



Instagram

BY THE NUMBERS



Instagram allows you to apply filters to photos and then share them with your friends.



Quick Stats (as of April 2012)

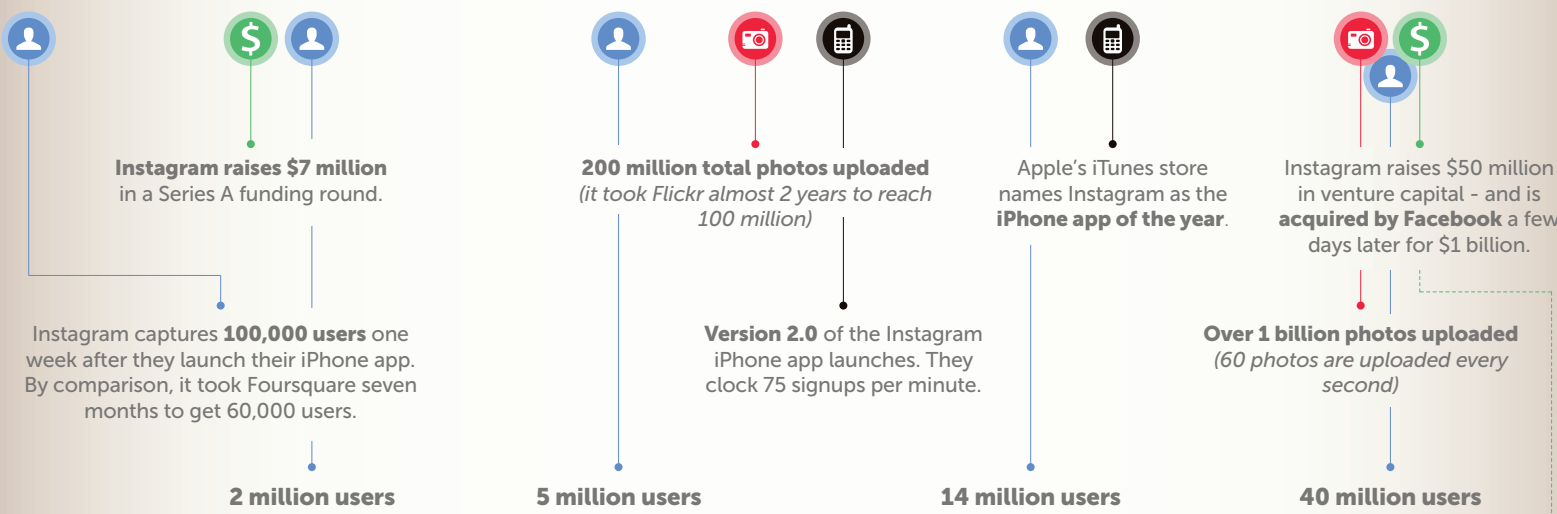
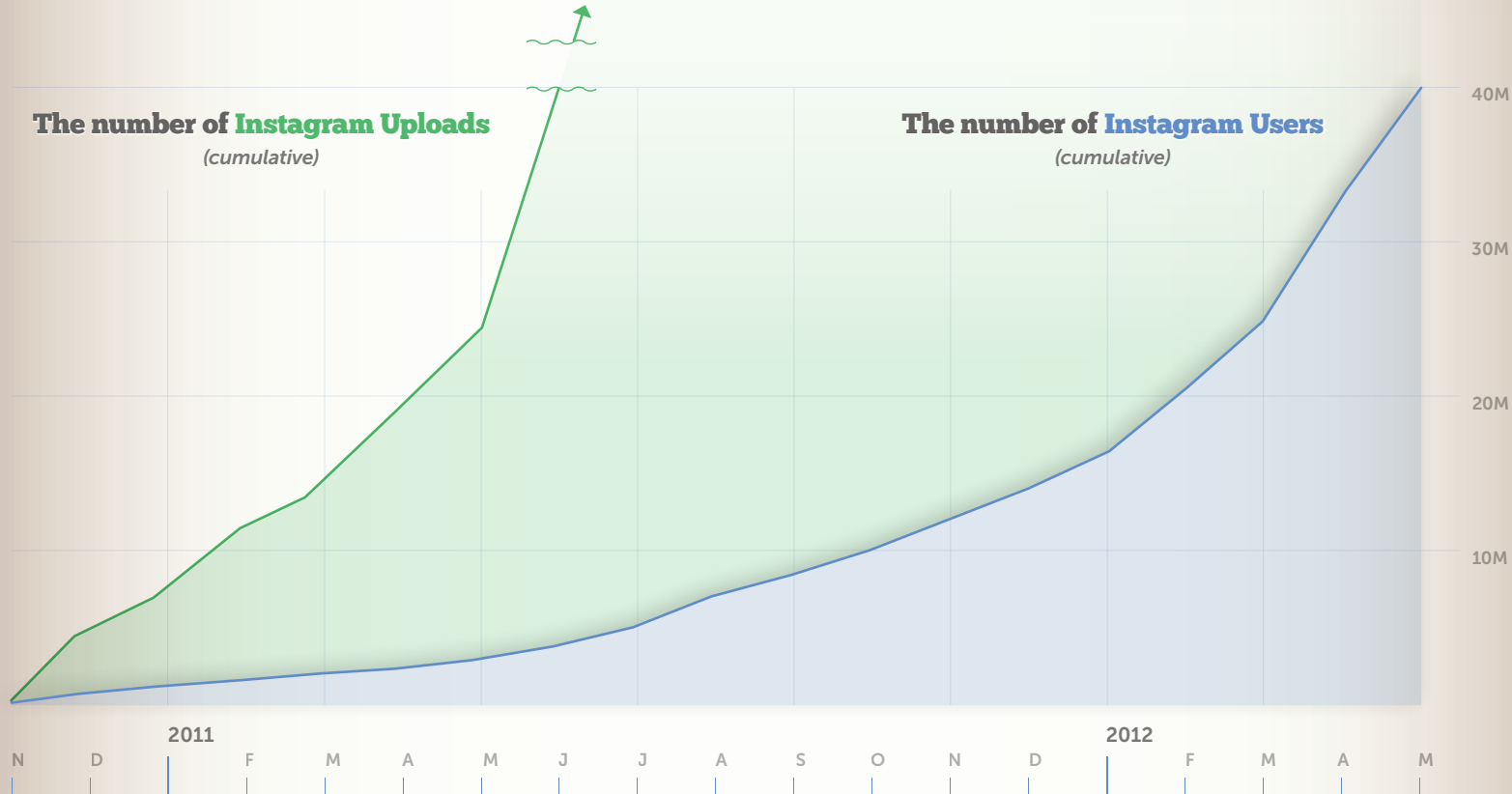
1 BILLION+ total number of Instagram photo uploads

