



BEHAVIOURAL STUDY ON ADVERTISING AND MARKETING PRACTICES IN ONLINE SOCIAL MEDIA

Annex 1.1.3 Provider fiches desktop

*Specific contract No. 2015 85 01
under Framework contract No. Chafea 2015 CP 01
Prepared by the GfK Consortium
Final version: June, 2018*



EUROPEAN COMMISSION

Produced by Consumers, Health, Agriculture and Food Executive Agency (Chafea) on behalf of

Directorate-General for Justice and Consumers

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**Behavioural Study on
Advertising and Marketing
Practices in
Online Social Media**

Project number: 2018.3823				
Title: Provider fiches desktop				
Language version	Format/Volume	Catalogue number	ISBN	DOI
EN PDF	PDF/Volume_01	EB-01-18-683-EN-N	978-92-9200-941-0	10.2818/289997

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Information

Providers Fiche (Websites)

Indicator	Definition
MAU	The latest number of worldwide monthly active users officially reported by the website itself or the corporation that owns the website.
% EU traffic	The average proportion of total traffic that originate from EU Member States, Iceland and Norway (based on top 50 traffic sources for each platform), based on traffic data ranging from May 2016 - October 2016, exported from SimilarWeb.
EU traffic	The average amount of monthly traffic deriving from the EU Member States plus Iceland and Norway, based on traffic data ranging from May 2016 - October 2016, exported from SimilarWeb.
Avg. daily visits	The average number of worldwide visits to the platform per day.
Avg. visit duration	The average duration of all visits to the platform.
Avg. bounce rate	The average proportion of visits to the platform that end after viewing only one page.
Avg. pages per visit	The average number of pages viewed per visit to the platform.
Desktop vs. Mobile	Proportion of total traffic coming from desktop vs. mobile web browsers - excludes app use.
Traffic sources	Proportion of incoming traffic from each marketing channel.
Direct	Traffic that entered the platform directly through typing in the url in the address bar of a browser, or by using a bookmark that is linked to the platform.
Mail	Traffic that entered the platform through clicking on a link that was embedded in an e-mail (e.g. of a newsletter).
Referrals	Traffic that entered the platform by clicking-through a link on another website.
Social	Traffic that entered the platform by clicking-through a link on another social media platform.
Organic search	Traffic that entered the platform through clicking on an organic search result of a search engine.
Paid search	Traffic that entered the platform through clicking on a paid search result of a search engine.
Display ads	Traffic that entered the platform through clicking on a display advertisement.
Avg. Reach %	The estimated proportion of unique visitors of the daily global internet audience that visited the platform.
Outgoing ads	The total number of outgoing clicks on a tracked url, generated by advertising networks, that were registered on the platform in a 6 month period (August 1, 2016 - Januari 31, 2017).
Geographical spread	The average proportion of the top 5 incoming traffic sources from the EU Member States plus Iceland and Norway, including the proportion of incoming traffic from the additional EU countries (EU) based on the top 50 traffic sources for each platform and the proportion of incoming traffic from the rest of the world (ROW). For the top 5 EU Member states to be included, a threshold was set to 1,5%. In case a EU Member State is in the top 5, but did not reach the 1,5% threshold, this member state was added to the ROW traffic share. Based on traffic data ranging from May 2016 - October 2016, exported from SimilarWeb.
Demographics	The characteristics of visitors to the platform compared to the average internet population. The bars compare the socio-demographic characteristics of the provider user, shown by the orange bar, relative to those of the general population of internet users (represented by the mid-point). When the bar stops to the left of the mid-point, the specific demographic group is under-represented in the provider user base in comparison with the overall population of internet users, whereas a bar reaching further to the right indicates the specific group is over-represented in the provider user base.

Note: For the gathering of the traffic data, estimated metrics are used by SimilarWeb and Alexa. Both data providers of competitive intelligence (CI) gather raw data based on their own user panels and web crawlers. However, due to fake traffic generated by bots¹ and the usage of VPNs² by internet users, even raw data ends up biased. Restricted websites might for example be bypassed by using a virtual private network (VPN), which makes "geo-spoofing" possible and thereby circumvents the actual location based restrictions. These practices of using bots and VPNs unfortunately also generate a slightly more inaccurate view on the real traffic data. Although the data might not be perfectly accurate, it does provide us with good insights of the prominence of websites on the World Wide Web. The rankings, based on traffic estimates and calculated by different algorithms, thus still represent a thorough view on the overall popularity of the website itself.

References:

¹<http://www.ana.net/content/show/id/botfraud-2016>

²<https://www.bestvpn.com/blog/38176/vpns-for-beginners>

Remark All metrics cover worldwide traffic within the time period reported below, unless explicitly specified otherwise.

Metric:	Date:	Source:
MAU	Nov. 2, 2016	Facebook (Third Quarter 2016 Results)
% EU traffic		
EU traffic		
Avg. daily visits		
Avg. visit duration		
Avg. bounce rate	1/05/2016 - 31/10/2016	Similarweb
Avg. pages per visit		
Desktop vs. Mobile		
Traffic sources		
Top 5 EU traffic sources		
Avg. Reach %	11/07/2013 - 11/05/2016	Alexa
Outgoing ads	1/08/2016 - 31/01/2016	Similarweb
Demographics	1/08/2016 - 31/12/2016	Alexa

FACEBOOK



TYPE: Social networks

Facebook, founded in 2004, is an international social networking platform. The platform's stated objective is to help users stay connected with friends and family, allowing them to follow, share and express their interests. The latest functions include Facebook Live, allowing people to stream video live via Facebook, and Marketplace, a way to sell and buy items on Facebook. An account is needed to access all features on Facebook. Creating an account is free and offered to anyone 13 years or older with a valid email address.



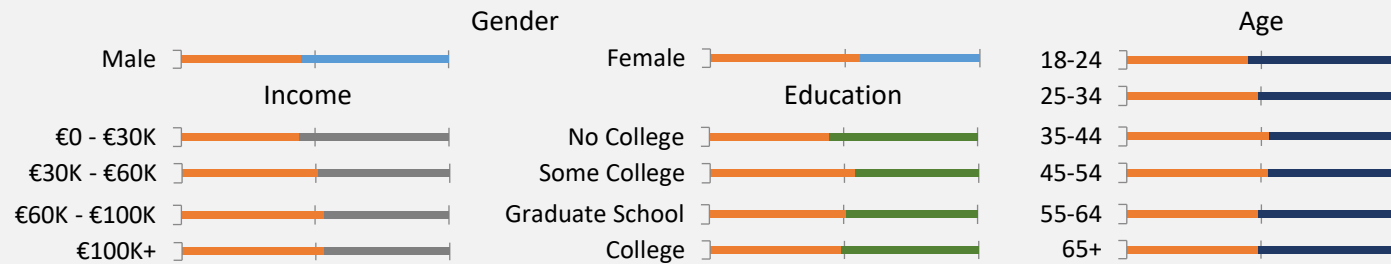
CLUSTER 2:
Facebook (Mobile)
WhatsApp.com (+Mobile)
Instagram.com (+Mobile)

Metrics

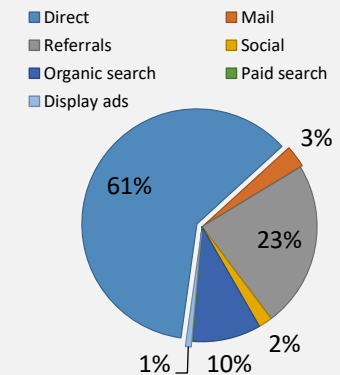


Demographics

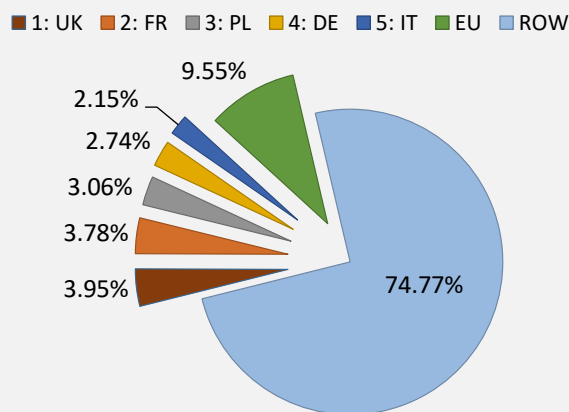
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

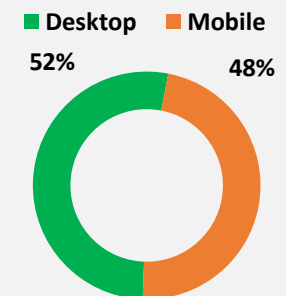


Geographical spread



Summary

Following its 2012 IPO, Facebook is a publicly traded company. The latest functions include 1) Facebook Live, allowing people to stream video live via Facebook; 2) Workplace by Facebook, a paid intranet messaging and social networking service devised for enterprises; and 3) Marketplace, a new way to sell and buy items on Facebook. In its third quarterly results of 2016, Facebook reported a 16% increase of monthly active users (MAU) and a 17% increase in daily active users, year-over-year. This may be explained by the steep growth in mobile users, with mobile MAU increasing 20% and DAU 22% year-over-year. Facebook reported revenues of \$10.3 billion in Q3 of 2017, deriving primarily from advertising revenues (98%). The remaining 2% originated from payments and other services. Total revenue increased by 47%, while profit increased by 79% year-over-year to \$4.7 billion. Despite the overall balanced distribution of desktop versus mobile browser traffic, 88% of Facebook's total revenue came from mobile application advertising, suggesting that mobile application traffic contributes significantly to its revenue.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://investor.fb.com/investor-news/press-release-details/2016/Facebook-Reports-Third-Quarter-2016-Results/default.aspx>
<https://investor.fb.com/investor-news/press-release-details/2017/Facebook-Reports-Third-Quarter-2017-Results/default.aspx>
<https://Similarweb.com>
<https://alexa.com>
<https://media.fb.com/2017/02/23/update-on-video-monetization/>

YOUTUBE



TYPE: Video

YouTube, founded in 2005, is an international social video sharing platform and search engine. The platform allows users to upload, view, rate, report, share, like and comment on video content, save content as favourite, add it to playlists, subscribe to (i.e. follow) other users and channels and message other users. While a registered account is not necessary to view content (except for explicit content), it is required to use all functions of the platform. YouTube is free to use and has a diverse target audience. It also offers a subscription-based premium service called "YouTube Red", which provides content without advertisements. YouTube also launched a version tailored for children, called "YouTube Kids".

MAU

1000M

% EU Traffic

20.99%

EU Traffic

4729M

CLUSTER 1:

Youtube (Mobile)
Plus.google.com

Metrics

Avg. daily visits

734 713 809.47

Avg. visit duration

0:18:56

Avg. pages/visit

12.13

Avg. bounce rate

21.85%

Outgoing ads

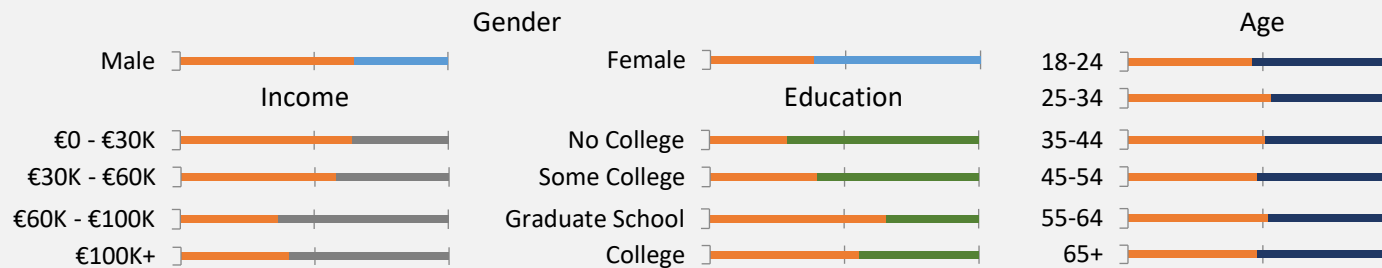
261 355 342

Avg. reach %

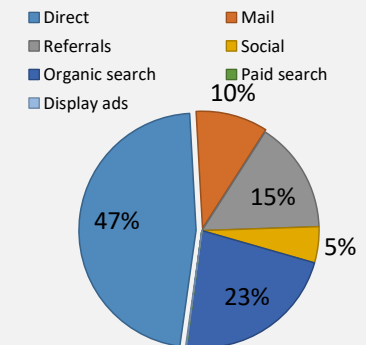
34.89%

Demographics

The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).

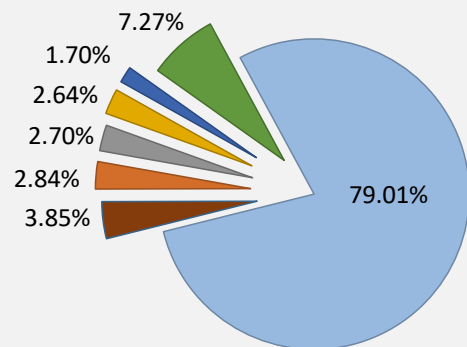


Traffic sources



Geographical spread

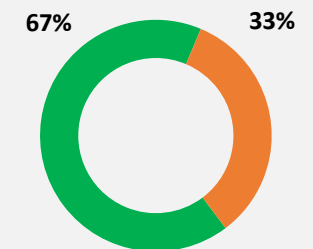
1: UK 2: DE 3: PL 4: FR 5: ES 6: EU 7: ROW



Summary

YouTube was acquired by Google in 2006 for \$1,65 billion. The platform is now part of Alphabet's cluster of internet services, which also includes Google. YouTube regularly introduces new video features to the platform. Some recent examples include 360 degree videos, mobile live streams and virtual reality. YouTube advertising is based on TrueView ads, which work via a customized pricing model based on user engagement: traders only pay for viewers who watch the advertisement for at least 30 seconds. YouTube plans to increasingly focus on engagement-linked ads like TrueView and it has even decided to remove unskippable pre-roll ads (video ads that must be watched in full before viewing a video). Since 2013, YouTube has reported over 1 billion users (4 billion views per day). YouTube generated 6% (roughly \$4 billion) of Alphabet's ad sales revenue in 2014. This represents a steep growth compared to 2008 (total revenue of \$200 million). However, it is unclear if the video platform itself makes any profit, as Alphabet does not consistently disclose revenue or profit figures on YouTube. Arguably, YouTube does not yet make any profit yet due to 1) the expensive infrastructure necessary to run the platform combined with and 2) the majority of users watching videos via external websites (via an embedded video link) rather than on YouTube's platform itself, where YouTube can charge a premium for ads.

Desktop Mobile



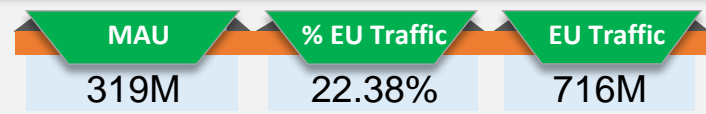
(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://www.mushroomnetworks.com/infographics/youtube---the-2nd-largest-search-engine-infographic>
https://abc.xyz/investor/pdf/20161231_alphabet_10K.pdf
<https://Similarweb.com>
<https://alexa.com>
<http://variety.com/2017/digital/news/youtube-no-30-second-ads-1201991344/>
<http://www.statisticbrain.com/youtube-statistics/>
<https://www.wsj.com/articles/viewers-dont-add-up-to-profit-for-youtube-1424897967>



Twitter, founded in 2006, is an international real-time microblogging platform. Registered users can communicate via "Tweets", i.e. microblog messages containing a maximum of 280 characters (only 140 characters were allowed until November 2017), images, videos, GIFs (animated pictures), polls or other attachments. Most of the distinguishing characteristics of Twitter today include followers, @replies, #hashtags, direct private messaging, trending topics, verified accounts and polls. A registered account is not necessary in order to view content, but it is needed to use all functions. Creating an account is free-of-charge.



