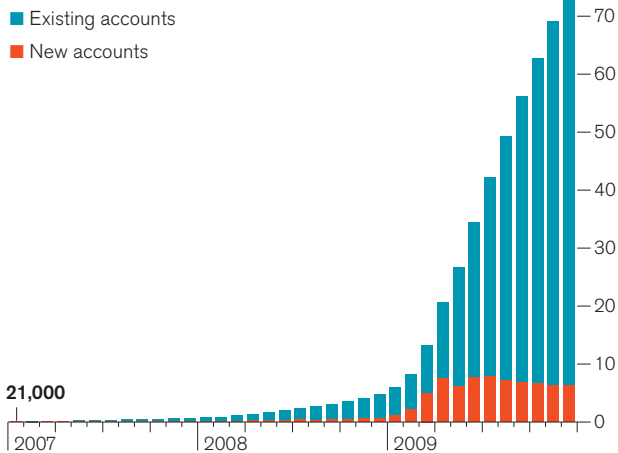


TWITTER AND THE REAL-TIME WEB

On the real-time Web, information is created and consumed instantly, often through blogs and social networks such as Twitter and Facebook. The phenomenon exploded last year, as the surging use of URL-shortening services indicates; Web addresses must be shrunk in order for links to fit inside 140-character tweets. Twitter attracted new users and expanded its reach, but it still carries a lot of babble.

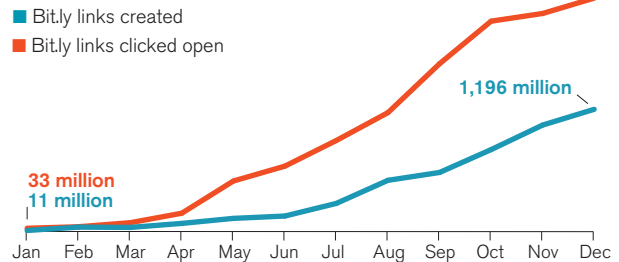
Twitter has experienced exponential user growth in three years. But the rate slowed at the end of 2009.

CUMULATIVE TWITTER USERS, monthly



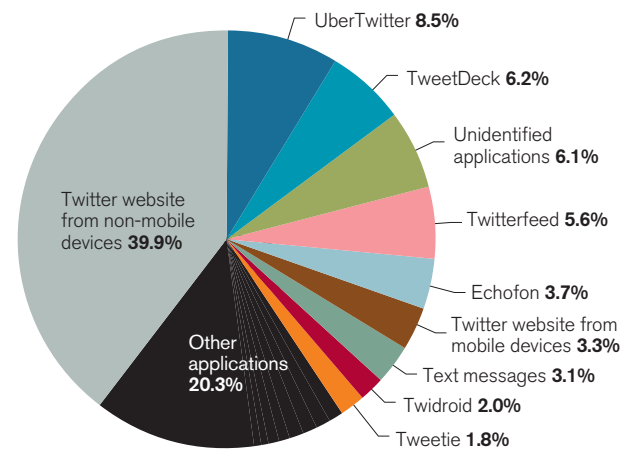
Bit.ly, the leading service for Web-address shortening, experienced nearly 1,000-fold growth last year. In December, people clicked open Bit.ly-shortened addresses nearly 2.3 billion times.

USE OF BIT.LY, 2009



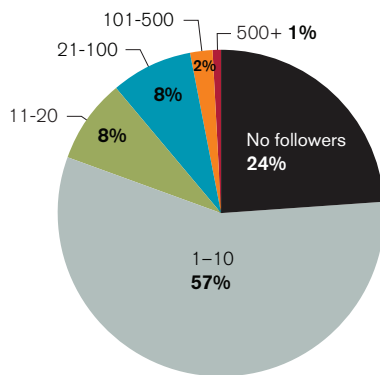
A growing number of tweets come from applications running on other websites. Relatively few are sent as text messages.

PERCENT OF TWEETS FROM TOP SOURCES, December 2009



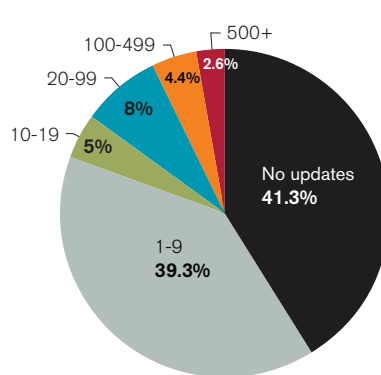
Despite growth, many Twitter users aren't very active. Most have few followers ...

USERS BY FOLLOWER COUNT



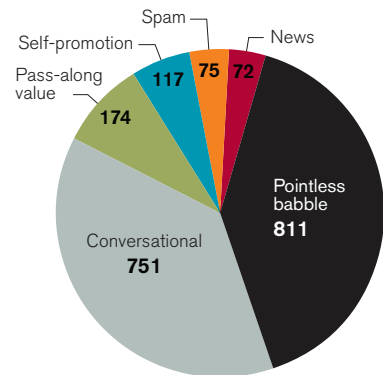
... and aren't doing much tweeting.

USERS BY NUMBER OF TWEETS



And one study of 2,000 U.S. tweets found that much content is of limited use.

CONTENTS OF TWEETS



Sources: Betaworks (Bit.ly); RJMetrics (Twitter data except "Contents of Tweets"); Pear Analytics ("Contents of Tweets")