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Global Social Media Directory

A Resource Guide

October 2015

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AW Piatt

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Abstract

Social media platforms are internet-based applications focused on broadcasting user-generated content. While primarily web-based, these services are increasingly available on mobile platforms. Communities and individuals share information, photos, music, videos, provide commentary and ratings/reviews, and more. In essence, social media is about sharing information, consuming information, and repurposing content. Social media technologies identified in this report are centered on social networking services, media sharing, blogging and microblogging. The purpose of this Resource Guide is to provide baseline information about use and application of social media platforms around the globe. It is not intended to be comprehensive as social media evolves on an almost daily basis. The long-term goal of this work is to identify social media information about all geographic regions and nations. The primary objective is that of understanding the evolution and spread of social networking and user-generated content technologies internationally.

Periodic Updates

This document is dynamic and will be updated periodically as funding permits. Social media changes rapidly. Due to the nature of technological change and human fancy, content in this Directory is viewed as informational. As such, the authors provide no guarantees for accuracy of the data.

Revision Information

Revision Number	Topic Areas Updated	Notes
Revision 1 issued, October 2015	Brazil updated; Added Indonesia, Kenya, Nigeria, Turkey	Updated Figure 1 and Table 1. Added new country content for Indonesia, Kenya, Nigeria, Turkey, and updated Brazil; added all country data to Appendix
Cleared for public release, October 2014	Russia	Expanded and updated original data
Pre-release version 3, February 2013	Executive Summary Middle East/N. Africa	Table 1 Overview; Facebook data updates in all countries with the exception of Syria; Additional content added to Iran
	Appendix	Minor updates to MENA Country Alexa.com popularity/ranking of sites and number of Facebook.com users; "Top 10" social networking sites for countries in the MENA section added or removed if identified in Alexa.com; Two new social media sites were identified for Qatar and added to the Appendix. API information not yet retrieved. These sites will be investigated further in a future update.
Pre-release version 2, May 2013	European Section added	Overview; Germany
	Appendix	"Top 10" social networking sites for three countries in the European section added as identified in Alexa.com.
Pre-release version 1, October 2012	Africa (Sub-Saharan Overview); Asia Overview, China, Pakistan, Russia; Europe Overview, Germany; Latin & Central America Overview, Mexico; Middle East & Northern Africa Overview, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Yemen; South America, Argentina, Brazil, Venezuela; Appendix	

Contents

Figures

Tables

1.0   Introduction

Social media is content developed, either in part or whole, by a community of authors and may refer to world events, personal topics of interest or simply communication between the author and one or more individuals. Environments that enable such discourse are numerous, each providing a different perspective on the context of information sharing. Some popular categories include:

- **Social Networking Service**: A social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging.

- **Media Sharing**: Media sharing is the publishing or transfer of a user's digital photos and videos online, thus enabling the user to share them with others (publicly or privately). Sharing means that other users can view but not necessarily download the media, users being able to select different copyright options.

- **Blogging**: A blog is a personal journal published on the World Wide Web consisting of discrete entries ("posts") typically displayed in reverse chronological order so the most recent post appears first. Blogs are usually the work of a single individual, occasionally of a small group, and often are themed on a single subject.

- **Micro-blogging**: Micro-blogging is a broadcast medium in the form of blogging. A micro-blog differs from a traditional blog in that its content is typically smaller in both actual and aggregate file size. Micro-blogs allow users to exchange small elements of content, typically text but could provide links to other media such as pictures and video. These small messages are often referred to as micro-posts.

Many social media sites blur the lines between the categories listed above. For example:

- Facebook is first and foremost a social network service, but it provides mechanisms for its users to share photos and videos.

- Similarly, Twitter is a micro-blogging site that facilitates the uploading of media for sharing, and shortening the URL of the media item to remain within the 140-character limit.

The power of the western-centric social media services such as Facebook, Twitter and YouTube should not be underestimated, even in a global context. Many of the top 20 social media platforms shown in Figure 1 are used internationally as will be discussed later in the report.
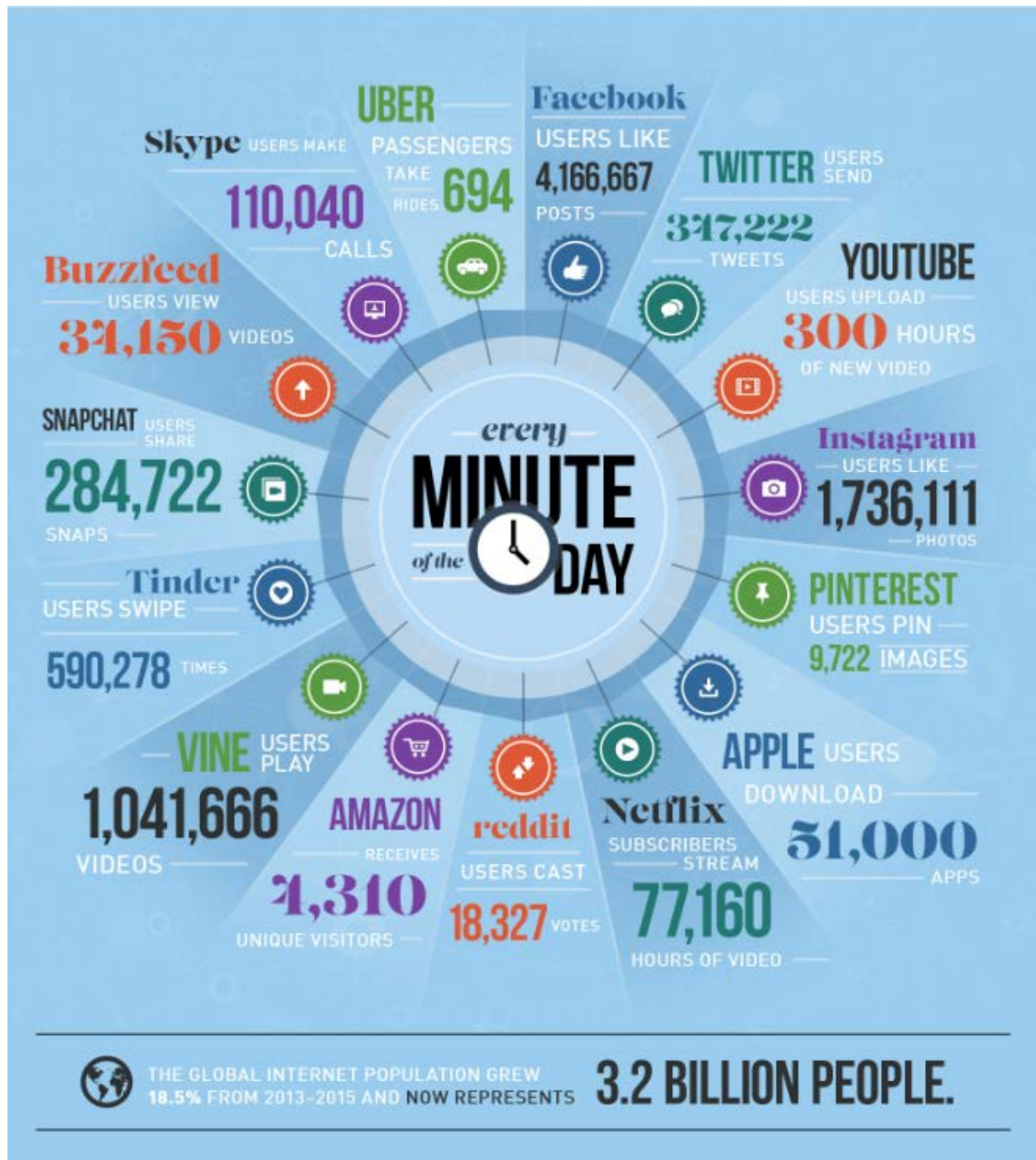
Figure 1. Global social media and user interaction site use (Domo, 2015).