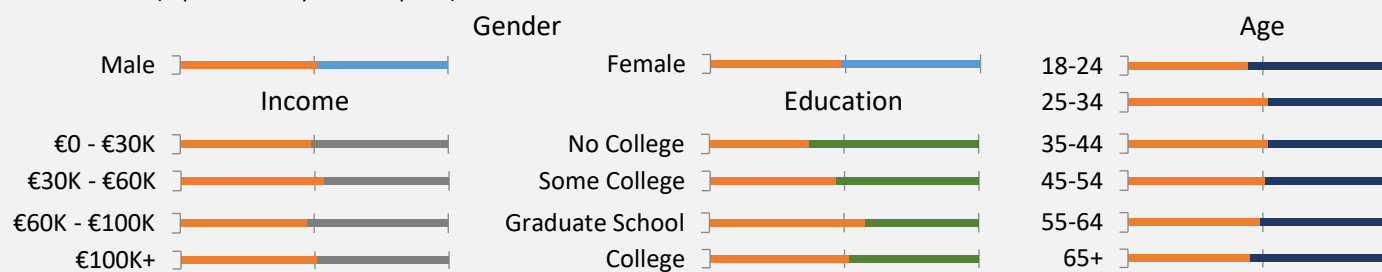
CLUSTER 10:
Twitter (Mobile)

Metrics

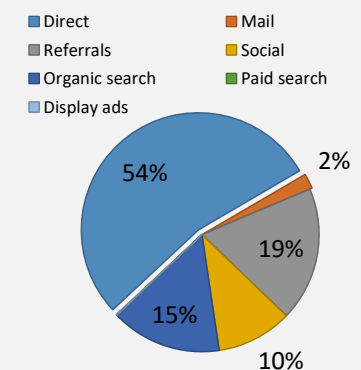


Demographics

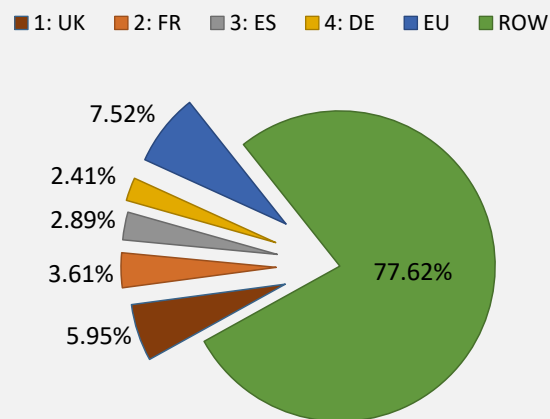
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

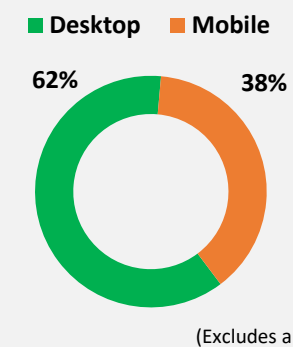


Geographical spread



Summary

Twitter went public with an IPO in 2013, raising \$1,8 billion. In 2006, Twitter started as an SMS sharing app where you could send texts to subscribed friends. Quickly hereafter, Twitter has shifted into a web interface and, since then, most of the main features that define Twitter as we know it today have been implemented, including followers, @replies, #hashtags and trending topics. In 2013, Twitter launched a popular short-video hosting service called "Vine", acquired in 2012 for \$30 million, which was discontinued in January 2017. In 2015, Twitter acquired "Periscope", a live video streaming application, which is now integrated in Twitter itself to enable livestreaming. In 2015, Twitter also released a new function called "Twitter Moments", which enables topic-related stories to be created by bundling Tweets around that topic. Despite the rapid growth (from 400 000 tweets per quarter in 2007 to 5 million tweets per day in 2017), Twitter has not yet been able to record a full-year profit. It reported a net loss of \$21 million in Q3 of 2017. In 2017, Twitter reached \$2.4 billion revenues, which amounts to a decrease of 3% year-over-year. 82% of Twitter users are active on the platform's mobile version and as much as 89% of its advertising revenues in Q4 of 2016 came from mobile advertising.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://nl.wikipedia.org/wiki/Twitter>
http://files.shareholder.com/downloads/AMDA-2F526X/5907604536x0x927284/1A6D9055-6176-4A45-A707-9A90417914F7/TWTR_Q4_16_Earnings_Press_Release.pdf
<https://Similarweb.com>
<https://alexa.com>
<http://www.recode.net/2016/9/14/12876560/twitter-acquisition-options-google-facebook-apple>
<http://www.internetlivestats.com/twitter-statistics/>
<http://expandedramblings.com/index.php/march-2013-by-the-numbers-a-few-amazing-twitter-stats/>

INSTAGRAM



TYPE: Picture

Instagram, founded in 2010, is an international social photo-sharing service. Registered users can share, like and comment on pictures and videos privately or publicly on Instagram's own platform as well as on other social media platforms, add filters to pictures and send private messages to friends and other users. An account is necessary in order to view content on Instagram and its creation is free of charge and available for everyone older than 13. Instagram has a diverse target audience, but is more popular with young adults.



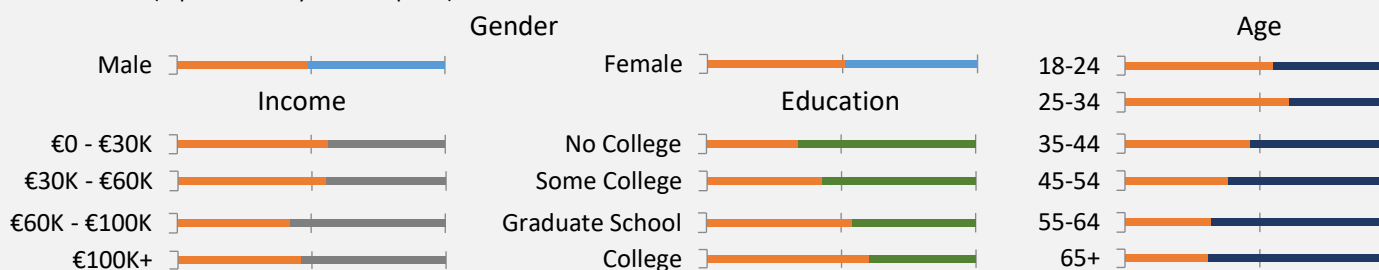
CLUSTER 2:
 Facebook.com (+Mobile)
 WhatsApp.com (+Mobile)
 Instagram (+Mobile)
 Boomerang from Instagram

Metrics

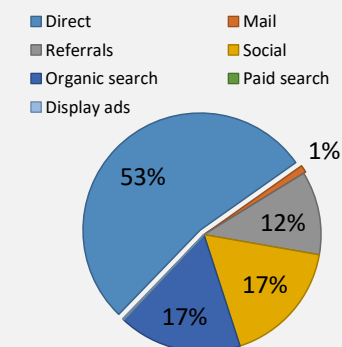


Demographics

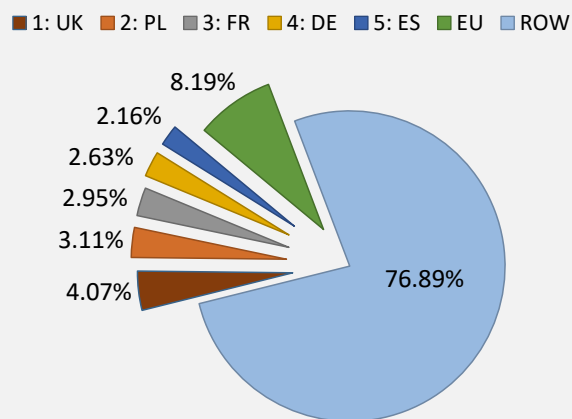
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

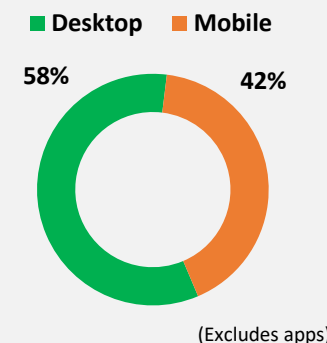


Geographical spread



Summary

Instagram was acquired by Facebook in September 2012 for approximately \$1 billion. The social media platform added several features throughout the years, including hashtag (#) tags, filters, direct messaging, stickers, geofilters and live videos. More recently, in August 2016, Instagram introduced a new feature called "Instagram stories", which mimics the main feature of Snapchat (the possibility to post photos and videos that disappear after 24 hours). Instagram also provides three extra stand-alone applications, Instagram Layout (photo collaging), Hyperlapse (time-lapse videos) and Boomerang (GIF-like video loops), which can be used to create and post edited visual content on Facebook and Instagram. The popularity of Instagram has grown rapidly, from 100 million users in April 2012 to 600 million users in December 2016, of which 100 million joined in the last 6 months of 2016 alone. Advertisements, in the form of sponsored posts, only started appearing on Instagram after November 2013. Instagram only displays advertising on its mobile application platform, under the form of sponsored posts. As of November 2016, Instagram also allows brands to tag their products in their own pictures, making it a so-called "shoppable post", in order to redirect users to specific product pages. Advertisements on Instagram must be ordered via Facebook's in-house advertising platform. As of September 2017, Instagram reached 800 million monthly active users and 500 million daily active users. Facebook has not yet made public any financial data for Instagram only.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

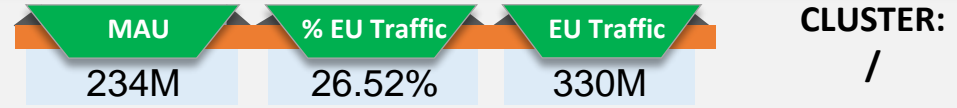
Sources: <https://en.wikipedia.org/wiki/Instagram>
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<https://Similarweb.com>
<https://alexa.com>
<http://digiday.com/media/5-charts-state-instagram-advertising/>
<http://blog.instagram.com/post/148348940287/160802-stories>
<http://uk.businessinsider.com/instagram-launches-shopping-2016-11?r=US&IR=T>

REDDIT



TYPE: Crowd wisdom

Reddit, founded in 2005, is an international platform for web content rating and discussion. Reddit calls itself "The front page of the internet" and consists of a collection of communities revolving around specific topics, called "subreddits". Registered users of a community can submit content on these subreddits and vote other users' posts up or down. Posts with the highest number of positive votes and interactions appear on the front page of Reddit or at the top of a specific community. Reddit is free to use and is popular among young adult males. A registered account is not necessary in order to view content, but needed to use all functions of Reddit. Creating an account is available for everyone aged 13 years or older.

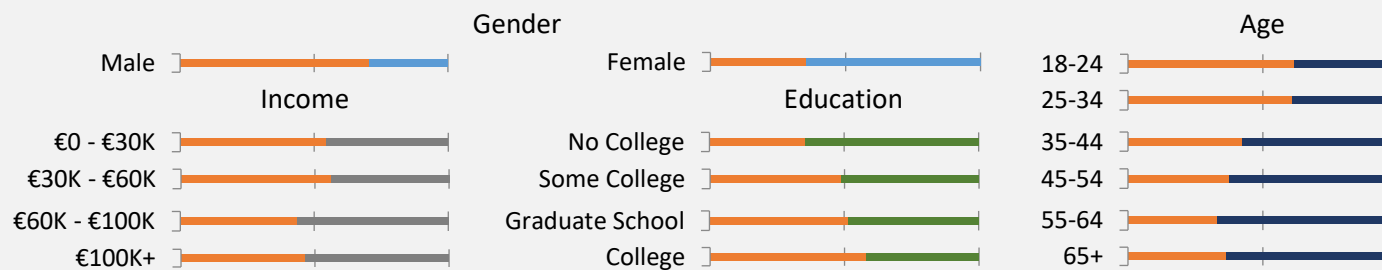


Metrics

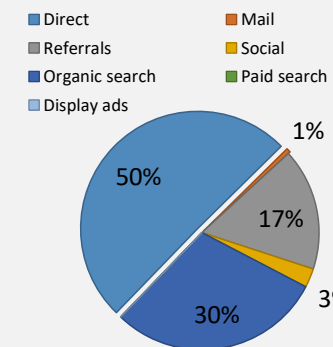


Demographics

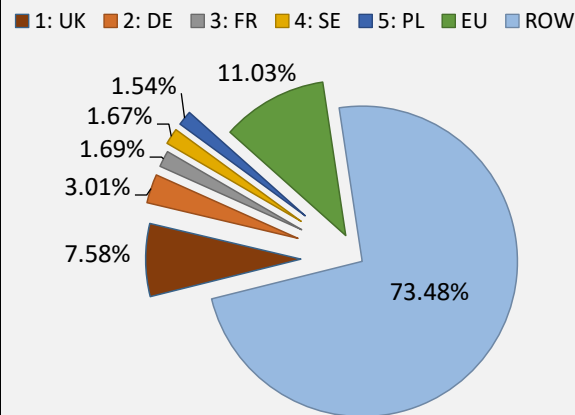
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



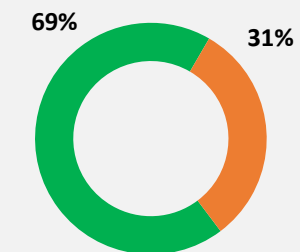
Geographical spread



Summary

Reddit was acquired by Condé Nast Publications in October 2006. In 2011, it became a direct subsidiary of Advance Publications, the parent company of Condé Nast Publications. Since 2014, Reddit operates as an independent entity, although Advance Publications is still its largest shareholder. Reddit presents itself as "The front page of the internet" and consists of a collection of communities called "subreddits", revolving around specific topics. Registered users of a community can submit content on these subreddits and vote other users' posts up or down. Posts with the highest number of positive votes and interactions appear on the front page of Reddit or at the top of a specific community. Reddit offers advertising in the form of text-based posts and display advertisements. Display advertisements on Reddit are managed both by Reddit themselves and through Google's display network. Reddit also offers premium memberships in the form of "Reddit Gold", which unlock several additional functions, including access to a community exclusively for gold members. In 2016, Reddit also introduced automatically generated affiliate links that refer to any products mentioned within a post on Reddit. What differentiates Reddit from most other OSM providers is that it gathers little data from its users, allowing users to set up an account very quickly and even without email verification. Reddit shares very few financial details. In 2015 they reported ad revenues of \$8.3 million.

