

## Shielding your brand on the internet







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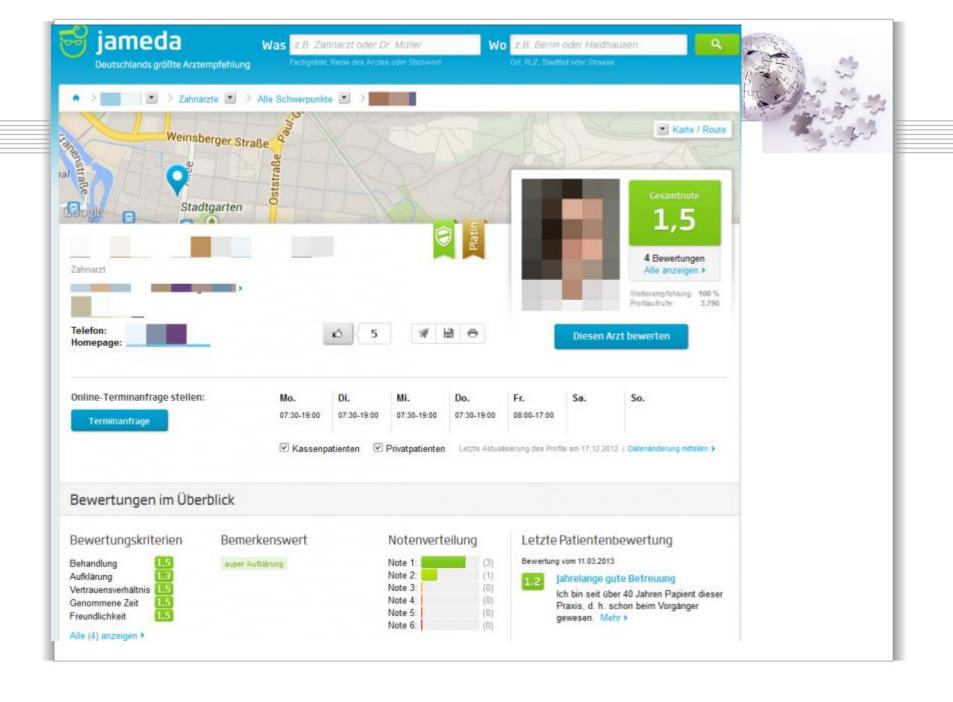




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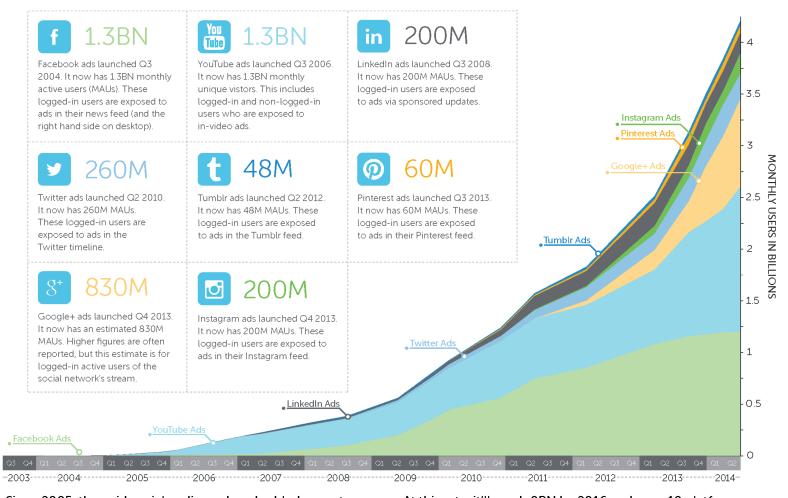






## THE PAID SOCIAL MEDIA AUDIENCE totals <u>4.2BN USERS</u> across eight platforms





Since 2005, the paid social audience has doubled every two years. At this rate, it'll reach 8BN by 2016 and span 10 platforms.

Sources: Forbes, The Next Web, Bidness Etc, Ben Foster, Twitter, Wikipedia, Hubspot, Nielsen, TechCrunch, Jeff Bullas, Beyond Devices, Compete, Statista, Business Inside, Alexa, Quantcast, Wall Street Journal, Totems, Semiocast, Mediabistro, Fortune, Marketing Land











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