In addition, the below table shows identifies some of the most popular services and how each ranks in relation to their global traffic as measured by Alexa.com (as of 9 October 2015). The 1 month rank is calculated using a combination of average daily visitors and page views over the past month. The site with the highest combination of visitors and page views is ranked #1.

Table 1. Global ranking of internationally popular social networking sites (Alexa.com, 2015).

Site	Alexa.com Global Ranking	Type of Site
Facebook.com	2	Social Networking Service
YouTube.com	3	Media Sharing
Baidu.com	4	Blogging
Twitter.com	9	Micro-blogging
Linkedin.com	14	Social Networking Service
Weibo.com	16	Micro-blogging
Vk.com	21	Social Networking Service
Instagram	26	Media Sharing
Blogspot.com	31	Blogging
Pinterest.com	32	Media Sharing
Wordpress.com	34	Blogging
Tumblr.com	43	Social Networking Service
Imgur	45	Media Sharing

Regardless of the popularity of these sites, there is significant interest in developing regional social media sites for a variety of reasons not addressed in this report. The following sections describe the social media landscape for specific countries around the world.

For each country, we have identified detailed information gleaned from open source literature in the following categories: general information, country specific social media sites, and mainstream social media use. Each country also contains a list of internet resources used to compile the information.

This report has an accompanying Appendix for a quick look-up. The spreadsheet contains the following fields: continent/region, country, site name/URL, Type of Site, Alexa.com popularity/rank, primary audience/demographics, number of members, and key features.

To gather information from each of these social media websites, we need to understand how the site is built and if there are methods in place for fetching data from each site. The spreadsheet also contains information about this aspect of the social media sites we reviewed. The additional information in the spreadsheet identifies developer API availability, RSS capability, and notes pertaining to the social media sites of interest.

An API, or application programming interface, is a set of commands, routines, functions, protocols, and tools for building software applications. It acts as an interface or bridge which enables a software program to interact with other programs and facilitate information sharing. RSS, or really simple syndication, is a type of web feed format used to publish frequently updated sites (such as blogs, news, etc) in a standardized format. Distributed in standardized XML format, RSS feeds can be read by using software called an RSS reader, feed reader or aggregator, many of which are available via the web, mobile device or the desktop.

Each social network chooses its own standard of how the data must be structured, how the API functions, how developers must interface with it, etc. With this information one is able to extract data streams which can then be used for search engine optimization, marketing, ad placement, and development of social media strategy, understanding user base, and much more.

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2.0 AFRICA (Sub-Saharan Overview)

This section was written in October 2012. Kenya and Nigeria were added in October 2015.

2.1 General Social Media Information

The countries of sub-Saharan Africa (SSA) are those which are geographically lie below the Sahara desert and identified in the map below. Included in this geographic designation are the regions of West, East, Central and Southern Africa.

Figure 2. The countries of sub-Saharan Africa (Australian Government, 2012).

Table 2. Individual African countries listed by region.

Region	Country
West Africa	Benin; Burkino Faso; Cape Verde; Côte d'Ivoire; Gambia; Ghana; Guinea-Bissau; Liberia; Mali; Mauritania; Niger, Nigeria; Senegal; Sierra Leone;

	Togo
Central Africa	Cameroon; Central African Republic; Chad; Congo; Democratic Republic of Congo; Equitorial Guinea; Gabon
East Africa	Burundi; Djibouti; Eritrea; Ethiopia; Kenya; Rwanda; Somalia; Sudan; Uganda; United Republic of Tanzania
South Africa	Angola; Botswana; Lesotho; Madagascar; Malawi; Mozambique; Namibia; Seychelles; South Africa; Swaziland; Zambia; Zimbabwe

According to a study published in June 2012 by global consultancy firm TNS, between 2010 and 2011 internet use in Africa grew by over 2500%, faster than anywhere else in the world. This internet consumption is overwhelmingly mobile. With over 695 million mobile subscriptions in the region, this equates to 65% of the population having mobile access. To put in another perspective, 12% of the total SSA population are Internet users. Sub-Saharan consumer use of digital media is focused on immediate needs as internet access speeds and affordability are reduced. As example, only 6% of SSA mobile users have watched a YouTube video on their phone as compared to 37% worldwide. However, with infrastructure investments in the region, mobile broadband access will rise. Reduced costs of data plans and devices will also make mobile tools more affordable. Smartphone sellers Huawei and HTC have launched or are planning to launch <$100 USD cellphones in the region which will undoubtedly reach a larger proportion of the population.

- 43% of SSA smart phone or tablet users are aged 16-24 as compared to 26% of worldwide smart phone or tablet users worldwide;

- The majority of SSA mobile consumers use a Nokia or Samsung feature phone;

- 58% of SSA internet users think social networking is the *most important* online activity as compared to 26% of the global internet user population;

- Education and learning are the *second most important* use of digital media in SSA. 18% of SSA internet users believe knowledge gathering and education are the most important online activity as compared to 10% worldwide.

