represent *active* accounts, which have been accessed at least once within the last month.

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METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- Social Networking is still used predominantly in the consumer space for quick interpersonal communication or information sharing. However, it is also increasingly taking hold in the business world both for internal, B2B corporate communication as well as B2C communication with customers and partners. Key business uses include (among others):
 - Marketing and PR,
 - Customer Service and Support,
 - Sharing account, sales or project information with co-workers,
 - Locating internal expertise,
 - Setting up meetings,

- Staying in touch with colleagues.
- Consumer and Business users are also stating that they increasingly access Social Networks from their mobile phones, with an average of 38% of daily access occurring from a mobile phone.
- Social Networking continues to show strong growth with both consumer and business users worldwide. The worldwide number of users will top 1.8 billion in 2015 and is projected to grow to over 2.5 billion by 2019.

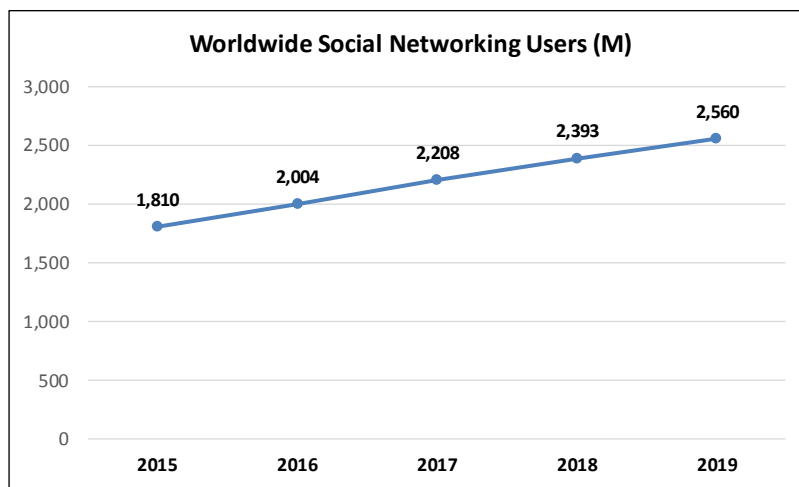


Figure 1: Worldwide Social Networking User* Forecast (M), 2015-2019

()_Includes both Business and Consumer Social Networking users.*

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