40 MILLION+ total number of Instagram users

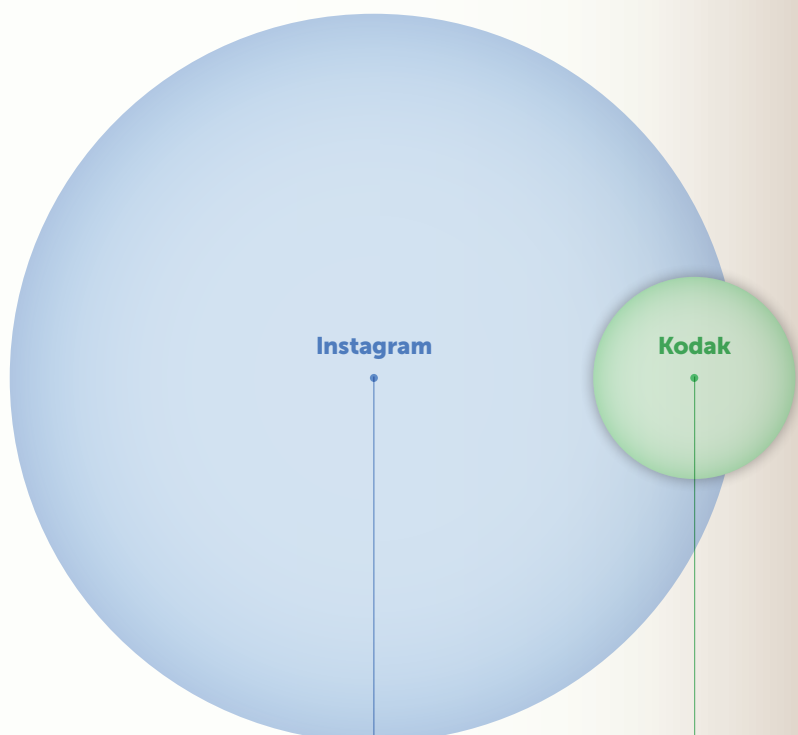
1600% approx. growth of Instagram's user base between April 2011 and April 2012.

The number of Instagram Uploads (cumulative)

The number of Instagram Users (cumulative)



Relative Valuation of Instagram

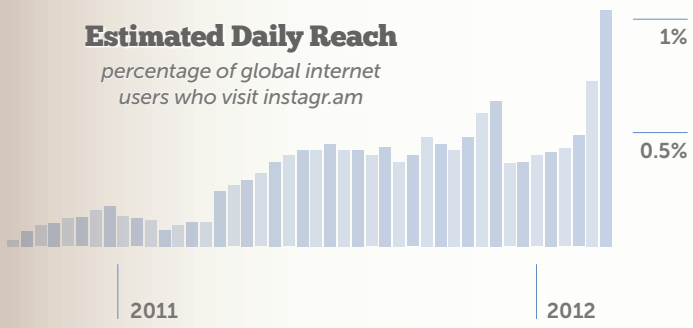


In April 2012, Instagram was sold to Facebook for **\$1 billion**.

In April 2012, Kodak had a market cap (valuation) of **\$77 million**.

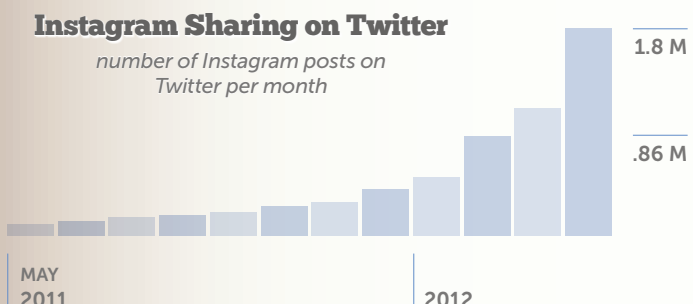
Estimated Daily Reach

percentage of global internet users who visit instagr.am



Instagram Sharing on Twitter

number of Instagram posts on Twitter per month



People. Not pageviews.



SOURCES:

- <http://techcrunch.com/2010/10/13/instagram-users/>
- <http://bits.blogs.nytimes.com/2010/12/21/instagram-quickly-passes-1-million-users/>
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