- 4 out of 5 SSAs polled used Facebook and 70% believe social networks are a good place to learn about products and brands.

It is important to keep in mind that the majority of SSA mobile phone owners have been using their phones for two years or less. As mobile phones become more commonplace, social media is anticipated to follow. Mobile banking in Africa is huge and has seen major growth. M-PESA, Safaricom's mobile banking application is used by over 14 million Kenyans and 2.7 million Tanzanians. An approximate $9.6 billion in transactions have been handled via SMS since the app launched in 2007. In addition to mobile banking (m-banking), m-learning, m-healthcare, and m-commerce are expected by the year 2020. Some particular challenges are local authoring of mobile apps, language/font/keyboard issues, illiteracy, and infrastructure.

Popular social networking sites in Africa are reported as follows:

- Facebook (estimated 41.5 million Facebook users continent wide)

- Twitter

- YouTube

- LAGBook – (http://www.lagbook.com/) Also known as Ladies and Gentlemen Book, started in June 2010, is a social networking site in Africa targeted at the youth demographic (ages 18-30). As of 1 September 2012, the site had over 320K users internationally and is gaining popularity.

- BBM (Blackberry Messenger) – 3.3 million in South Africa

- Linkedin – 1.1 million in South Africa

- Mxit (http://mxit.com [blocked at PNNL firewall])– very popular in South Africa, over 40 million users, 10 million in South Africa alone.

- Naijapals – (http://www.naijapals.com/) Nigerian movie sharing site

- Jamiforums and Issamichuzi– (http://www.jamiiforums.com/ and http://issamichuzi.blogspot.com/) both very popular in Tanzania

- Young Africa Live – (http://www.praekeltfoundation.org/projects.html) Mobile health portal focused on youth and HIV/AIDS education

- 2go – (http://www.2go.im/) mobile social network with instant messaging, over 20 million registered users – largest markets are Nigeria (61%; 12.5 million), South Africa (31%; 6.5 million) and Kenya (4%). Most users are young (74% are 15-24 year olds from South Africa). Start-up launched by South African Anthony Davis. Davis just soft-launched a new app called Friendura (http://friendura.com), offering private chat rooms, on 1 August 2012. Registrations since launch are reported to have been brisk.

- Yookos (http://www.yookos.com/) This site started as a large-scale online platform to network and encourage prayer among people. With headquarters in South Africa it has grown to have a presence in 160 countries and 6 million registered users.

- Bongoline – (http://www.bongoline.com/) Caters to Tanzanians and includes blogs, music, chat and forums.

- Blueworld – (http://www.blueworld.co.za/) South African focused site including photo sharing, blogging, group profiles, etc.

- African Zone – (http://www.africanzone.com/) Portal site offering a balance between personal and professional social networking. Can login with Facebook credentials.

- Star53 – (http://www.star53.com/) Advertised as "the most advanced social platform for Africa."

- MoTribe – (http://motribe.com/) mobile platform enabling users, brands, agencies and publishers across the world to build and manage their own mobile social communities.

- Bandeka – (http://www.bandeka.com/) Invite-only online community where well-educated Africans can connect with other equally successful professionals. Also has a matchmaker/dating service.

- Hummba – (http://www.hummba.com/) social and travel networking site where users can download free audio travel guides and share experiences via mobile phone.

- Sembuse – (http://www.sembuse.com/sembuseniwhat.sss) South African mobile social network and instant messaging platform similar to Mxit.

Twitter use spans the continent. A three month analysis of geo-located tweets during the last quarter of 2011 indicates the majority of twitter use stems from the country of South Africa. In addition, over half the tweets were from mobile devices and 60% from twitter users aged 20-29. Of particular note is the fact that *every* country in Africa is using the microblogging site and the nation's wealth did not necessarily dictate the volume of tweets – as example, Kenya out-ranked Egypt and Nigeria.
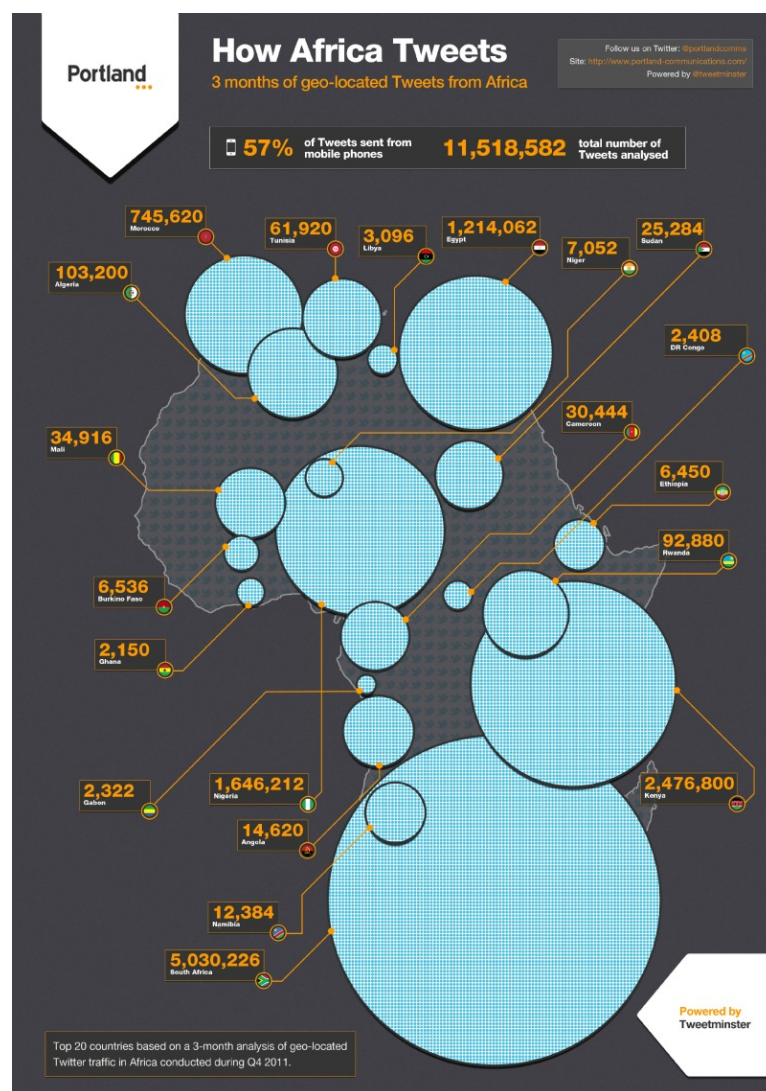
Figure 3. Geolocated tweets from Africa (Siebt, 2012).

