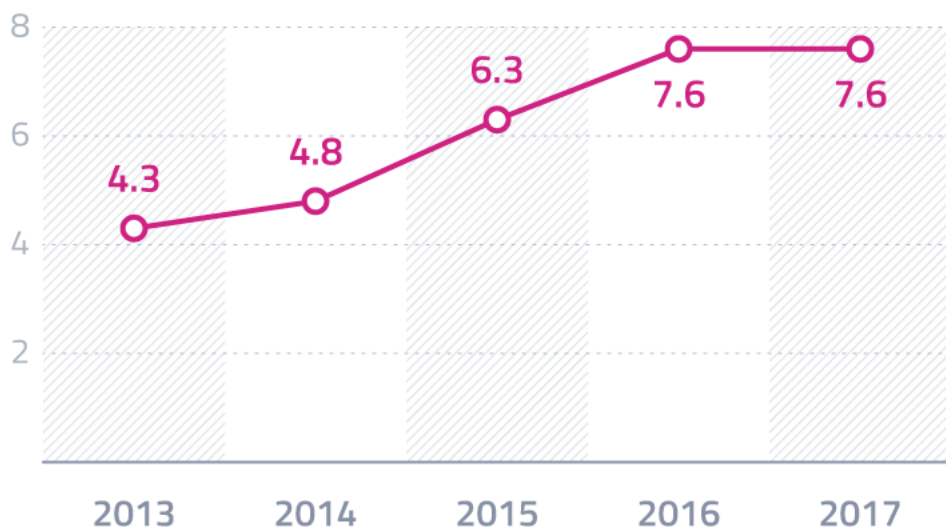


Multi-Networking Approaches its Peak

Multi-Networking Over Time

Average Number of Social Media Accounts Held by Internet Users



NOTE: Average number of accounts is calculated based on analysis of 42 named networks + "Other". The named networks are a mix of global players as well as those specific to certain countries or regions.

Question: On which of the following services do you have an account?

Source: GlobalWebIndex 2013-2017 (averages conducted across each wave of research)

Base: 156,876 (2013), 168,046 (2014), 198,734 (2015), 211,023 (2016) & 178,421 (2017)

Internet Users aged 16-64