Desktop vs Mobile

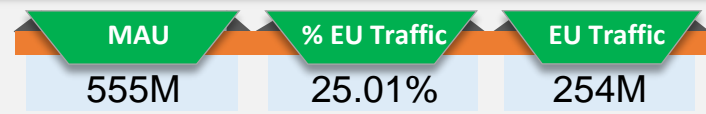


(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <https://en.wikipedia.org/wiki/Reddit>
<https://redditblog.com/2013/08/06/reddit-myth-busters/#independent-reddit-inc>
<https://Similarweb.com>
<https://alexa.com>
<https://www.reddit.com/gold/about>
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<https://redditblog.com/2015/02/18/reddit-donate-10-of-our-2014-advertising-revenue-will-be-donated-to-10-charities-you-choose-voting-begins-now/>

Tumblr, founded in 2007, is an international microblogging and social networking site. Members can create their own blog ("Dashboard") and publish multimedia content on it, follow, like and share other people's blogs/articles and send messages to other users. It is possible to schedule posts, add tags to posts and directly edit the HTML code of posts and the Dashboard. A registered account is not necessary in order to view content, but needed to use all available functions. In 2009, the mobile app Tumbrette was launched, initially only on iOS. Tumblr is free to use and is available to everyone aged 13 years or older and has a



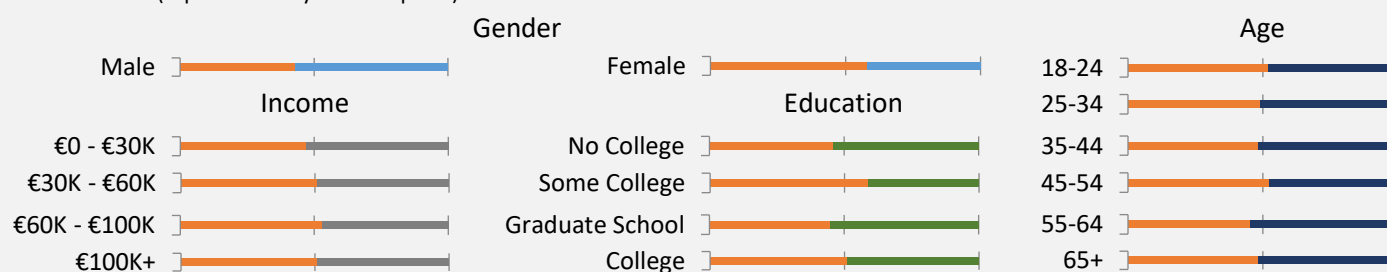
CLUSTER 3:
Flickr.com

Metrics

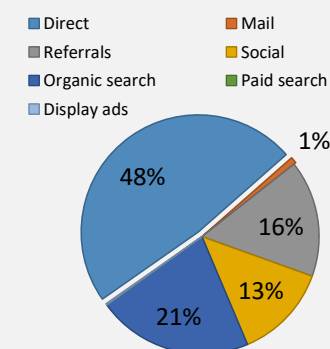


Demographics

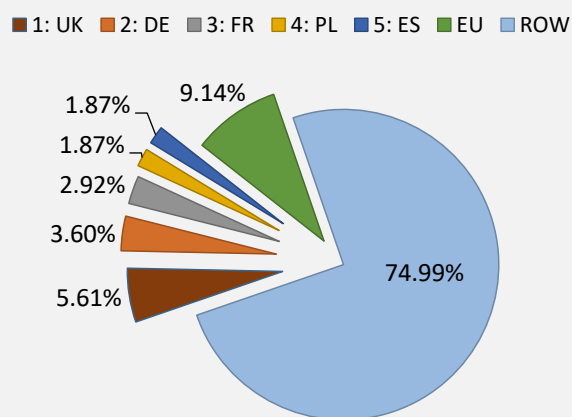
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

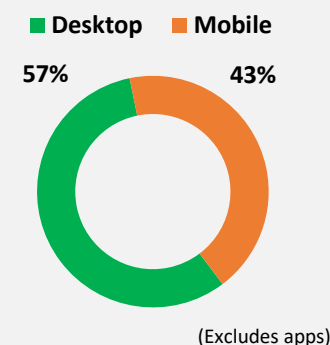


Geographical spread



Summary

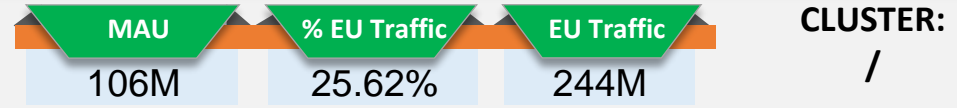
Tumblr was acquired by Yahoo! in 2013 for \$1,1 billion and it has since then reached 425 million registered users, hosting over 219 million blogs. The microblogging site had some major updates over the past years like a GIF (animated pictures) maker, an instant messaging tool and a live video feature. Since 2013, companies are allowed to pay for their content in order to promote it to a larger audience. Tumblr members can purchase premium themes to change the appearance of their Dashboard. Other new features include on-blog advertising, an explore tab, live photos (moving pictures with sound), stickers and filters which you can add to your pictures. Before being acquired by Yahoo! in 2012, Tumblr reported revenues amounting to \$13 million. The targeted revenue of \$100 million in 2015 was not reached. After that, no financial information has been publicly shared. As from 2016, ads are being implemented through every blog by default, but users still have the possibility to opt-out. Furthermore, Tumblr has a program called "Creators", which directly connects users with brands in order to create blog posts together, allowing advertisers not having to work with third parties.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://en.wikipedia.org/wiki/Tumblr>
<https://www.tumblr.com/about>
<https://Similarweb.com>
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<http://uk.businessinsider.com/yahoo-could-write-off-entire-goodwill-value-of-tumblr-2016-2?r=US&IR=T>
<http://www.statisticbrain.com/tumblr-company-statistics/>

LinkedIn, founded in 2003, is an international professional online social network. Members (freelancers, employers, employees, job seekers, etc.) can create a professional profile and connect with other, i.e. create "professional relationships". Employers are able to post job offers and job seekers can react on those directly by sending their CV via the platform. Users need to register in order to view content. LinkedIn also offers different kinds of premium memberships which allow, amongst other functions, view profiles and send messages to people that are outside of the premium user's contact list. LinkedIn is free to use and available for everyone aged 13 years or older.

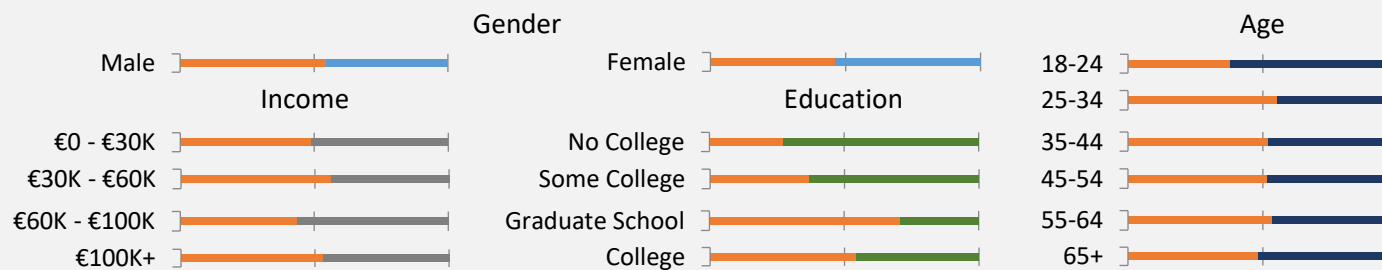


Metrics

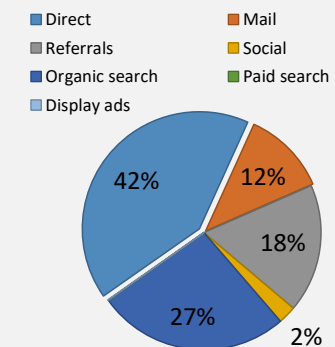


Demographics

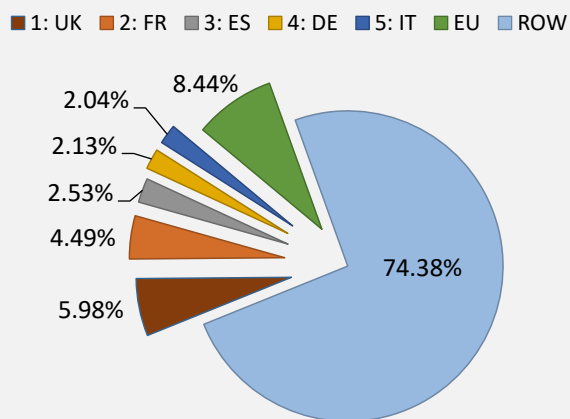
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

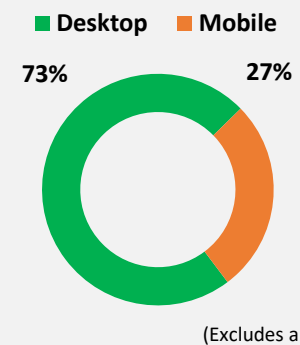


Geographical spread



Summary

In the third quarter of 2016, LinkedIn had more than 467 million members, which is an 18% growth year-over-year. In December 2016, LinkedIn announced its acquisition by Microsoft for \$26 billion. In the third quarter of 2017, LinkedIn had more than 467 million members, which is an 18% growth year-over-year. As for revenue sources, LinkedIn DirectAds allows advertisers to target specific audiences through a simple interface. In 2016, LinkedIn launched "Open Candidates", which allows users to privately signal recruiters that they are looking for a job. Sponsored content was the primary source (two thirds) of the total Marketing Solutions revenue of \$175 million in Q3 of 2016. Besides marketing, as of 2015, their most lucrative practice has been selling members' data access to recruiters, via a subscription-based recruiter profile. This created \$623 million in revenue for Q3 of 2016. Together with the Premium Subscription revenue of \$162 million, a total revenue of \$960 million was reached in Q3 of 2016, which is a 23% year-over-year increase. In 2018, Microsoft reported that LinkedIn contributed with revenues of \$1.1 billion in Q4 of 2017.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:**
- <https://press.linkedin.com/nl-nl/about-linkedin>
 - <https://www.microsoft.com/en-us/Investor/earnings/FY-2017-Q4/press-release-webcast>
 - <https://Similarweb.com>
 - <https://alexa.com>
 - <https://shoutex.com/blog/linkedin-directads-google-adwords-ppc-1/>
 - <https://investors.linkedin.com/events-and-news/corporate-press-releases/press-release-details/2016/LinkedIn-Announces-Third-Quarter-2016-Results/default.aspx>
 - <https://techcrunch.com/2013/07/23/linkedin-sponsored-updates/>
 - <https://techcrunch.com/2016/04/19/linkedin-releases-big-smart-update-for-recruiter-its-biggest-revenue-generator/>
 - <https://investors.linkedin.com/results-and-financials/annual-reports/default.aspx>



Pinterest, founded in 2010, is an international social photo-sharing website, branded rather as a "catalogue of ideas". Users can create different "boards" on which they can "pin" images, videos and other content in order to share ideas with their followers. Users can also follow other users and/or their boards, comment on posts and re-pin posts from other users on their own boards or share them on other websites. A registered account is not necessary in order to view content, but needed to use all available functions. Pinterest is free to use and is available to everyone aged 13 years or older. In 2014, 79% of the users on Pinterest were female.



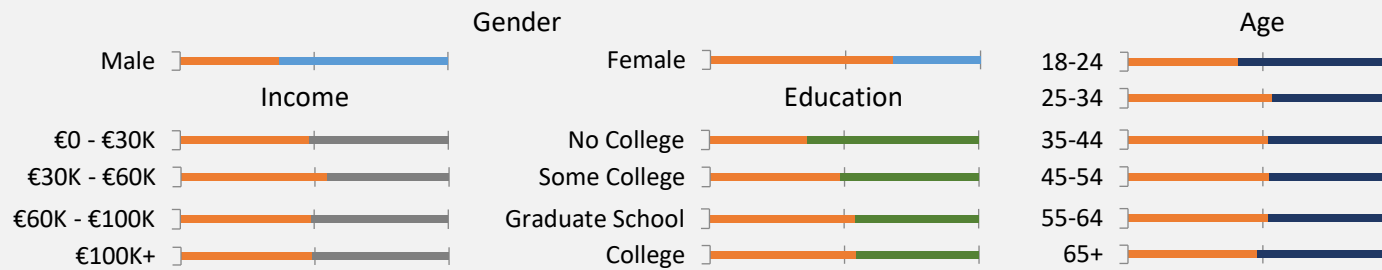
CLUSTER 8:
Pinterest (Mobile)

Metrics

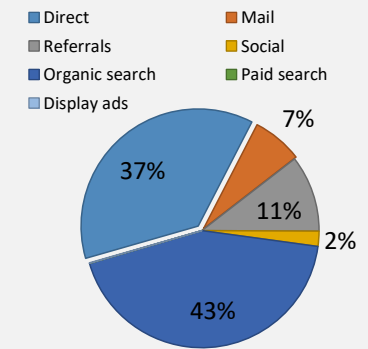


Demographics

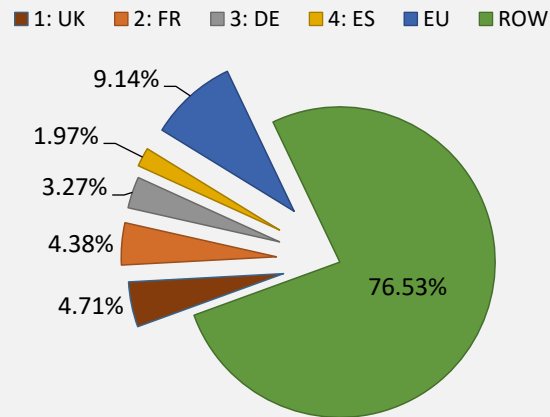
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



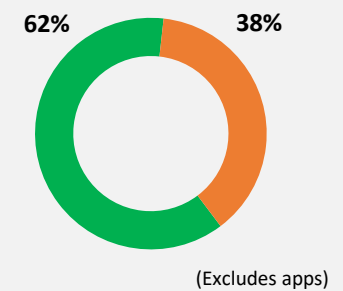
Geographical spread



Summary

Pinterest is a private company, financially supported by a group of entrepreneurs and investors. Advertisers can display their products by pinning them to their dashboard or by creating their own "pinboard". The service "Sponsored Pins" offers companies the possibility to promote their pins, target a specific audience and pay for engagement and more visits to the company's website. Also, certain images, texts and videos can be saved directly from a provider's website if the "Pin it" button is implemented on the website or if the Pinterest user has downloaded this button as a bookmark in its web browser. A new feature that was launched in 2015 allows users to search via images instead of words. Also in 2015, "buyable pins" were unveiled, where the product or service displayed in the pin can be directly bought by the consumer. Revenues have increased by 500% year-over-year in 2015, reaching \$300 million in 2016. The profitability of Pinterest is not made public.

Desktop vs Mobile



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://ads.pinterest.com/>
<https://Similarweb.com>
<https://alexa.com>
<https://www.forbes.com/sites/kathleenchaykowski/2016/10/13/pinterest-reaches-150-million-monthly-users/#1a33e802732e>
<https://www.wsj.com/articles/pinterest-ceo-projects-300-million-in-revenue-in-2016-1477503237>
<https://www.emarketer.com/Article/Females-Press-Pin-Button/1010878>

TWITCH.TV



TYPE: Livestreaming

Twitch, founded in 2011, is an international e-sports streaming service, where internet games are streamed live from users' gaming devices. Users can create their own channel and live stream themselves playing games or doing creative things like creating music, drawing, painting, etc.. Moreover, users can follow the channels of other users, chat with other users or message via their own message inbox and view live streams. A registered account is not necessary in order to view content, but needed to use all available functions. Twitch is free to use and available to everyone but has also a subscription-based service called "Turbo", which mainly disables ads. Users mainly consist of men aged 18-49.