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2.2 Kenya

This section was originally written in September 2015.

2.2.1   General Information

Kenya's population is estimated to exceed 45.9 million (CIA, 2015). The majority of the population is located in rural areas (74.4%) and 25.6% are urban. The population in age ranges by percent is as follows (BMI, 30 Oct. 2014):

- 0-14 years, 41.8%
- 15-19 years, 10.27%
- 20-24 years, 9.06%
- 25-29 years, 8.61%
- 30-34 years, 7.41%
- 35-39 years, 5.85%
- 40-44 years, 4.4%
- 45-49 years, 3.3%
- 50+ years, <10%

The number of internet users in Kenya is estimated at 26.1 million (Mwende, 2015). Internet penetration in 2014 was 39% (Freedom House, 2014) and Kenya should reach 60% by 2017, the highest rate in Sub-Saharan Africa. Fixed broadband access accounts for less than 10% of total broadband connections. Investment in alternative broadband internet technologies is gathering speed, including WiMAX, fiber and high-speed cable (BMI, 2015).

Figure 4. Kenyan Masai farmers are connected via mobile phones (Amoore, 2013) .

There are currently 35.4 million mobile cellular phone subscribers, up 5 million from 2010. Broadband is gaining popularity with 1 million subscribers forecasted for 2015. Mobile data is a popular way to connect to the internet in Kenya, with 99.3% of all internet connections in the country, although only a fraction of those are based on 3G connections. Kenya's mobile penetration rate was 73.8% by the end of 2014, the 16th highest among the 27 countries in Sub-Saharan Africa. Major mobile providers in Kenya include: Safaricom (>22.5 million subscriptions), Airtel (>7.5 million subscribers), and Orange Kenya (>3.4 million subscribers). (BMI, 2015). Like

many African countries, online shopping, mobile banking, and mobile payment solutions are extremely popular. Mobile money subscribers transacted over 71 million/day in 2014, up from 57 million/day in 2013 (BMI, 2015). The demand for Apple iPhone 6 and iPhone 6 Plus in Kenya was reported to be higher than supply, according to figures from mobile operators and resellers released in November 2014 (BMI, 2015). Kenya's computer hardware retail market will benefit from rising disposable income levels and increasing emphasis on ICT-related disciplines in the country's tertiary education system (BMI, Sept. 2014).

Kenya's government has launched several aggressive information technology initiatives including an e-government strategy (to include transportation, customs and immigration, and health), distribution of laptop to school aged children, and development of a technology park in Konza (BMI, Sept. 2014).

While internet penetration continues to rise in metropolitan areas, there is a large disparity between rural and urban populations (Freedom House, 2014). Despite this inequality, Kenya's geographic location, relatively educated population, fast-improving telecom infrastructure and status as the gateway to the East African sub-region have drawn many software and hardware firms to the area for business process outsourcing. Kenya now rivals South Africa and Egypt in this market. Kenya's information technology and communications vision is to have "Every citizen, resident, home and institution will be connected through countrywide, accessible and affordable ICT infrastructure" (BMI, Sept. 2014).

The 2013 Al Shabab terrorist attack at the Nairobi Westgate Mall fueled several surveillance activities. Additions to SIM card registration regulations were drafted in January 2014 that, if implemented, will provide the communications regulator with unfettered access to mobile network service providers' subscriber records without a court order. Vodafone and Google also reported Kenyan government requests to access user information and communications data (Freedom House, 2014).

In a recent UNICEF survey showed that cheap web-enabled phones have changed the way Kenyan youth communicate and interact online. They consider digital and social media to be an integral part of their lives. Many use the internet regularly and have access to a personal or shared phone with internet access. Primary use of the phone is for interacting in social media, chatting with friends, or learning new things. Secondary activities include accessing video/audio content, playing games and searching for information. (Unicef, 2013).

2.2.2   Country Specific Sites

2.2.2.1   Mashada

http://www.mashada.com/

Mashada is a social networking site developed by David Kobia. The site was first registered in 1998 and was revamped in 2007. It offers a blog aggregator, chat, forums, classifieds, photos, videos and more.

2.2.2.2   Ushahidi

http://www.ushahidi.com

Ushahidi is a crowdsourcing crisis information platform launched in 2007 after the disputed Kenyan election. The platform was used to collect eyewitness reports of violence sent in via email and text message and placed on a Google map. The site was developed and is run by several software developers and bloggers, all former residents of Kenya. Since its launch, Ushahidi has been used in Haiti, Italy, Washington, DC, Russia, Australia and more.

2.2.3 Mainstream Social Media Sites

Blogging is big in Kenya where a 15,000 registered blogs are hosted on the Wordpress, Tumblr and Blogger platforms. Of these, 3,000 are active. Blogs have become an outlet for Kenyans to discuss whistleblowing, social and political concerns, and providing news and information. Recently there have been efforts to regulate bloggers similar to how journalists are regulated in Kenya. Several bloggers have been arrested and charged with undermining authority, however, there are ongoing discussions on updating the penal code (last updated in 1948) to comply with current day technologies and language of the Kenyan Constitution securing freedom of expression. (BAKE, 2015)

2.2.3.1 Facebook

There are an estimated 4.3 million Facebook users in Kenya, up from 1.8 million in 2013 (BAKE, 2015; Afrographique, 2013).

2.2.3.2 Twitter

Kenya has 1.4-2.1 million Twitter users who access the site daily. Of these, 700,000+ are active monthly. Twitter growth has been doubling every year. Even the Kenyan government is using Twitter as a tool to shape conversations and opinions. (BAKE, 2015)

2.2.3.3 LinkedIn

As of November 2014, 1 million Kenyans had LinkedIn accounts. Of these, the majority are male. The largest age group are those ages 18-24 (Kemibaro, 2014).

