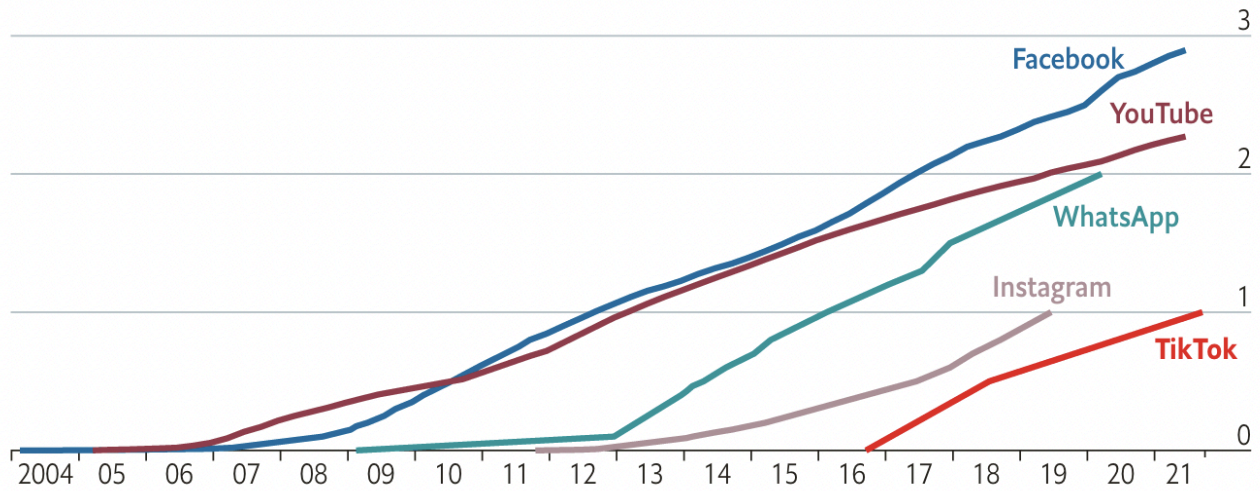
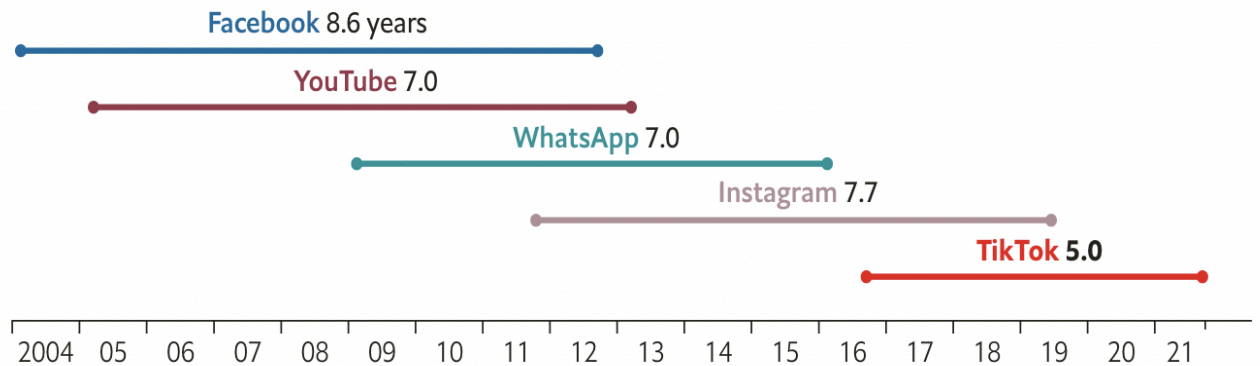


### The new kid in town

Social media platforms, monthly active users, bn



### Time from launch to 1bn users



Sources: Statista; *The Economist*

**1. Which of the listed social media platforms has the most monthly active users? Which has the least?**

DOK 1

**2. Which platform reached one billion users in the shortest amount of time? Which took the longest?**

DOK 1

**3. Compare the difference between TikTok's monthly active users trajectory with the other platforms.**

DOK 2

**4. Facebook acquired Instagram in 2012 and WhatsApp in 2014. What similarities and/or differences do you notice in those companies' performance before and after they were acquired?**

DOK 3

**5. Pretend you were given the opportunity to speak with the CEO of each of these companies. What questions would you ask to learn more about how each company reached one billion active users?**

DOK 3