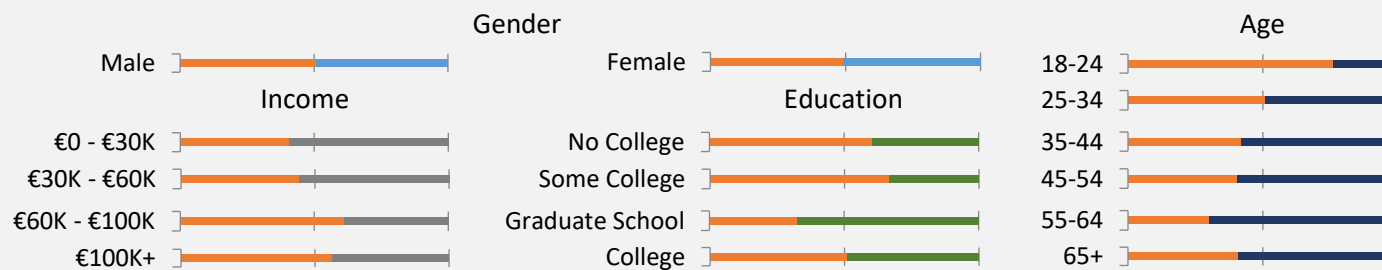


Metrics

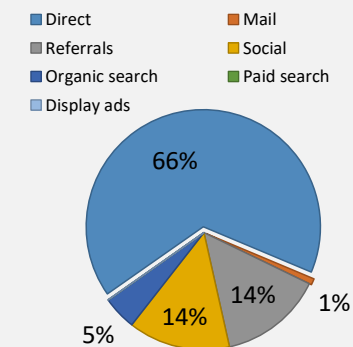


Demographics

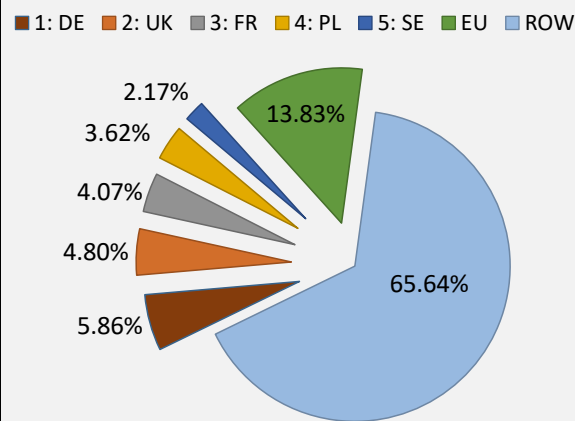
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

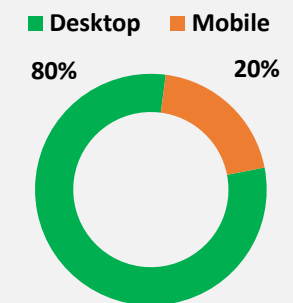


Geographical spread



Summary

Twitch.tv started out in 2007 as a general live-streaming service website called "Justin.tv" with multiple categories available. In 2011, it became Twitch.tv, focusing solely on gaming. The website grew to 45 million unique users in 2013, when its main competitor at that moment seized its activities. In 2014, Twitch.tv was the fourth largest source of internet traffic in the US during peak hours and was acquired by Amazon for \$970 million. However, since 2015, Twitch.tv is getting direct competition from the new YouTube Gaming Channel. In spring 2017, Twitch.tv is planning to implement an e-commerce platform for users to sell merchandising, from which Twitch expects to earn 25% of revenues made by the users that sell merchandising. Besides streaming e-sports, Twitch.tv also encourages artists to livestream their work-in-progress, i.e. painters livestreaming themselves painting. Twitch.tv now promotes itself as a social video platform and a community for gamers, for the video game culture and for the creative arts. Twitch.tv offers in-house advertising formats and has a partner program that allows content producers to receive a share of the advertisement revenues. For instance, as a partner you can choose to monetize your own channel and even determine the length and frequency of mid-roll advertisements, which are displayed during the livestream. In the beginning of 2017, Twitch.tv also introduced communities as a new tool to connect streamers with a relevant audience. There is no financial data publicly available of Twitch.tv.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <https://www.forbes.com/sites/davidewalt/2013/11/13/the-espn-of-video-games/#1744d9213dd7>
https://en.wikipedia.org/wiki/Twitch.tv#cite_note-6
<https://Similarweb.com>
<https://alexa.com>
<https://blog.twitch.tv/communities-93de2c1a2e4d#.fyk83rpjf>
<https://blog.twitch.tv/coming-soon-twitch-games-commerce-6b646d832480#.9gv54t271>
<https://www.twitch.tv/p/about>
<http://www.tubefilter.com/2015/07/10/twitch-global-gaming-content-revenue-3-billion/>
<http://fortune.com/2016/02/26/twitch-ups-its-game-to-compete-with-youtube-gaming/>

Imgur, founded in 2009, is an international social image hosting and sharing service. Users can create albums, upload pictures and GIFs (animated pictures), comment, share, like and vote other users' pictures and comments up or down. Users can also create private albums. Imgur is free to use and is available to everyone aged 13 years or older. Imgur's user-base consists mainly of males aged between 18 and 32 years old.



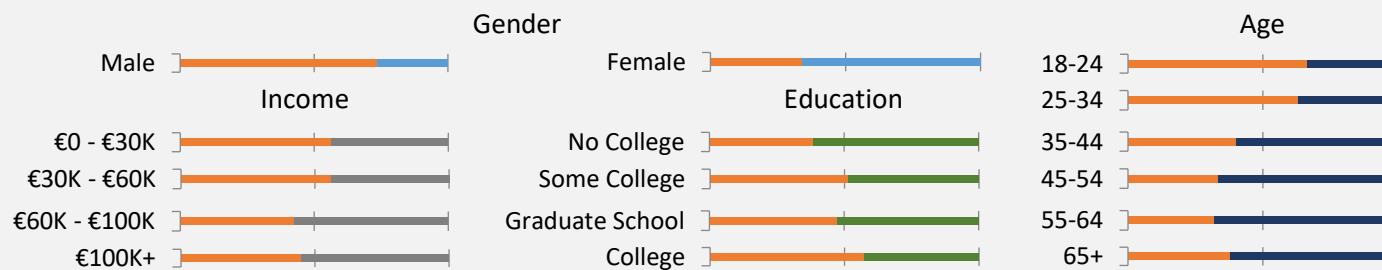
CLUSTER:
/

Metrics

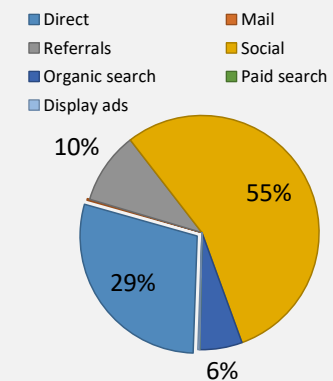


Demographics

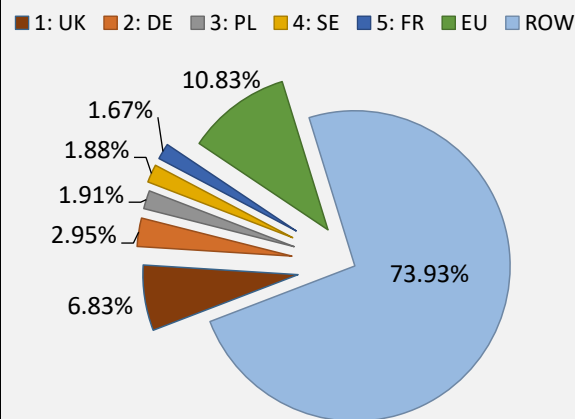
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

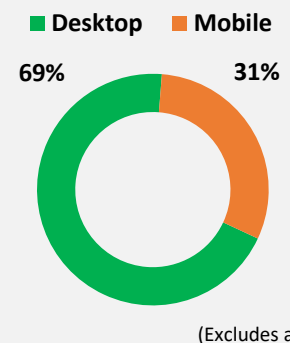


Geographical spread



Summary

Imgur is privately held and backed by venture capital. According to its creator, Alan Schaaf, Imgur has been profitable since the launch of the platform without outside funding. In 2014, it raised a \$40 million funding from Andreessen Horowitz and Reddit, which was its first and only external investment. Revenues of the company are unavailable. Until 2012, Imgur served as an Image hosting service on which only the most popular pictures, that were being shared on third-party websites, were shown on the homepage. After 2012, it was possible to also share pictures directly on Imgur. In 2010, Imgur rolled out a \$4/month subscription based membership, which allowed for premium features to be unlocked including unlimited uploads and image analytics. In 2015, Imgur decided to make all functions available for free, replacing the profits stemming from premium memberships with display advertisements. Since 2015, revenues are solely generated by the sales of promoted posts, which are native advertisements, and third-party display advertisements. The image hosting service hit 100 million monthly active users in 2013 and 150 million monthly active users in 2015. It plans to run fewer advertisements from ad networks and focus on more relevant native advertising, like the promoted posts which were introduced in 2015. There is no specific financial data available about Imgur.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <http://venturebeat.com/2014/04/03/imgur-the-startup-that-doesnt-need-funding-closes-40m-from-reddit-andreessen-horowitz/>
<https://www.crunchbase.com/organization/imgur#/entity>
<https://Similarweb.com>
<https://alexa.com>
<http://imgur.com/about>
<https://help.imgur.com/hc/en-us/articles/201424856-History>
<https://pitchbook.com/profiles/imgur-profile-investors-funding-valuation-and-analysis>
<http://www.doz.com/social-media/imgur-advertising-facts>
<http://press.imgur.com/press10-25-12>

VKONTAKTE



TYPE: Social networks

VKontakte, founded in 2006, is a Russian-based social networking site. Users have access to a newsfeed, the possibility to add friends, a personal timeline, a private message inbox and communities. The design is similar to Facebook; apart from the design, some differences include a more advanced search engine and that users can control whether they share which posts they “liked” and commented on with their friends, as these actions are not instantly shown in a “recent activity” section as is on Facebook. Its user base is mainly concentrated in Eastern Europe and the social network is little known to non-Russian speaking people. VKontakte is free to use and the minimum age varies from country to country.



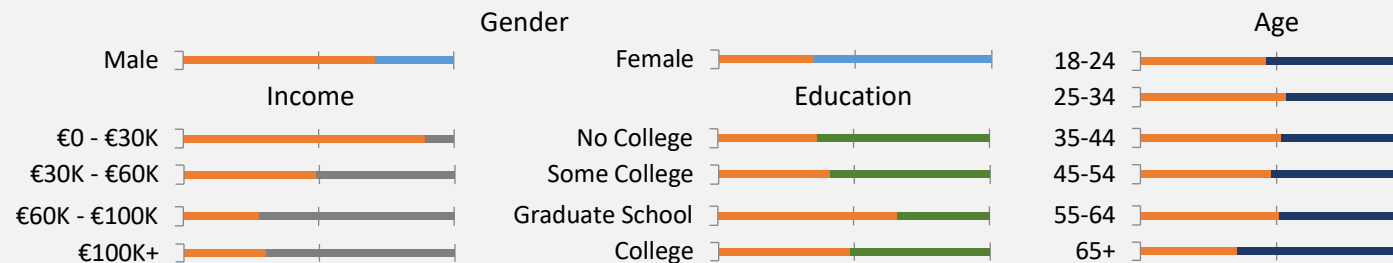
CLUSTER 4:
Odnoklassniki.ru (OK.ru)

Metrics

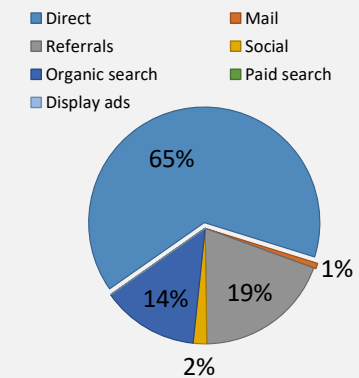


Demographics

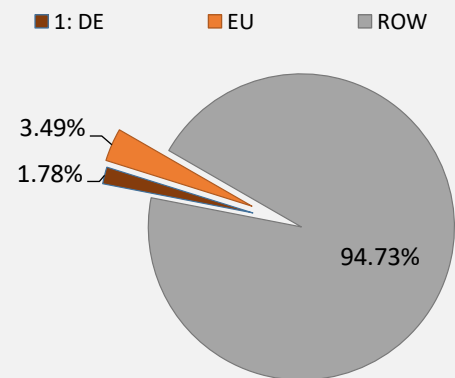
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

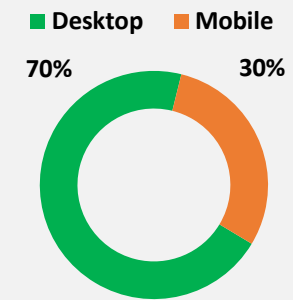


Geographical spread



Summary

In 2014, Mail.ru took full ownership of VKontakte by buying 48% of shares for \$1,47 billion. VKontakte mainly generates revenue by displaying advertising, as well as by charging commissions on revenues of developers made by applications placed on the platform. VKontakte is said to be popular for its internal search function. This is however a downside for children, as the platform provides easy access to groups that contain adult and undesirable content. VKontakte also offers an English advertising platform offering companies the possibility to advertise their products on the European market. In addition, advertisers have the option to advertise within specific groups, though only with permission of the group owners. VKontakte's revenue grew 44,2 percent in 2015 to 6,32 billion rubles (\$82,4 million) and another 43,3 percent in 2016 to 8,9 billion rubles (\$154 million). Specific numbers about the profit of VKontakte are not available.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:**
- <https://techcrunch.com/tag/mail-ru/>
 - <https://corp.mail.ru/en/press/releases/9174/>
 - <https://Similarweb.com>
 - <https://alexa.com>
 - <https://corp.imgsml.ru/media/files/mail.rugroupifrsh12016.pdf>
 - <http://www.safekaznet.kz/en/news/lk-vkontakte-yavlyaetsya-samoy-opasnoy-sotsialnoy-setyu-dlya-detey>
 - <http://www.marketingtechnews.net/news/2014/apr/23/what-is-vk-your-guide-to-russias-largest-social>
 - <https://www.echosec.net/what-is-vk-and-why-should-you-care/>
 - <http://www.liveinternet.ru/stat/http://vkontakte.ru/index.html?id=8>
 - <http://digitalmarketingmagazine.co.uk/social-media-marketing/300-million-users-understanding-russia-s-vk-social-network/2564>
 - <https://themoscowtimes.com/news/russian-social-network-vkontakte-announces-43-profit-boom-57246>
 - <https://securelist.com/blog/29648/xss-vulnerabilities-in-russian-social-networking-site-vkontakte/>

Wikia.com, founded in 2004 as Wikicities, is an international entertainment fan site. In 2006, Wikicities was renamed as Fandom powered by Wikia. Users have their own message inbox for private messages and can create their own 'wiki' about a certain entertainment-related topic, which can consist of several pages with articles, subpages and sub articles, a community, forum and a chat box. Users with the right permission can add and edit articles on a certain wiki. Wikia is free to use and available for users aged 13 or above. The platform is mainly used by gamers, heavy tech consumers and movie/entertainment enthusiasts, mostly