2.2.3.4 YouTube

According to Alexa.com, YouTube is the 4th most visited site in Kenya (2015).

2.2.4 Sources

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2.3   Nigeria

This section was originally written in September 2015.

2.3.1   General Information

Nigeria's population is over 180 million making it a huge market for corporate and consumer IT products and services. Of the 180 million, 95.5M live in urban areas.

Population in ranges (BMI, 2015):
- 10-14 years, 22.5 million;
- 15-19 years, 18.8;
- 20-24 years, 15.8;
- 25-29 years, 13.6;
- 30-34 years, 11.8;
- 35-39 years, 9.9;
- 40-44 years, 8;
- 45-49 years, 6.5;
- 50+ years, 17M

Estimates show 61 million internet users in Nigeria at the end of 2014. This number is expected to exceed 80 million by 2019, resulting in a 40% internet penetration rate. The majority of internet users in Nigeria access the web via mobile phones (BMI, 2015). As of January 2014, there were an estimated 125 million active mobile subscriptions for a 75 mobile penetration rate. The four top mobile network operators are: MTN Group (57M subscribers), Bharti Airtel Limited (26M subscribers); Globacom Limited (24M subscribers); Etisalat (18M subscribers) (itnigeria.com, 2014).

As of January 2014, BlackBerry service packages cost as low as US$17 a month, an attractive option for young Nigerians. Competition, helped by the Mobile Number Portability initiative launched in April 2013, has forced service providers to offer cheaper plans based on time (daily, weekly, or monthly) or use (for social media or messaging) (Webtvng.com, 7 August 2013).

Nigeria is connected to the international internet via a number of submarine fiber-optic cables, and there are several competing national fiber-optic backbone networks in place, representing competitive telecommunications market. Internet speeds are slow, averaging 1.9 Mbps (compared to a global average of 3.9 Mbps) (Akamai, 2014).

There is low broadband penetration outside major towns/cities (BMI, 2015). And broadband adoption (characterized by connection speeds greater than 4 Mbps) was about 5 percent, while the country's narrowband adoption (connection speed below 256 kbps) was 4 percent (ibid.).

In May 2013, the Nigerian government approved a National Broadband Plan that aims to increase Nigeria's broadband penetration five-fold by 2018 (Freedom House, 2014). Access to the internet has been interrupted in the recent past as part of a military strategy to counter Boko Haram in the northern states (ibid.). In 2013 pro-government entities have blocked links to online newspaper and social media outlets (ibid.). At least two individuals were arrested in 2014 – one for criticizing the governor of Bayelsa state on his Facebook page, the other for live-tweeting an incident between Boko Haram and the State Secret Service (ibid.).

In 2013, a new directive was passed requiring internet café owners to register customers and maintain a database of subscribers (Freedom House, 2014). Following this, suspicions of government surveillance program circulated after announcement of the 2014 budget contained earmarks for purchase of specialized surveillance equipment (ibid.). Compared to the traditional media sphere in Nigeria, online media is relatively free from restrictions, and no blocking or filtering of online content was reported (ibid.). Hashtag activism through social media campaigns such as #BringBackOurGirls in 2014 become a highly influential tool for citizens to draw widespread attention to important issues and demand government accountability (ibid.)

Nigeria has a large second-hand and counterfeit electronics market, much of it imported from abroad. Several large consumer product manufacturers of laptops and tablets have production facilities in Nigeria. These companies include HP, Samsung, Lenovo, Dell and Toshiba. E-learning and digital literacy initiatives across the country have resulted in distribution of thousands of laptops to students and teachers (primarily from Samsung and Microsoft). Many of these programs also provide bundled wireless internet services for a nominal monthly fee.

Up to 60% of the PCs used in Nigerian universities are products of the Zinox Group, an African manufacturer of consumer solutions including desktops, laptops, workstations, and the most recent addition, a tablet called the "Z pad." Microsoft is the leading consumer software vendor in the country (BMI, 2015b).

Nigeria has Africa's largest mobile market, with more than 148 million subscribers and a penetration of about 107%. The rapid growth has led to problems with network congestion and quality of service, prompting the telecom regulator to impose fines and sanctions. Network operators invest billions of dollars in base stations and fiber optic transmission infrastructure to support the ever increasing demand for bandwidth.

Average mobile growth at 4.3 per annum through 2019. All GSM providers now offer 3G/3.5G services. (heightened risks of insurgency are believed to negatively impact growth of the mobile market. (BMI, 1 July 2015).

Fuel shortages and heightened risks of insurgency are believed to negatively impact growth of the mobile market (BMI, 1 July 2015). The terrorist group Boko Haram has created difficulties for network provision and maintenance in the northern states, a difficulty which neither the government nor operators are properly positioned to address (Budde.com, 1 September 2015). And, despite the pace of change with Nigeria's telecom infrastructure, parts of the country remain underdeveloped. In particular, areas where the Boko Haram group is active have seen considerable disruption to telecom services following the theft and destruction of equipment (Budde.com, 10 April 2015).

2.3.2   Country Specific Sites

The below two sites were created by 31-year old Nigerian scientist, Emmanuel Gabriel in 2015. Gabriel studied Information Communication Technology and Robotics in India. The two platforms are powered by APP4PEERS LTD, a Hi-TECH/ROBOTIC company registered in Nigeria with RC 1137566 (Salihu, 28 July 2015).

2.3.2.1   Gleeon.com

http://www.gleeon.com/

A "premium video streaming and online payment gateway portal. It features the latest movies, music, Xbox games and best events. It also gives users (all channel owners and live broadcasters) the opportunity to monetize their channels via our online payment gateway servers."

2.3.2.2   Openbinacle.com

https://www.openbinacle.com/

A "next generation of social media and artificial intelligence portal'' that would capture all sectors of human endeavour and provide free advertisements via SMS. It enables users to stream live broadcast for free and share live snapshot photos, live channels, video, audio tracks and voice-notes. It also allows users to advertise for free; the more users connect with people, the more their adverts are viewed. It brings amazing social experiences to human lives via our artificial intelligence algorithms, sensors and identifiers, which can communicate with physical embedded objects that would change the way we connect with people, safety location checks and allow people to interact in a smarter way. It allow interactions between friends, family or new people nearby, in the same GSM or ISP network with you, in the same industry, other industries and around the world. This means, recharge card sellers can trade their business on OpenBinacle."

