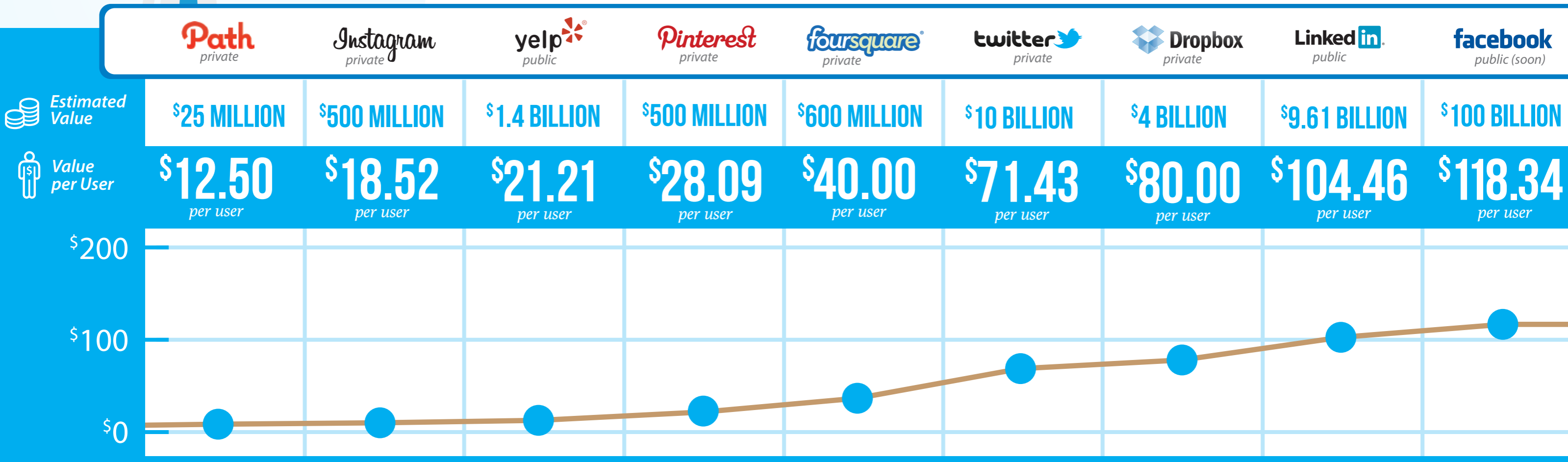


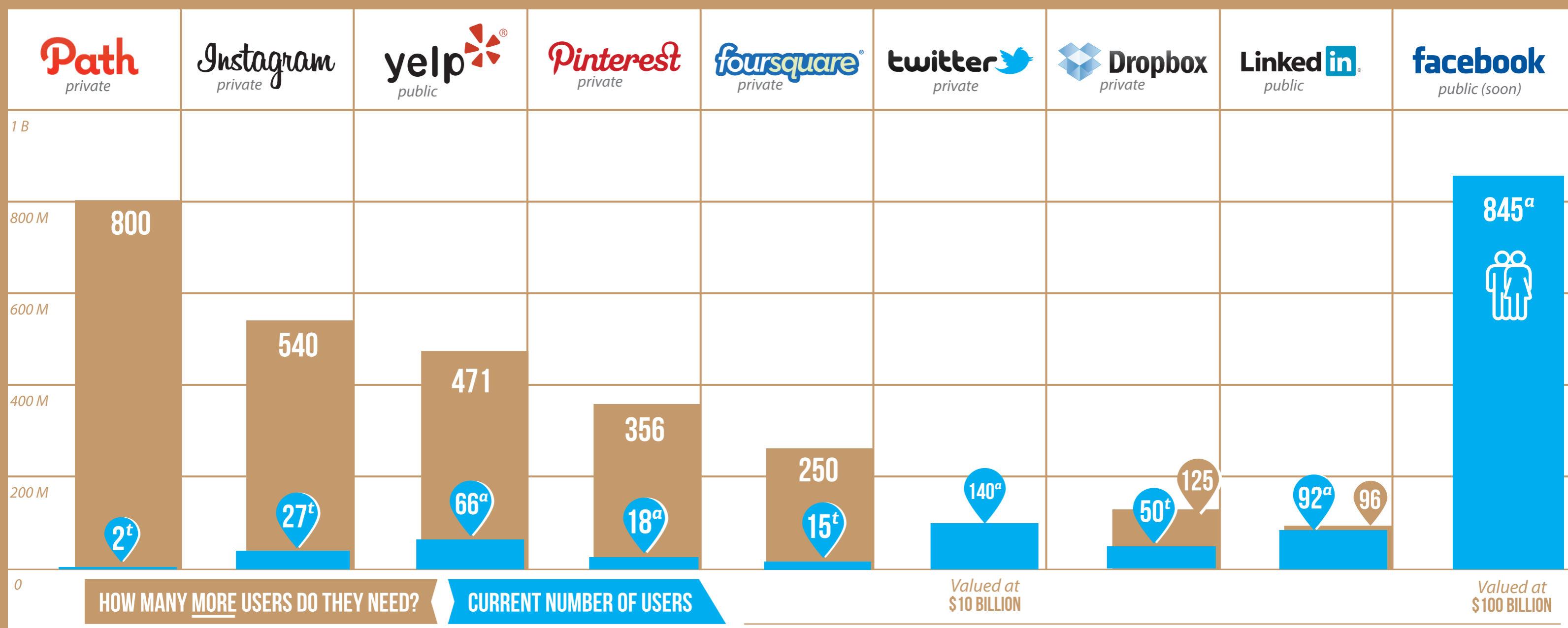


Social Economics: How is Social Data Valued

TWEETS, SHARES, & CHECK-INS HOW MUCH IS IT ALL WORTH?



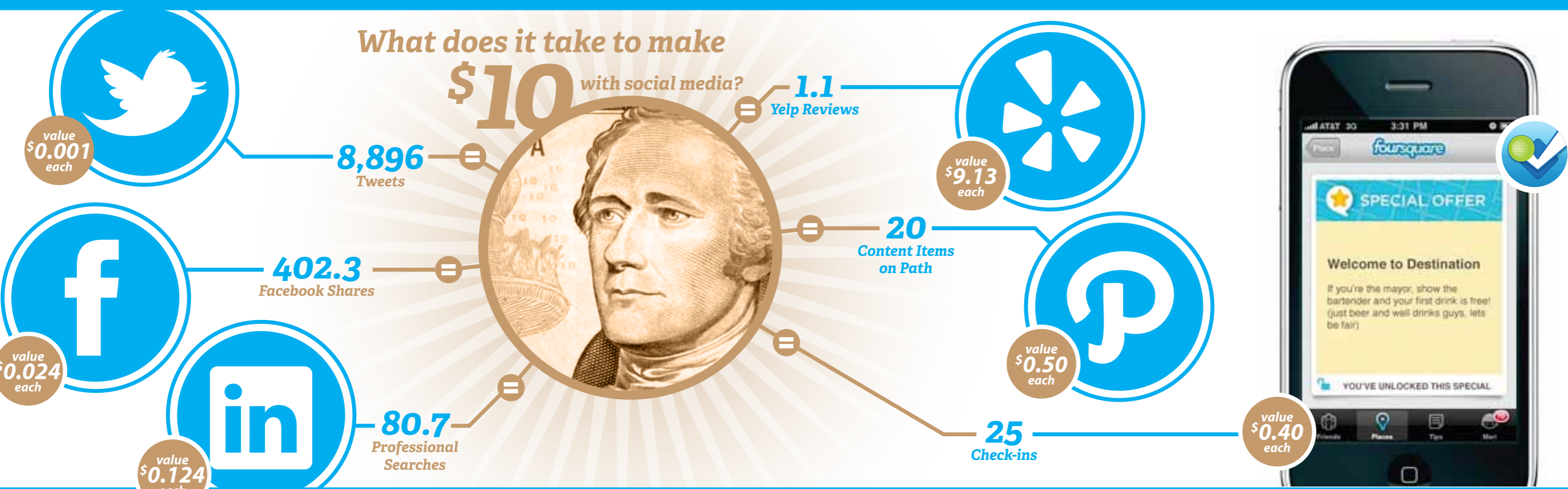
HOW MANY USERS DOES IT TAKE for a company to reach a \$10 Billion valuation?



*Active (a) vs Total (t) members is based on the available tallies released by each Social Network. In cases where both were available, active was used. / Numbers in millions - unless noted

Social Currency Exchange

If company revenue is divided by content



You have a lot of data in the cloud.

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Facebook
<http://www.privco.com/private-company/facebook-inc>
<http://adage.com/article/adagestat/stats-day-50-social-media-stats-kickstart-slide-deck/231093/>
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<http://blog.twitter.com/2012/03/twitter-turns-six.html>
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