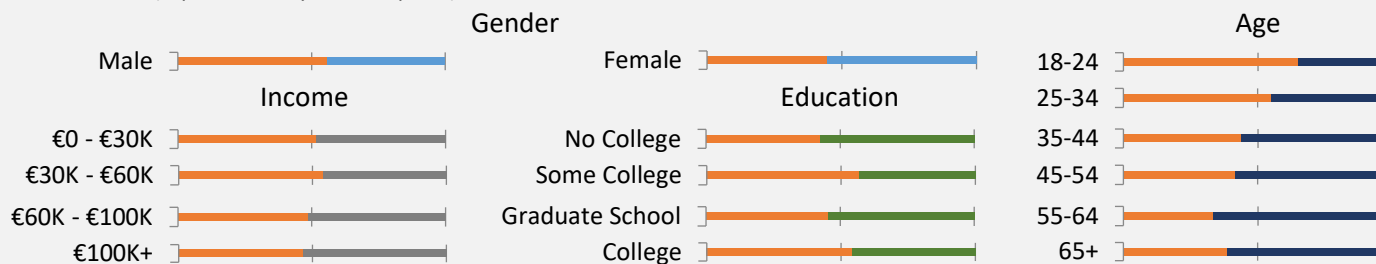


Metrics

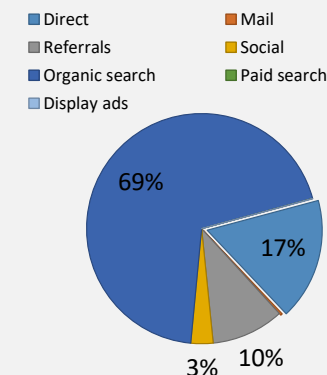


Demographics

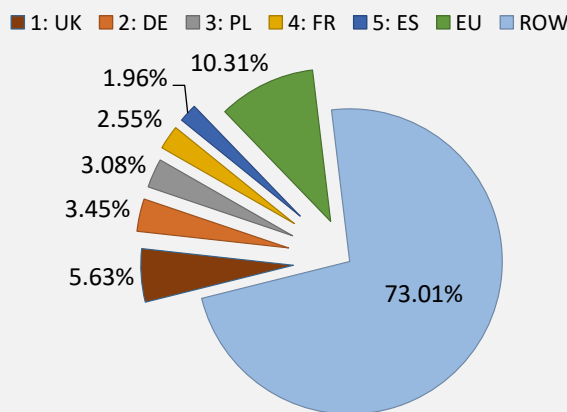
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

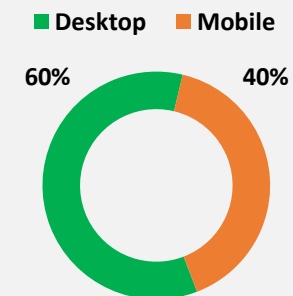


Geographical spread



Summary

Wikia.com is a privately held company supported by more than 16 investors which have totaled investments of \$39,87 million in 5 venture funding rounds. In order to grow and expand the content on their platform, Wikia acquired existing wiki's and their domains, including their user lists and databases. These domains were, shortly after their acquisition, integrated on Wikia's own platform, taking over the acquired wiki's traffic and users. In 2016, Wikia released "Fandom", a media collection of articles based on the communities of Wikia. In the same year, Wikia said to have launched a dedicated UK wikia platform (wikia.co.uk), but it does not exist anymore. Wikia enables Google AdSense, Amazon Ads and several other third-party advertising services alongside Wikia's in-house advertising for revenue. Wikia additionally gains income from various partnerships oriented around corporately generated and managed wiki's or events. These pages and events will be professionally set-up by Wikia and their partners and will reach more exposure than user-generated wiki's. Wikia derives its income from advertising. However, no specific details are publicly provided about their revenue or profit.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:**
- <http://www.wikia.com/about>
 - <http://fandom.wikia.com/mediakit>
 - <https://Similarweb.com>
 - <https://alexa.com>
 - <https://web.archive.org/web/20070105151438/http://www.mercurynews.com/mld/mercurynews/business/technology/16181879.htm>
 - <https://pitchbook.com/profiles/wikia-profile-investors-funding-valuation-and-analysis>
 - http://www.wikia.com/Wikia_Continues_Global_Expansion_with_15_million_in_D_ROUND_FUNDING
 - <https://www.crunchbase.com/organization/wikia#/entity>
 - <http://www.popmatters.com/article/wikia-start-up-gets-funding-from-amazon/>
 - http://memory-alpha.wikia.com/wiki/Forum%3AWikia_now_owns_memory-alpha.org
 - http://www.wikia.com/Wikia_Partners_with_Chicago_Comic_%26_Entertainment_Expo_C2E2



9gag, founded in 2008, is an international social picture-sharing website. On 9gag, users can share and upload humorous user-generated content which can be upvoted, down-voted and commented on by other users. 9gag is free to use and available for users aged 13 or above. A registered account is not necessary in order to view content, but needed to use all available functions. 9gag's user base consists mainly of males (70%) aged 18 to 34 years old. 64% Of the users are 24 or younger, only 9% of the users are 35 or above. The users are considered early adopters, which are tech savvy with technology, gaming and electronics.

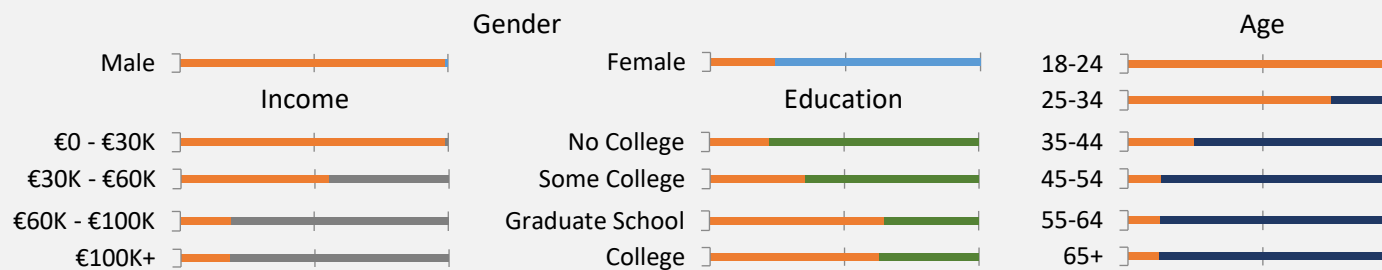


Metrics

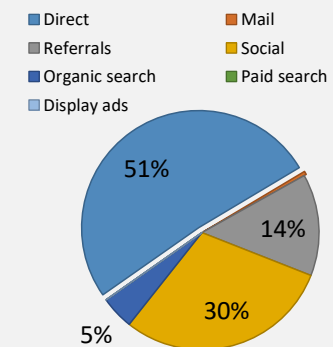


Demographics

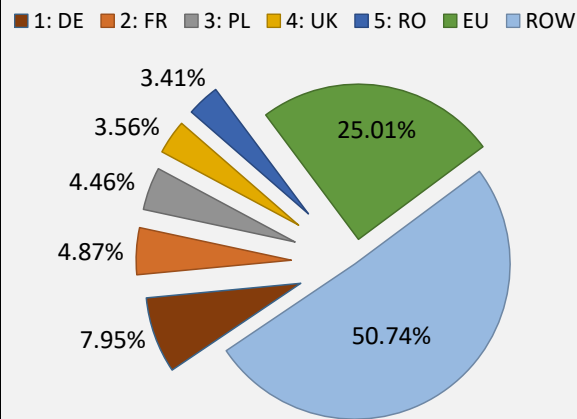
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



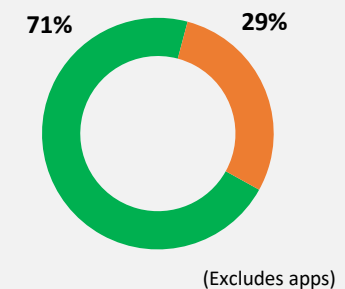
Geographical spread



Summary

9gag is a privately held company which raised a total funding of \$24,5 million as of 2015. Users on 9gag are allowed to repost content of other social networks, ignoring any copyright laws. 9Gag also uses other social networks in order to expand its reach and grew an organic reach of more than 80 million visits. Posts from 9gag are then again posted on social network providers in order to direct people to 9gag.com. They reached 34,6 million followers via Facebook, 8,6 million via Twitter and 37,2 million via Instagram. In 2013, 9gag launched a video-version of the original 9gag.com platform called 9gag.tv. In 2014, 9gag also started experimenting with mobile games, cfr. Redhead Redemption and Ramen Celebrity, and in 2015, they launched a chat application called 9chat. In the meantime, the mobile games have been discontinued and 9Chat has been replaced with "Cookie", a picture-based community where popularity is based on the amount of "cookies" received. Until 2017, 9gag also provided a self-service ad platform for display ads. However, they have discontinued this platform and now only provide advertising services via email. The most regular ads on 9gag are banner ads. A Pro version of the platform is also available, which has a night mode, a 'Pro' user-tag and the option to turn off the advertising. The average visiting time on the web version is 9,5 minutes whereas this is almost doubled (16 minutes) on the mobile app. There is no information available on revenues.

Desktop vs Mobile



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://en.wikipedia.org/wiki/9GAG>
<http://9gag.com/advertise>
<https://Similarweb.com>
<https://alexa.com>
http://www.slate.com/articles/technology/users/2015/08/the_fat_jew_is_not_alone_the_shady_business_of_internet_joke_stealing.html
https://thenextweb.com/insider/2015/08/04/games-chat-and-personalized-content-ray-chan-on-the-future-of-9gag/#.tnw_uiXxx4dv

Cda.pl, founded in 2003, is a Polish-based social gaming and video- and picture-sharing platform. Users can play online browser-based games, as well as download them. In addition, they can share multimedia content and link their cda.pl account to their YouTube channel. Members of cda.pl can pay for a Premium account which allows access to movies and series from AXN Now, a website that belongs to Sony Pictures Television Networks. A registered account is not necessary in order to view content or play games, but needed to use all available functions. The platform primarily targets Polish users. A regular registration for cda.pl is free of



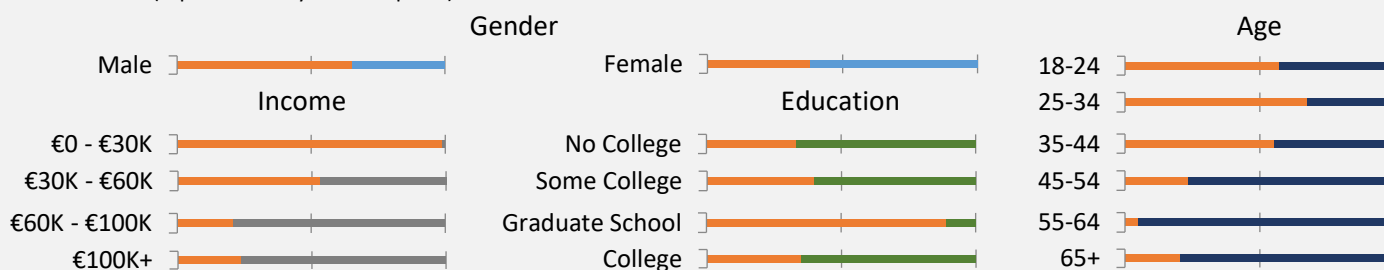
CLUSTER: /

Metrics

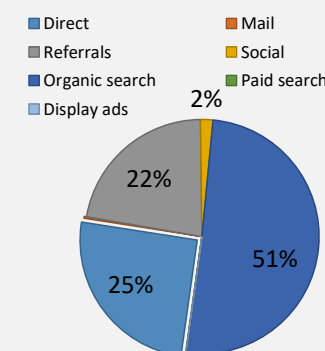


Demographics

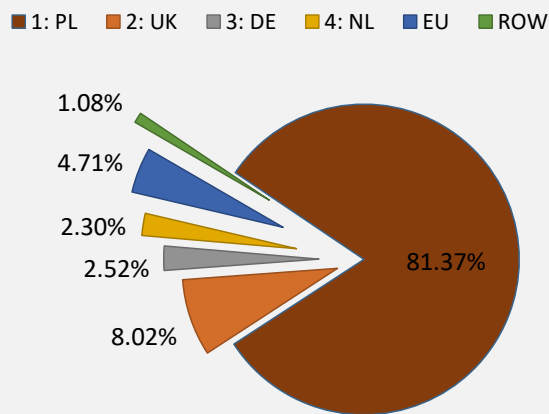
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

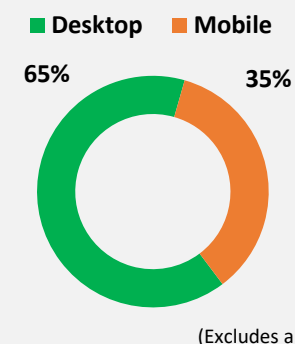


Geographical spread



Summary

Members joining the Partner Program who post video content on Cda will get a starters commission of 51% for the ads that are displayed next to their videos. This commission can increase based on the type and price of the ads. Partners get access to statistics and are able to control the amount of advertising. Furthermore, the personal data of the users is being collected and used for operational, advertising and statistical purposes. Partners can advertise by posting ads on the website or sending e-mails to the users. There are no figures publicly provided on revenue.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources: <http://www.cda.pl/partnerzy/wspolpraca>
<http://www.cda.pl/>
<https://Similarweb.com>
<https://alexa.com>
<http://www.wirtualnedia.pl/artykul/seriale-i-filmy-z-axn-now-w-cda-premium-na-cda-pl>
<http://www.cda.pl/regulamin>
<http://www.wirtualnedia.pl/centrum-prasowe/artykul/dolacz-do-multimedialnej-spolecznosci-na-cdapl>



Gutefrage.net, founded in 2006, is a German-based social question and answer (Q&A) platform. Users can post individual questions which are then answered by other users of the platform. Users can also communicate privately via the platform's e-mail service. Posts by users can be rated and the users can choose the most valuable answer to their question. A registered account is not necessary in order to view content, but needed to access all available functions. The platform is visited almost equally by men and women and two third of the users are between 20 and 49 years old.

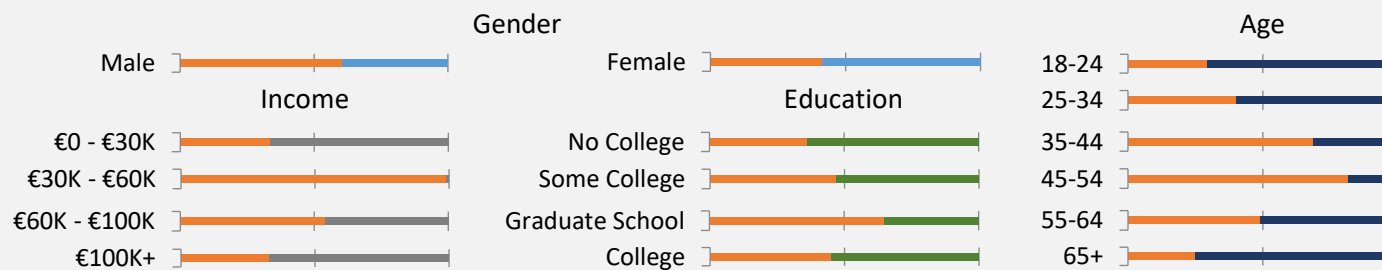


Metrics

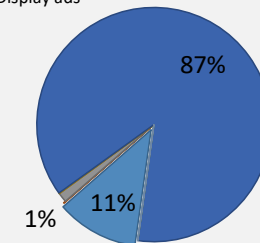
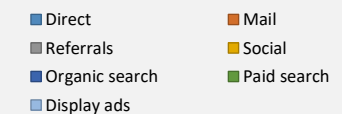


Demographics

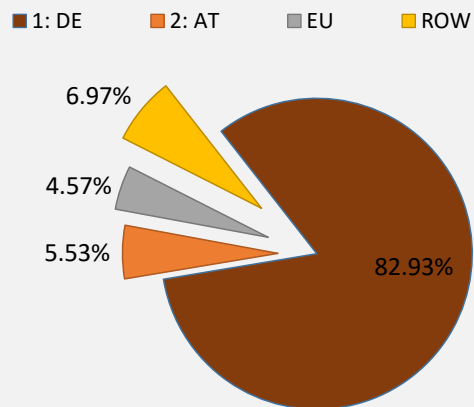
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

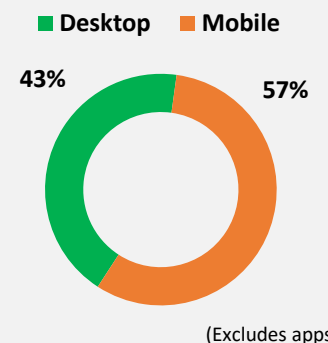


Geographical spread



Summary

Gutefrage.net is the leading platform of the Gutefrage Gruppe, which is a 100% subsidiary of Holtzbrinck Digital GmbH. The website has been online since 2006 and has currently 3.553.450 members that posted 18.258.477 questions and 69.626.326 answers (as of 3 March 2017). This makes it the most popular question and answer website in Germany. In 2016, 20 million unique users visited the platform each month. Since December 2013, the platform is available both via the website and via a mobile app. The mobile platform has become the most popular of the two: while the website is visited 35,84 million times per month, the mobile app is visited 47,08 million times. In addition to display ads, gutefrage.net provides companies with the possibility to create a professional profile, to interact with users and to promote their products as answers to the questions asked. In 2009, CEO Markus Wölflick stated the platform has achieved break-even, however, without including any financials. In 2014, gutefrage.net reported a total of €11,21 million in sales. The site's revenues are based on the sale of ads. However, no further financial information is publicly available.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://de.wikipedia.org/wiki/Gutefrage.net>
<https://business.gutefrage.net/>
<https://Similarweb.com>
<https://alexa.com>
<http://de.statista.com/unternehmen/339704/gutefragenet-gmbh>

HotUKDeals, founded in 2004, is a UK-based platform where consumers can share products deals, voucher codes and other beneficial consumer related information. HotUKDeals further states that the purpose of their platform is to allow users to receive genuine advice about product deals and information directly from other consumers, instead of through companies' advertising and marketing. A registered account is not necessary in order to view content, but it is needed to access all available functions. Registering on HotUKdeals is free and available for everyone.