2.3.3   Mainstream Social Media Sites

2.3.3.1   Facebook

Nigeria has approximately 5.4 million Facebook users (Socialbakers.com, 2014) making it the 35th largest Facebook nation in the world. Average user is between the ages of 18-24, 66% are male, 34% female. 87.9% access Facebook from their mobile phones (Ngugi, 2012).

Age distribution of Nigerian Facebook users (Socialbakers.com, 2014):
- 13-15 years, 2%
- 16-17 years, 4.2%
- 18-24 years, 36.7%
- 25-34 years, 35.1%
- 35-44 years, 9.5%
- 45-54 years, 4.5%
- 55+ years, 8%

2.3.3.2   Twitter

Nigeria has an estimated 10 million Twitter users (Sean, 2013). Nigeria has the third largest volume of tweets from any country on the African continent (Ngugi, 2012).

2.3.3.3   LinkedIn

In Nigeria, there are approximately 700K LinkedIn users (Sean, 2015).

2.3.3.4 Whatsapp

Whatsapp is a popular chat service.

2.3.4 Sources

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3.0   ASIA

This section was written in October 2012.

3.1   General Social Media Information

Asia and the South Pacific (APAC) have a diversity of social media platforms. Global players such as Facebook and MySpace have found these local companies to be formidable competitors. Online gaming in Asia is extremely popular as is the preponderance of smart phones. At the same time, there is a large gap between rich and poor (urban/rural) across the region. Internet filtering and censorship slow down adoption of social networking tools.

Several of the below social networking sites will be covered in more depth later in this report.

- Mixi, http://mixi.jp/

- Gree, http://gree.jp/?action=login

- Baidu, http://www.baidu.com/

- RenRen, http://www.renren.com/

- Naver, http://www.naver.com/

- Cyworld, http://www.nate.com/?f=cymain

- Koprol, http://www.koprol.com/

With over 2000 native languages spoken across this geographic area, a variety of political models, religious traditions, high levels of wealth and extreme poverty, this is a huge market for narrowly-focused social networks.

As is illustrated in the below graphic,

- Facebook dominates the APAC landscape with strong presence in 9 out of the 13 countries featured in the map.

- North Asian countries do have a strong local social media presence. In China it's RenRen, South Korea has CyWorld, Taiwan has Wretch and Japan has become a Twitter nation quickly.

- The highest internet penetration is in New Zealand (85.40% followed by South Korea (81.10%). But the South Korean figure is more significant, given that there are 39 million internet users out of 48 million.

- Asian netizens are mostly using the internet for video watching especially in northern part, while southern part mostly dominated by social networking. Showing the least usage is photo sharing though this will differ from country to country.

