

THE WORLD SPEAKS UP!

Starting in 2006, it took **Twitter** three years, two months, and one day to go **from one Tweet to a billion Tweets. Now it's**

Twitter has become the world's largest real-time sensor network; sophisticated filters can now extract sentiment about a product and drive consumers to it.

1 billion Tweets every 72 hours, from ... more than 140 million active users.

Top Twitterati

Nine pop celebrities* and one president's followers* as of August 1, 2012, at precisely 3:00 p.m.

Lady Gaga	@ladygaga	27,825,858
Justin Bieber	@justinbieber	25,907,533
Katy Perry	@katyperry	24,253,875
Rihanna	@rihanna	23,509,074
Britney Spears	@britneyspears	19,131,530
Barack Obama	@barackobama	18,077,843
Shakira	@shakira	17,523,472
Taylor Swift	@taylorswift13	16,935,509
Kim Kardashian	@kimkardashian	15,596,979
Selena Gomez	@selenagomez	12,196,412

*Lady Gaga calls her followers Little Monsters. (She was the first to reach 10 million and 15 million followers.)



THE WORLD'S TWEETS...

The Library of Congress is archiving every Tweet sent. First announced in 2010, the process is taking longer than originally planned. To study the archived Tweets, you'll need to have a library card and to actually be in Washington. (Once there, you'll find that the latest six months' crop of Tweets is embargoed.)

TPS

(That's Tweets per second)

The current record for the number of Tweets about a single event was set in December 2011. During a television screening in Japan of Hayao Miyazaki's 25-year-old animated movie *Castle in the Sky*, people sent

25,088
Tweets per second.

No one is sure why this was so much more than the previous record, also set in Japan, in the first four seconds of 2012, when people sent

16,000
Tweets per second.

... AND YOURS

Currently, you can search for only the last seven days of Tweets. However, Twitter is working on a project to allow you to download a file of all your Tweets, as far back as you have been a member. But when the service is ready, you'll be able to see only your own Tweets, not other people's.

Sources: blog.twitter.com; Mediabistro AllTwitter

BEYOND GOSSIP

Twitter plays many roles. Yes, it's a gossip feed, and sometimes just a stream of personal observations—mostly about the user. But it is also a great organizing tool. Representatives of the candidates in the U.S. presidential election campaign used Twitter to rally supporters, gather donations, and announce appearances. Given that 60% of Twitter users access the service on mobile devices, political campaigning can now incorporate instant reactions in real time, reaching followers wherever they are.

And then there is

ADVERTISING

Dick Costolo, Twitter's CEO, told the *New York Times* that "our business is an advertising business; we don't sell technology." The company plans to expand its advertising products to 50 countries by the end of 2012. The main product is

Promoted Tweets, which are ordinary Tweets purchased by advertisers who want to reach a wider group of users or spark engagement from their existing followers. Promoted Tweets are clearly labeled as such.

Targeted Tweets allow advertisers to send Tweets to people in a particular location, without sending them to everyone (some, for instance, might not be able to take advantage of the offers). Current advertisers include @britishairways, @cocacola, @wendys, and @wpsocialreader (*Washington Post*).

CAMPAIGNS

- **American Red Cross** partnered with Craigslist to raise awareness and donations. Craig Newmark matched retweets of a message generated by the Red Cross to a total of \$10,000.
- **MTV** created an interactive experience where viewers could actively influence the live broadcast of the 2012 MTV Awards. More than 12 million viewers took part. Viewers could also interact with a section of the website that showed a seating plan of celebrities and what they were Tweeting in real time during the show.
- **Paramount** promoted early screenings of the movie *Super 8* to create buzz. The exclusive sneak previews generated \$1 million in box office receipts.
- **Planned Parenthood** increased awareness for a birth control initiative and drove a petition for signatures. Some 3,700 Twitter users clicked on the Tweet and 1,427 users retweeted the message, which helped spread it organically.
- **Porsche** created awareness of its 2012 model 911 sports car. @porsche gained 1,743 new followers, a 595% increase over the daily average of the previous seven days.
- **Virgin America** partnered with Stand Up to Cancer to launch a one-day air travel flash sale. Fares started at \$49, with \$5 going to the cancer organization. A total of \$50,000 in charitable donations was raised.



THE BOTTOM LINE

Revenue for 2012 is estimated to be

\$400 million

with a projection of

\$1 billion by 2014.

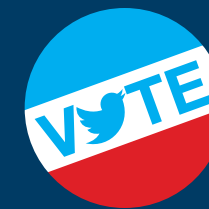
Most of this income is from Promoted Tweets and from the sale of billions of Tweets to companies seeking data to track national moods and commercial brand information.



PREDICTING ILLNESS...

A recent study analyzed 4.4 million Tweets from 630,000 users during a 2010 outbreak of flu in New York City. The analysts used an algorithm that sorted out actual references to the illness in the studied Tweets from generalizations that happened to use the word "sick." The result was that the analysts were able to predict, **eight days in advance**, whether people in Manhattan were at risk of getting flu.

The study had an accuracy of **90%**



AND ELECTIONS?

The Twitter Political Index, Twindex, is a daily real-time picture of popular opinion about presidential candidates Barack Obama and Mitt Romney, gathered from people whose Tweets are sorted out by sophisticated algorithms and displayed as a line trending up or down.

Partnering with Topsy (which produced the algorithms) and both a left- and a right-leaning polling group, Twindex aims to understand the true opinion of voters, who might say one thing to a traditional polling organization like Gallup, but be Tweeting a different sentiment online.