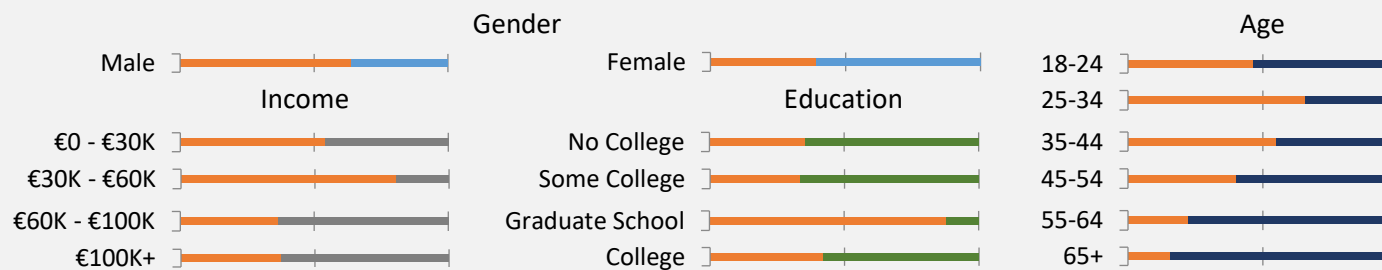


Metrics

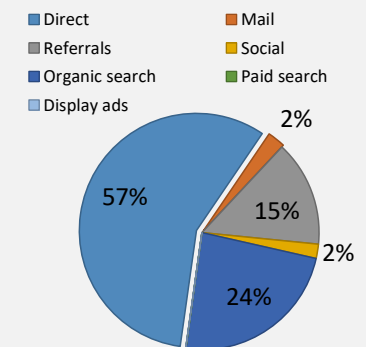


Demographics

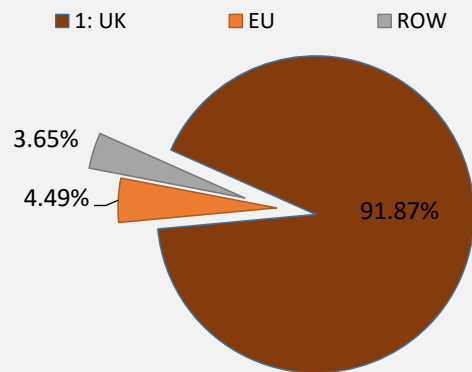
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



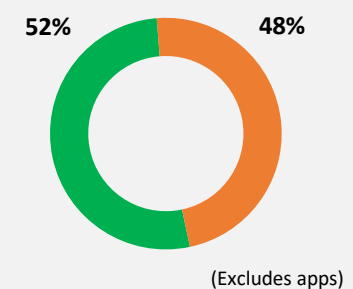
Geographical spread



Summary

HotUKDeals is part of a chain of social commerce platforms under the registered company Pepper Deals Ltd, of which 6Minutes Media GmbH is the parent company. Platforms that are registered under Pepper Deals are buenosdeals.com, pepper.pl, promodescuentos.com, pelando.com.br, hotukdeals.com, dealabs.com, mydealz.de, preisjaeger.at, desidime.com and pepper.co.kr. In total, over 20 million people use one of Pepper Deals' platforms over the whole world. All platforms are very dependent on their users, as the users decide which deals are hot (good) or cold (bad). The product deals that are posted always include a link to the external website containing the specific product in promotion (except for offline product deals). The links that are posted by users are automatically changed into affiliate links of the platform. HotUKDeals generates revenues from affiliate marketing on every sale that happens through the platform. The financial information of HotUKDeals is not publicly available.

Desktop vs Mobile



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: hotukdeals.com/about
<https://nl.pepper.com/about>
<https://www.pepper.com/>
<https://Similarweb.com>
<https://alexa.com>



XING, founded in 2003 as OpenBV, is a German-based professional social network. In 2006, OpenBV was renamed as XING. The network enables its users (freelancers, employers, employees, job seekers, etc.) to create personal profiles, groups, discussion forums and to access event coordination tools and other common social network features. Users need to register in order to view content. Standard registration is free, but many core functions, like searching for people with specific qualifications or messaging unconnected people, are only accessible to premium members. 90% of XING's users are from the DACH (Germany, Austria, Switzerland) region.

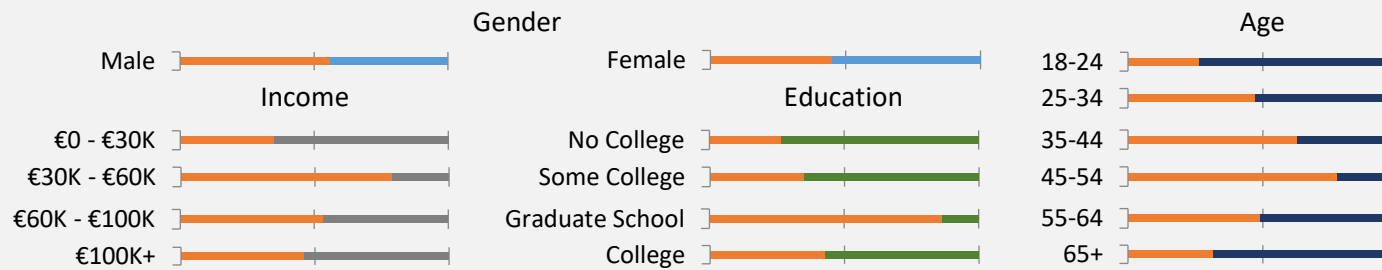


Metrics

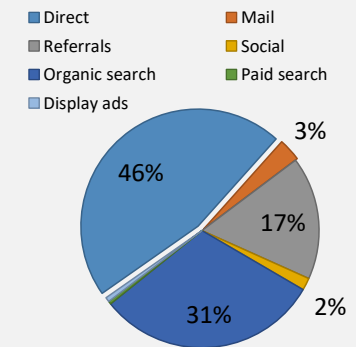


Demographics

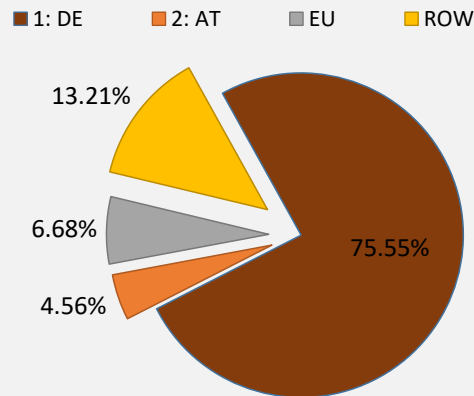
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population



Traffic sources

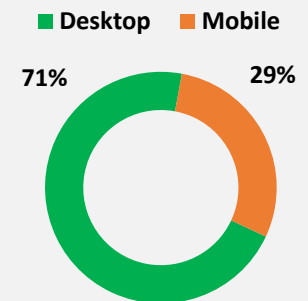


Geographical spread



Summary

XING is owned by XING NG and went public in 2006. By 2016, XING was used as a business network by 14 million users worldwide, of which 10 million were located in German-speaking markets. Similarly, 76% of all page views come from Germany and 90% from Germany, Austria and Switzerland (i.e., the DACH region). In the DACH region, XING has almost 30 million monthly visits and about 7 million monthly unique users. While Xing also offers a mobile app, a clear shift from desktop to mobile is not yet visible. For example, in Germany there are only 0,72 million mobile users using XING. XING's revenue has been steadily growing from €66,2 million in 2011 to €122,9 million in 2015 and to an expected amount of €148,5 million in 2016. The main share of revenue comes from premium accounts and advertising activities on the platform, which accounted for €73 million in 2015. Another substantial source of revenue is the e-recruiting segment, where XING charges recruiters for using the service to find new talent, which resulted in €41,4 million of revenue in 2015. Xing also offers tools to plan events, and charges organizers per participant and based on the ticket prizes. This resulted in €6,2 million of revenue in 2015. XING's annual net profit increased from €7,3 million in 2010 to €17,6 million in 2015.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <http://xing.com>
<https://Similarweb.com>
<https://alexa.com>
<https://www.statista.com/statistics/271936/annual-profit-of-xing/>

Vbox7.com, founded in 2006, is a Bulgarian-based social-video platform and is the direct competitor of YouTube in Bulgaria. Vbox7 describe themselves simply as "The Bulgarian video sharing website". Just like YouTube, the platform allows its users to upload, view, rate, report, share, like and comment on video content, save content as favourites and in playlists, subscribe or befriend other users or channels and message with other users. A registered account is not necessary in order to view content, but needed to access all available functions.

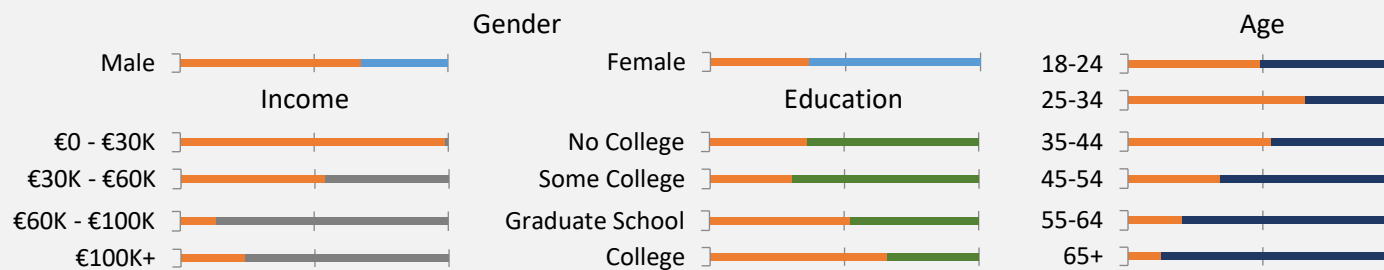


Metrics

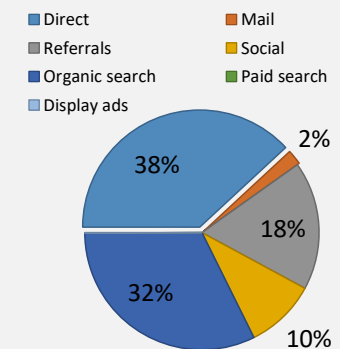


Demographics

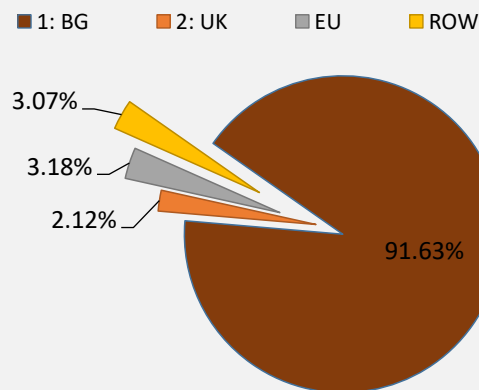
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

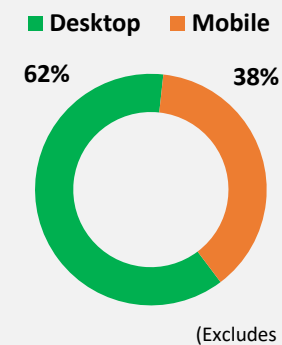


Geographical spread



Summary

Vbox7.com was purchased by the large online media group Netinfo in 2007 for an undisclosed amount. Since then, the platform has continued its steady growth and established itself as a popular entertainment and social interaction platform. In 2014 Netinfo launched a dedicated mobile app which led to an increase in mobile engagement, with over 1 million downloads of the mobile app recorded two years after its launch. The platform also got a new and more dynamic interface since 2016. Netinfo reported that the platform had 1,85 million real subscribers in November 2016. In the first three quarters of 2016, engagement with the video platform had increased by 250%. In November 2016, Netinfo reported that vbox7.com has the largest number of mobile users (close to 1 million) within the company's portfolio. There are no detailed figures publicly available on revenue.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <http://www.netinfocompany.bg/>
<http://www.capital.bg/>
<https://Similarweb.com>
<https://alexa.com>
<http://www.computerworld.bg/>

Gyakorikerdesek.hu (Hungarian for Q&A) is a Hungarian-based social Q&A platform launched in October 2006. Users can post individual questions which are then answered by other users of the platform. They can also communicate privately via the platform's messaging system. Posts by users can be rated good or bad in terms of usefulness.