Figure 5. Social Media in Asia (Singapore Management University, 2011).
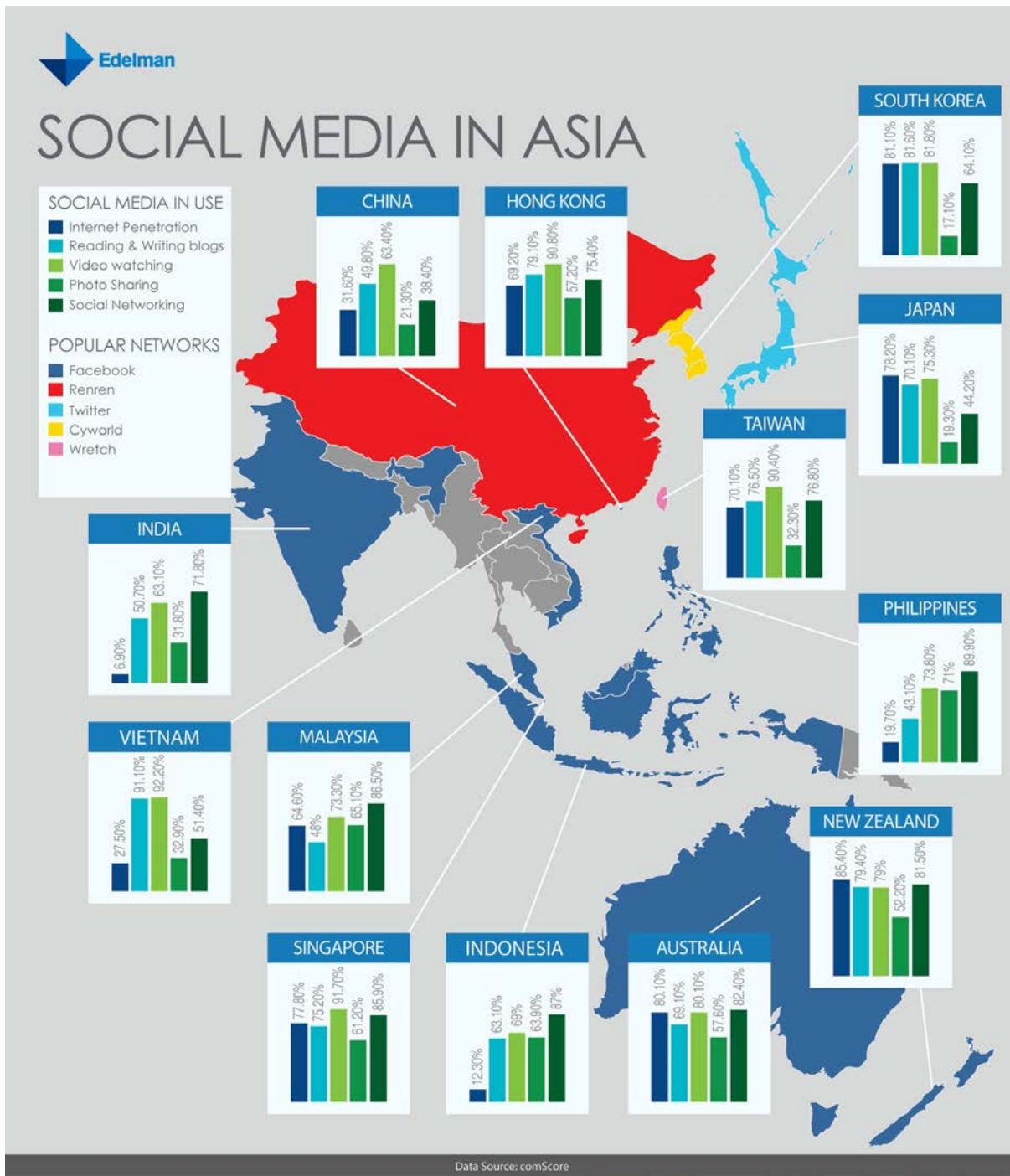
Internet growth and mobile/smart phone usage definitely plays a part in the growth of social networks, as seen below (Figure 5).
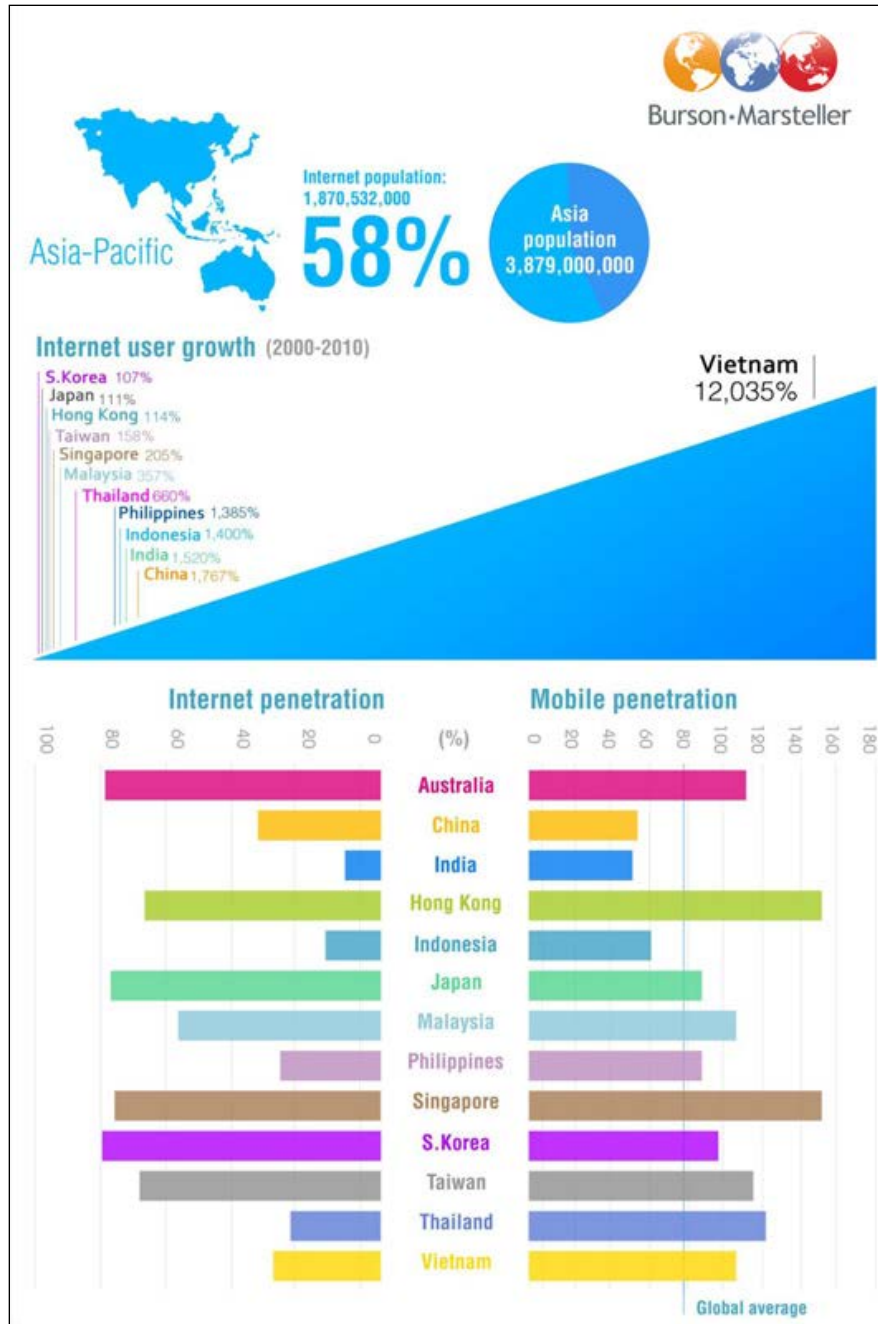
Figure 6. Internet and mobile penetration rates in APAC countries (DigitalBuzzBlog.com, 2011).

