



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Social Networking Growth Forecast, 2016-2020

SCOPE

This report brings together current use data and four-year forecasts for Social Networking. It includes data on business and consumer social networking adoption.

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

Regional breakouts are provided for: North America, Europe, Asia Pacific, and Rest of World. This report does not contain country breakouts but these may be obtained from The Radicati Group at an extra charge.

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

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:

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- 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 continues to see strong growth in both the consumer and business space. In 2016, users spend an average of 58 minutes a day on social networking sites.
- Consumers still make up the great majority of worldwide social networking accounts, representing about 90% of worldwide social networking accounts in 2016. However, over the next four years, enterprise (i.e. business) social networking solutions are expected to show stronger growth and by the end of 2020, they are expected to represent 15% of worldwide social networking accounts.
 - The use of enterprise social networking continues to grow at a rapid pace, however, many users are still unsure how to use social networking in a business context and are not completely comfortable with the openness it provides. To some degree, this is a “culture” issue rather than a technology issue, and over the next four years we expect business users on a

worldwide basis to gain a much greater level of familiarity with social networking.

- In 2016, Asia/Pacific represents the majority of social networking users with 48% of worldwide social networking users.

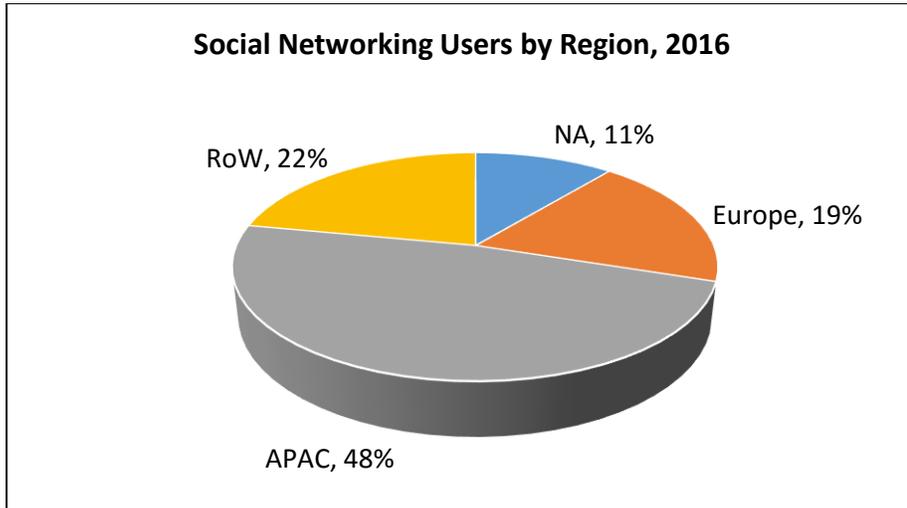


Figure 1: Social Networking Users by Region, 2016

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