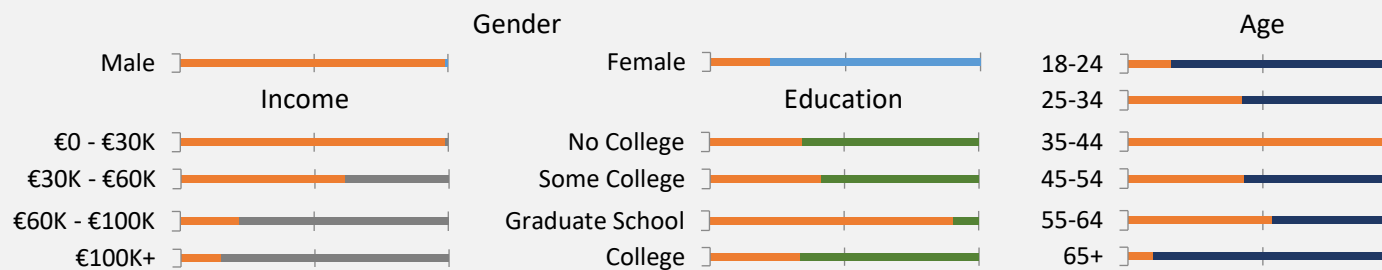


Metrics

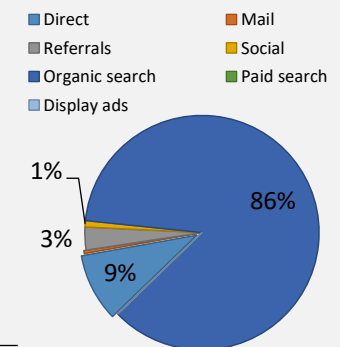


Demographics

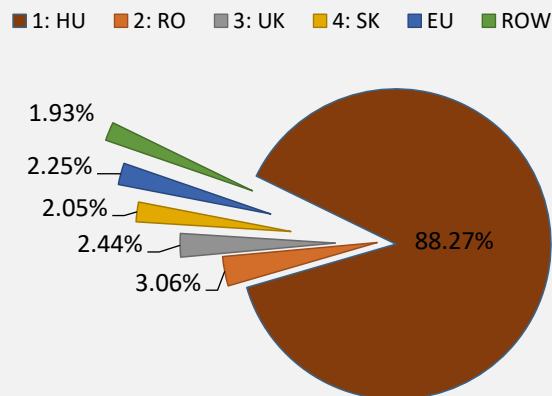
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

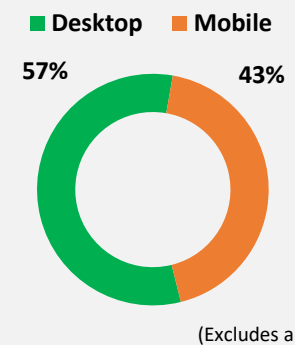


Geographical spread



Summary

The website is run by WebMinute Ltd., a Hungarian based company that sells advertising space on its websites. Currently, they only sell advertisement space for Gyakorikerdesek.hu and hoxa.hu. When Gyakorikerdesek.hu was initially launched, it covered only three topics: pregnancy, cats and dogs, and dieting. In the meantime, the website expanded and now covers a wide variety of life-related topics. Unregistered users have access to all questions and answers, as all content in Gyakorikerdesek is public and indexed on search engines, which creates high search engine traffic. After a short registration process, users can create and pose their own questions, or submit answers to questions from other users. Anonymous registration is possible, as no email verification is needed. Registered users can opt to hide their name when posting. In total more than 8 million questions have been posed on the website, together receiving more than 46 million reactions. Gyakorikerdesek.hu generates its revenue through display advertisements. Advertisements can be placed on pages dedicated to specific topics and a wide variety of placements are possible. In total 11 advertising placements are available with prices ranging from ± €43 to ± €1047 per month, depending on platform (mobile or desktop), size and location of the ad. However, there are no provided detailed figures on revenue or profits.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://hu.wikipedia.org/wiki/Gyakorik%C3%A9rd%C3%A9sek.hu>
<http://www.webminute.hu/>
<https://Similarweb.com>
<https://alexa.com>
<http://www.webminute.hu/gyakorikerdesek.hu>



Draugiem, founded in 2004, is a Latvian-based social networking site. The main features include a news feed, the possibility to add friends, a personal timeline, a private message inbox and groups, a picture and video gallery, a blog section, browser-based games and the possibility to send virtual gifts which are displayed on the profile pictures of the receiver. The platform also makes it possible for businesses to get in contact with their customers. Users need to register in order to view content. Registration on Draugiem is free and is possible for everyone 13 years or older.



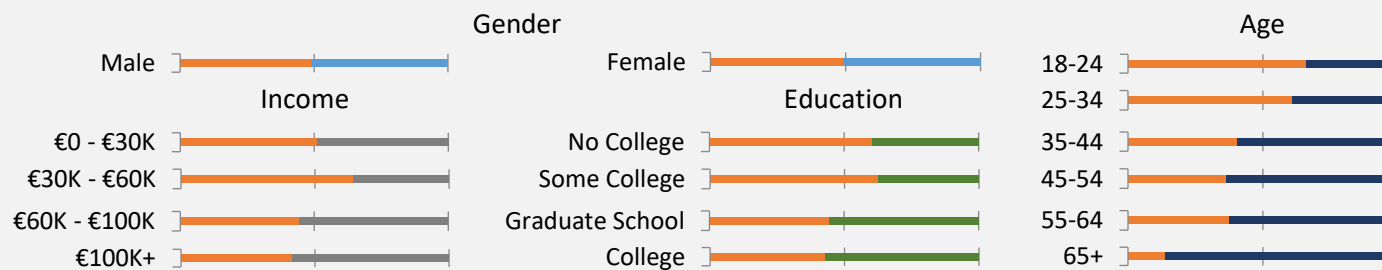
CLUSTER 7:
Draugiem (Mobile)

Metrics

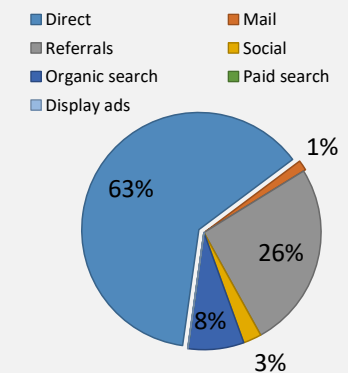


Demographics

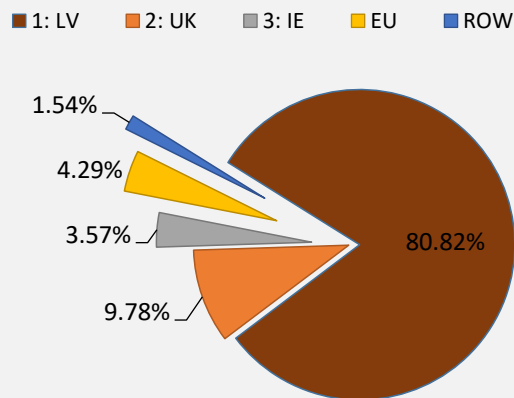
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

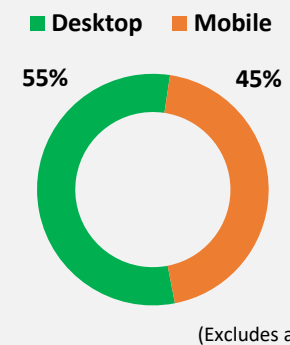


Geographical spread



Summary

Draugiem operates under the umbrella organization "the Draugiem Group", which also incorporates other IT-related companies. In 2016, 2,6 million users created an account on Draugiem, of which almost half were Hungarian who created an account via "baratikor.hu", the Hungarian version of Draugiem.lv. Draugiem.lv also has an English version, called Frype.com. Draugiem has about 500 thousand daily active users, but no data on monthly active users is available. All accounts created on all versions are connected to Draugiem. Third party ads are placed on the platform under the form of banner ads, applications, games, etc. In their terms and conditions, Draugiem states that they would never deliver user data to advertisers, but they do give advertisers the possibility to define a targeting audience on the platform itself. In 2012, Draugiem counted 1,2 million users. In the same year, it recorded a profit of \$1 million and a turnover of \$18,7 million. Its advertising revenues are under \$20 million per year. No recent details about revenue are available.



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <https://en.wikipedia.org/wiki/Draugiem.lv>
<https://www.crunchbase.com/organization/draugiem#/entity>
<https://Similarweb.com>
<https://alexa.com>
http://www.baltic-course.com/eng/markets_and_companies/?doc=4876
<https://draugiemgroup.com/en>
<https://techcrunch.com/2010/12/10/world-map-of-social-networks-shows-facebooks-ever-increasing-dominance/>

FLASHBACK



TYPE: Discussion and forums

Flashback.org, founded in 2000, is a Sweden-based discussion forum. Flashback claims to provide a “neutral” place for discussion, including controversial opinions and giving high importance to freedom of speech. The Flashback discussion forum has 339 different sub forums in total. Users have their own messaging inbox, can add users to their friends' list, create topics and comment on other users' topics. A registered account is not necessary in order to view content, but needed to access all available functions. Registration is free and available to everyone aged 18 years or older. Its user base consists mostly of Swedish males.

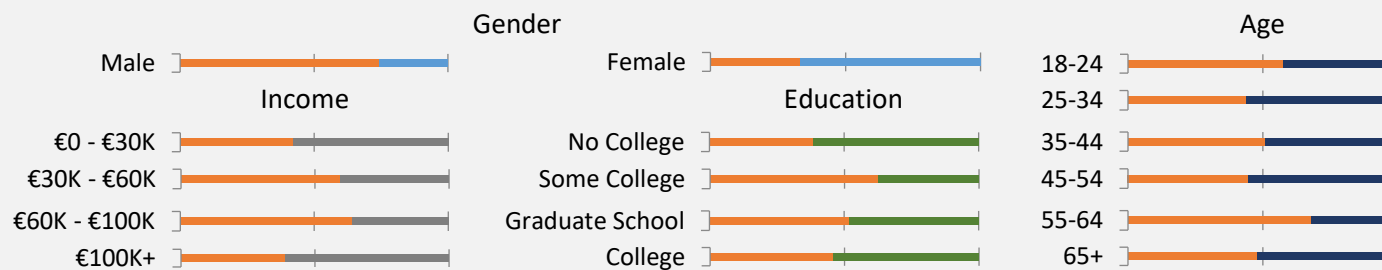
MAU	% EU Traffic	EU Traffic	CLUSTER:
N/A	98.38%	10M	/

Metrics

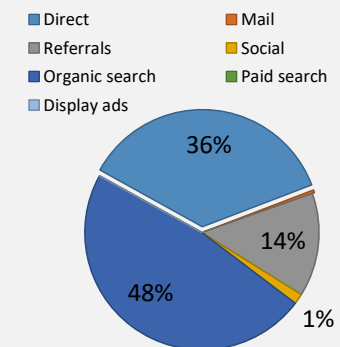
Avg. daily visits	Avg. visit duration	Avg. pages/visit	Avg. bounce rate	Outgoing ads	Avg. reach %
345 465.93	0:07:41	6.48	36.31%	4 015	0.02%

Demographics

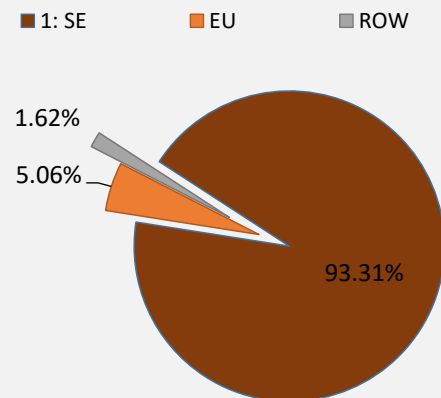
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

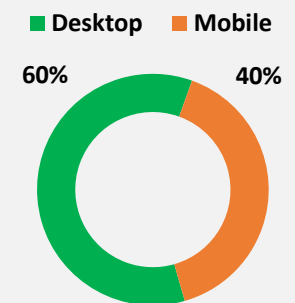


Geographical spread



Summary

Flashback.org is a private company owned by Flashback Media Group, which publishes magazines, books and websites. Flashback Media Group has a long history starting in 1983, when it published its first fanzine called “Dead or Alive”. In February 1993 the name changed from “Dead or Alive” to Flashback and in 1995 their first website (popmart.se) was launched. In 2002, Flashback was prohibited from publishing websites in Sweden due to advertising illegally copied bank/credit cards and illegal content distribution. Half a year later, Flashback Media Group was back online, after it moved its activities to the UK under “Flashback Enterprises Ltd”. From 2010 onwards, the Flashback Media Group has moved once more and have been operating the forums from within the US ever since. Flashback now only offers display advertisements that are managed exclusively in-house through a contact form. Detailed figures on revenue are not publicly available.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <http://www.flashback.se/fna/newsflash/25>
<http://www.flashback.se/artikel/2812/sveriges-forbud-av-flashback-forum-fyller-10-ar>
<https://Similarweb.com>
<https://alexa.com>
<http://www.flashback.se/>
https://sv.wikipedia.org/wiki/Flashback_Media_Group



Skyrock, founded in 2002, is a French social networking and blogging site. Users have the ability to create as many (secret) blogs as they want and the possibility to message other users, send virtual gifts (e.g. online stickers) to users and like, share and subscribe to other users' blogs. The platform also has a specific section where members can showcase their own musical compositions. A registered account is not necessary in order to view content, but needed to access all functions. Registration to the site is free. Skyrock's audience mainly consists of young adults, partly due to its very easy-to-use interface.

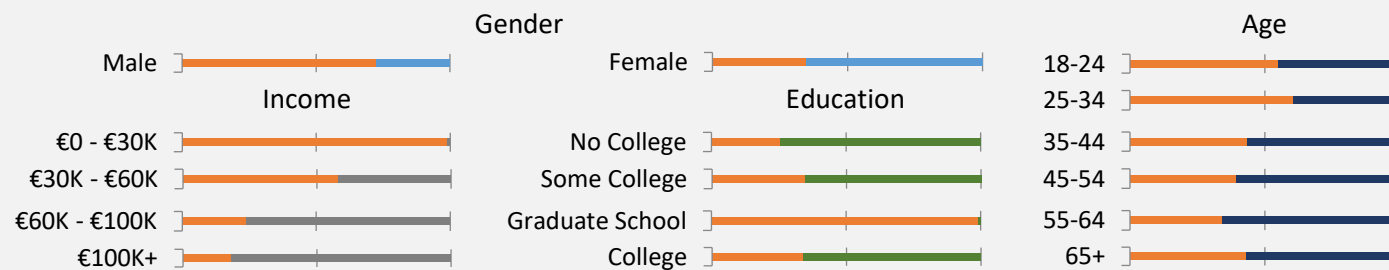


Metrics

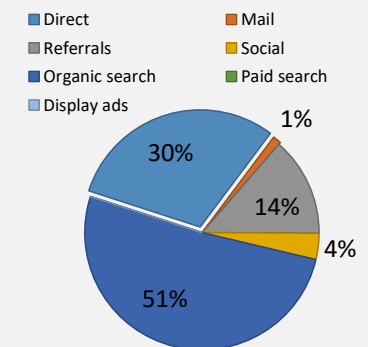


Demographics

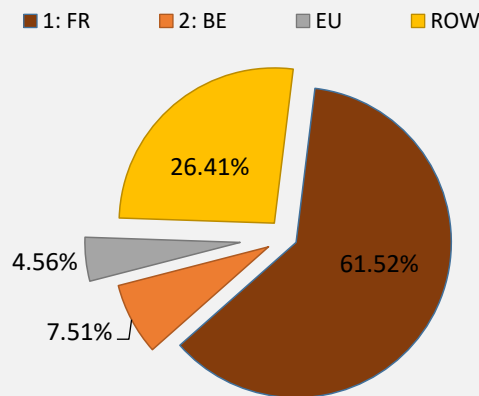
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



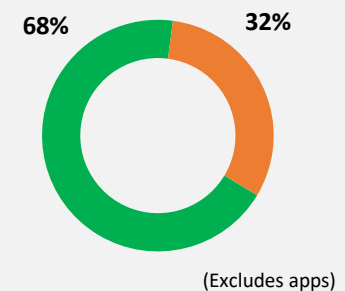
Geographical spread



Summary

In 2002, Skyrock began as a blogging site named Skyblog, owned by the French radio station Skyrock. In 2007, the site was renamed Skyrock and launched as a full-scale social network. Features such as a chat room, the option to add friends, a private message inbox and the possibility to create a member profile were added to the site. In 2008, the platform had over 21 million visitors. As of April 2017, the platform holds over 17 million profiles and 24 million blogs. Skyrock has an advertising agreement with Orange, Deezer and Liveradio. The platform has different advertising services, "Radio" (i.e. ads on the radio station Skyrock.fm), "Web" (i.e. ads on Skyrock.com), "Mobile" (i.e. mobile ads in the Skyrock app) and "Explosive Operations" (i.e. combined radio, web, mobile ads). The whole Skyrock group has reported revenue of over € 20 million. Specific data about the profit of Skyrock are not available.

Desktop vs Mobile



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: [https://en.wikipedia.org/wiki/Skyrock_\(social_network_site\)](https://en.wikipedia.org/wiki/Skyrock_(social_network_site))
<https://www.crunchbase.com/organization/skyrock#/entity>
<https://Similarweb.com>
<https://alexa.com>
<http://www.skyrock.com/common/footer.php?page=annonceurs>
<https://gigaom.com/2011/11/09/419-a-tale-of-two-strategies-home-and-away-with-orange-and-vodafone/>
https://www.lesechos.fr/29/04/2016/lesechos.fr/021886720912_comment-skyrock-genere-plus-de-revenus-avec-moins-d-audience.htm

Suomi24, founded in 1998, is a Finland-based social networking site and portal. Suomi24 offers a variety of social interaction tools including forums, group discussions, messaging, dating and mailing tools as well as a marketplace for used cars and a coupons section. Forum discussions represent the most common form of social interaction on the platform. Suomi24 is owned by the Danish company Aller Media.

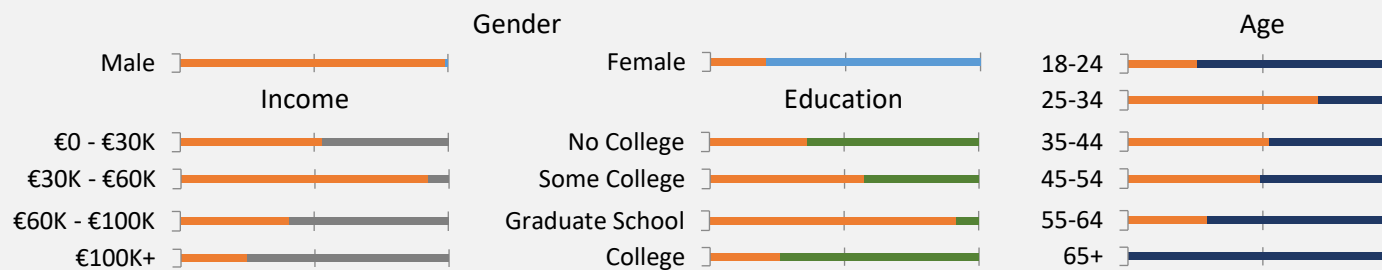
MAU	% EU Traffic	EU Traffic	CLUSTER:
N/A	98.84%	8M	/

Metrics

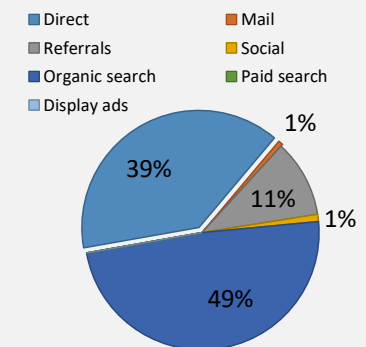
Avg. daily visits	Avg. visit duration	Avg. pages/visit	Avg. bounce rate	Outgoing ads	Avg. reach %
267 312.14	0:05:54	5.66	51.31%	53 670	0.02%

Demographics

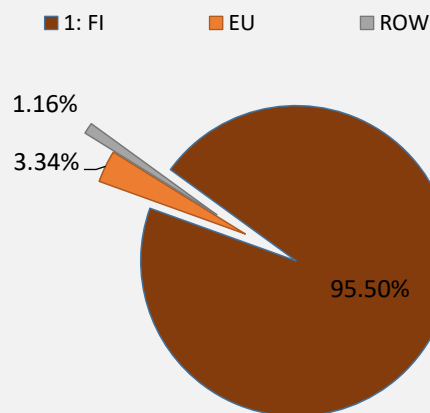
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

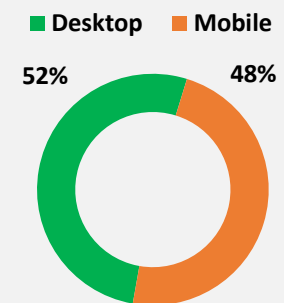


Geographical spread



Summary

Suomi24, originally launched in 1998 as sirkus.com. In 2007 Aller media Oy, which is part of the company Aller Media, acquired Suomi24 for an unknown amount. In 2016, suomi24.fi recorded 832 thousand unique weekly users and 1,7 million registered users. No data on monthly active users is however available. The portal contains over 60 million messages in over 2700 discussion forums. Aside from traditional display advertising, Suomi24 also uses interactive online marketplaces called Kiosks which allow advertisers to directly market their products or services to consumers. The Kiosks are available in a variety of sectors ranging from automotive to fashion and beauty. In 2015, Suomi24 made the content on its platform available for research purposes to help scholars' study and analyse social phenomena. According to the latest official reports, Suomi24 had a revenue of €2,5 million in 2016 and reported a profit of 0,8%.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

- Sources:** <https://vainu.io/>
<http://www.bloomberg.com/>
<https://Similarweb.com>
<https://alexa.com>
<http://www.kiosked.com>
http://www.aller.fi/wp-content/uploads/2016/01/Suomi24-Tuotekortti-1_2016.pdf

WHATSAPP



TYPE: Messaging

WhatsApp, founded in 2009, is an international mobile messaging platform which allows users to send messages not directly through a mobile telephone provider, but by using WIFI or a mobile data connection. Users can send private messages to their contacts that also use WhatsApp, create private groups with contacts and share temporary "stories" (images, videos and GIFs that disappear after 24 hours) to their contacts (mobile only). The main unique selling point of WhatsApp is that it uses end-to-end encryption, which ensures a secure messaging service. It is available on mobile devices and on the web. Registration on WhatsApp is free, requires a valid phone number, and is allowed for users aged 13 years or older.



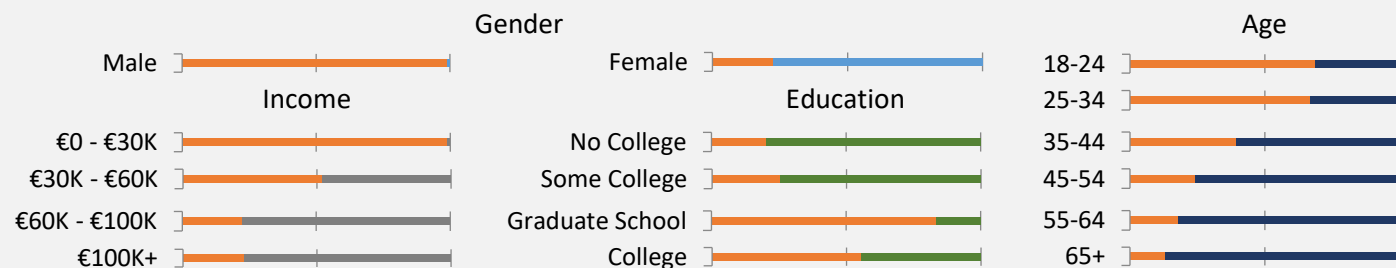
CLUSTER 2:
 Facebook.com (+Mobile)
 WhatsApp (Mobile)
 Instagram.com (+Mobile)
 Boomerang from Instagram

Metrics

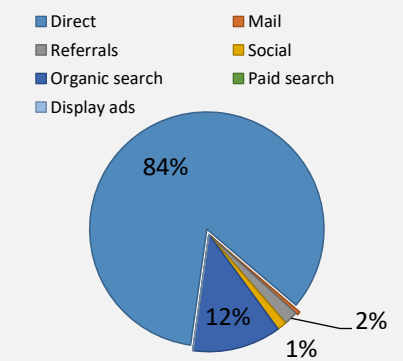


Demographics

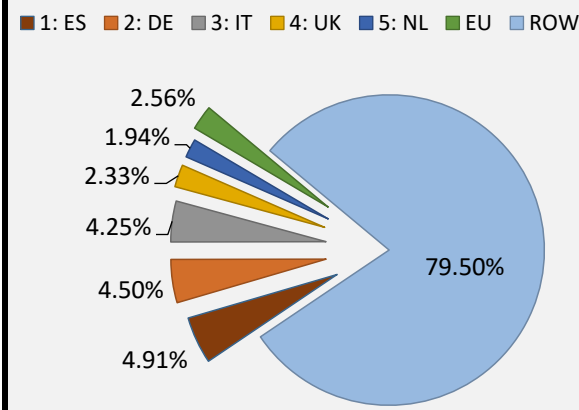
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources



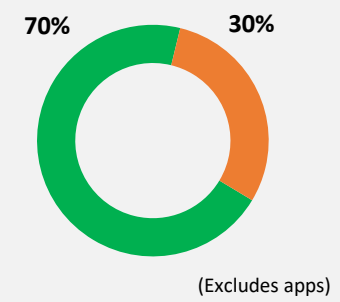
Geographical spread



Summary

In 2014, five years after the launch of the application, WhatsApp was acquired by Facebook for approximately \$19,3 billion. By 2016 WhatsApp was used by more than one billion users. This made the app the most popular instant messaging platform at the time. WhatsApp does not display any advertisements, but in August 2016 WhatsApp announced that they would start sharing user data (i.e. phone number and aggregated analytical data) with Facebook. However, Facebook has been fined for giving false information at the acquisition, having said they would not share any user data, and in March 2018 the UK's Information Commissioner's Office (ICO) ruled that sharing WhatsApp user data with Facebook would be illegal. Facebook used WhatsApp's data information for suggesting friend requests and to show more relevant advertisements on its own platform based on the data retrieved from WhatsApp. WhatsApp however states that user data of WhatsApp is not directly shared with advertisers. In August 2016, existing users could opt-out of having their WhatsApp data used for Facebook advertisements in the new terms and agreements or were able to cancel it up to 30 days after the new terms and agreements had been accepted. The ability to use the application was not affected by opting out of having WhatsApp data shared with Facebook. New WhatsApp users were able to opt-out of sharing their account information with Facebook, by unchecking the option during installation. Some information was, however, still being shared for "product improvement" purposes.

Desktop vs Mobile



*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

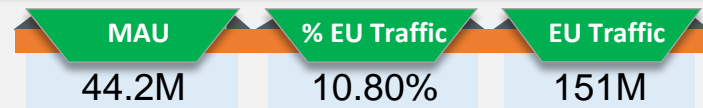
- Sources:** <https://blog.whatsapp.com/10000630/WhatsApp-Status>
<https://www.whatsapp.com/about/>
<https://Similarweb.com>
<https://alexa.com>
<https://www.whatsappbrand.com/>
<https://en.wikipedia.org/wiki/WhatsApp>
<https://www.whatsapp.com/faq/general/26000016>

ODNOKLASSNIKI



TYPE: Social networks

Odnoklassniki (Russian for "Classmates"), founded in 2006, is a Russian-based social networking platform, also known as OK.ru. Its objective is to keep classmates and old friends in contact. The main features include a news feed, the possibility to add friends, a personal timeline, a private messaging inbox, the ability to send other users 'virtual gifts' (e.g. stickers), groups and communities, a music platform, a video-sharing platform and live videos. Odnoklassniki is free to use and available for everyone 13 years or older, but requires a verified mobile phone number.



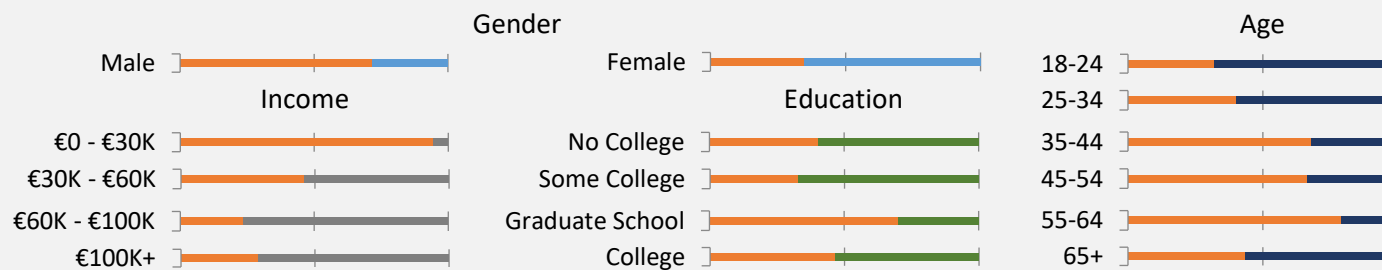
CLUSTER 4:
Vkontakte.ru (vk.com)

Metrics

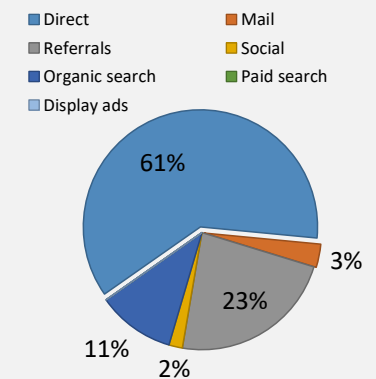


Demographics

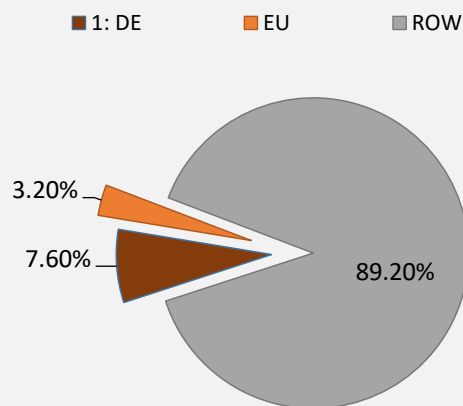
The bars compare the characteristics of the provider's user base (in orange) relative to the general internet population (represented by the mid-point).



Traffic sources

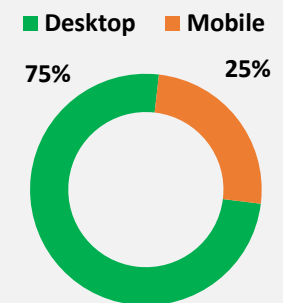


Geographical spread



Summary

The platform is part of the Mail.Ru group, which acquired Odnoklassniki in 2010. At that time, Mail.Ru was still known as "Digital Sky Technologies". Odnoklassniki has over 200 million registered users and roughly 45 million daily unique visitors. Odnoklassniki mainly generates revenue from display and context advertising, payments from users for virtual gifts and commission on the revenue of applications developed by third party developers. Odnoklassniki also offers premium functions, for which users can pay with an in-platform currency called OK (1 OK being equal to 1 Russian ruble or ca. €0,016). Examples are the "friends only" mode, which allows to have your content visible to friends only. You can also choose to enable "invisible mode", which allows you to visit other users' profile, without letting them know it. In their 2016 financial report, Mail.Ru stated that if they failed to adapt their services to be compatible with mobile devices, they would also fail to capture a significant share of the market. In total Mail.Ru generated a total revenue of \$7,156 million from OK.ru (incl. revenue of "My World", a third social networking platform owned by Mail.ru), which is an increase of 3,6% year-over-year. Specific information about the profitability of Odnoklassniki is not available.



(Excludes apps)

*All data presented is based on visits via desktop or mobile browser; mobile applications are excluded from the estimates.

Sources: <https://en.wikipedia.org/wiki/Odnoklassniki>
<https://techcrunch.com/tag/mail-ru/4>
<https://Similarweb.com>
<https://alexa.com>
<https://sales.mail.ru/en/packets/>
<https://corp.imgsmail.ru/media/files/mail.rugroupifrsh12016.pdf>
https://en.wikipedia.org/wiki/My_World@Mail.Ru