And, as is understood from Figure 6, regional social networking services have dominance which varies from country to country. For example, South Koreans prefer the local social media outlets whereas Malaysia embraces the West's big player Facebook. In addition, some countries tend to blog more than others.
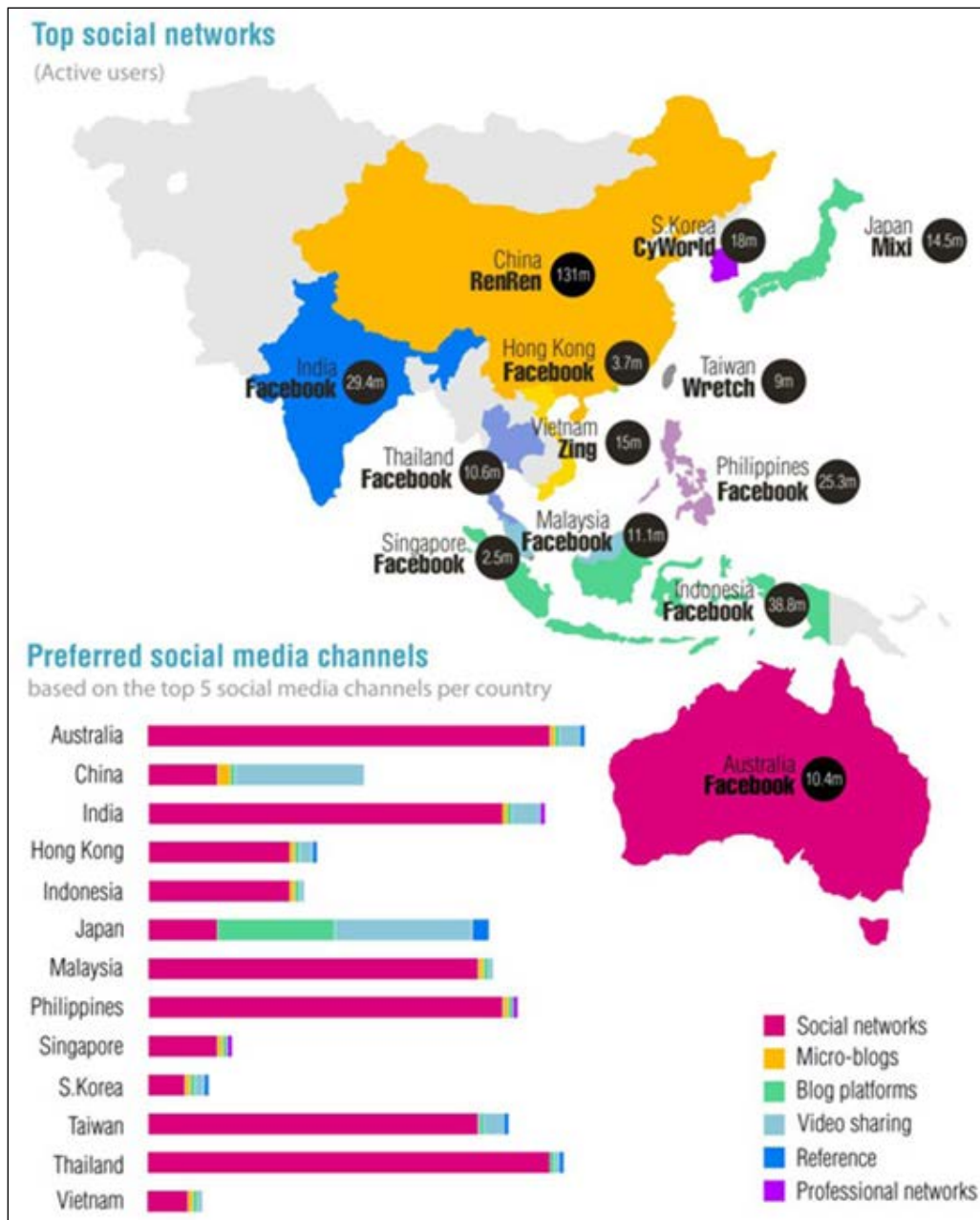
Figure 7. Top social networks and social media channels by country (DigitalBuzzBlog.com, 2011).

There are an estimated 513 million netizens in China. The equates to 38% of the world's netizens. The typical Chinese user (in Tier 1 cities[1]), spends an average of 32 hours online per week. 91.3% access the internet from home, 33% from the office and 26.7% from internet cafes. The majority of Internet users in China are under the age of 30 (57%).

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[1] Tier 1 provinces include Beijing, Shanghai, Guangdong, Zhejiang, Tianjin, Fujian, Liaoning, Xinjiang, Shanxi, Shandong, Hainan, Chongqing, Shaanxi

In general, what do Asians do online?

- Search, 79.6%

- IM, 79.4%

- Online music, 78.7%

- Online news 74.7%

- Blog, 65.5%

- Online games, 64.2%

- Online video, 62.1%

- Microblog, 40.2%

- Participate in forums, 11.6%

3.1.1   Sources

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3.2 China

This section was written in October 2012.

3.2.1 General Information

Internet usage has expanded more quickly in China than anywhere else in the world. In December 2011, China had 513 million Internet users, compared with 67 million in Germany, 121 million in India, and 245 million in the United States. The largest group of Chinese Internet users are people under 35 years old, with 40 percent between the ages of 25 and 34. More than 50 percent of Chinese users spend more than 12 hours a week online. Over half of China's internet users have more than one social network profile and 30% log onto a social network at least once per day.
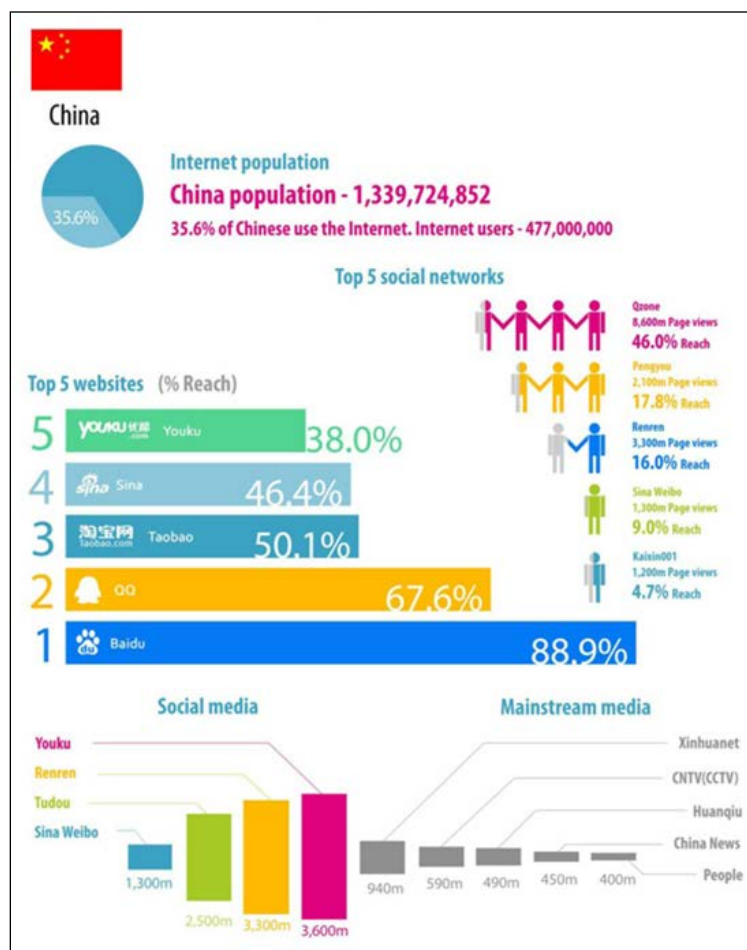
Figure 8. China social networking overview (DigitalBuzzBlog.com, 2011).

More than 2600 websites are blocked in the People's Republic of China under the country's policy of Internet censorship (https://zh.greatfire.org). Many of these are social media sites such as Facebook, Twitter, Google Plus, Picasa, YouTube, Blogspot, Wordpress, Vimeo, and Technorati. In a June 2011 report from comScore, social networking in China accounted for a 5.5% share of online minutes.

3.2.2   Country Specific Sites
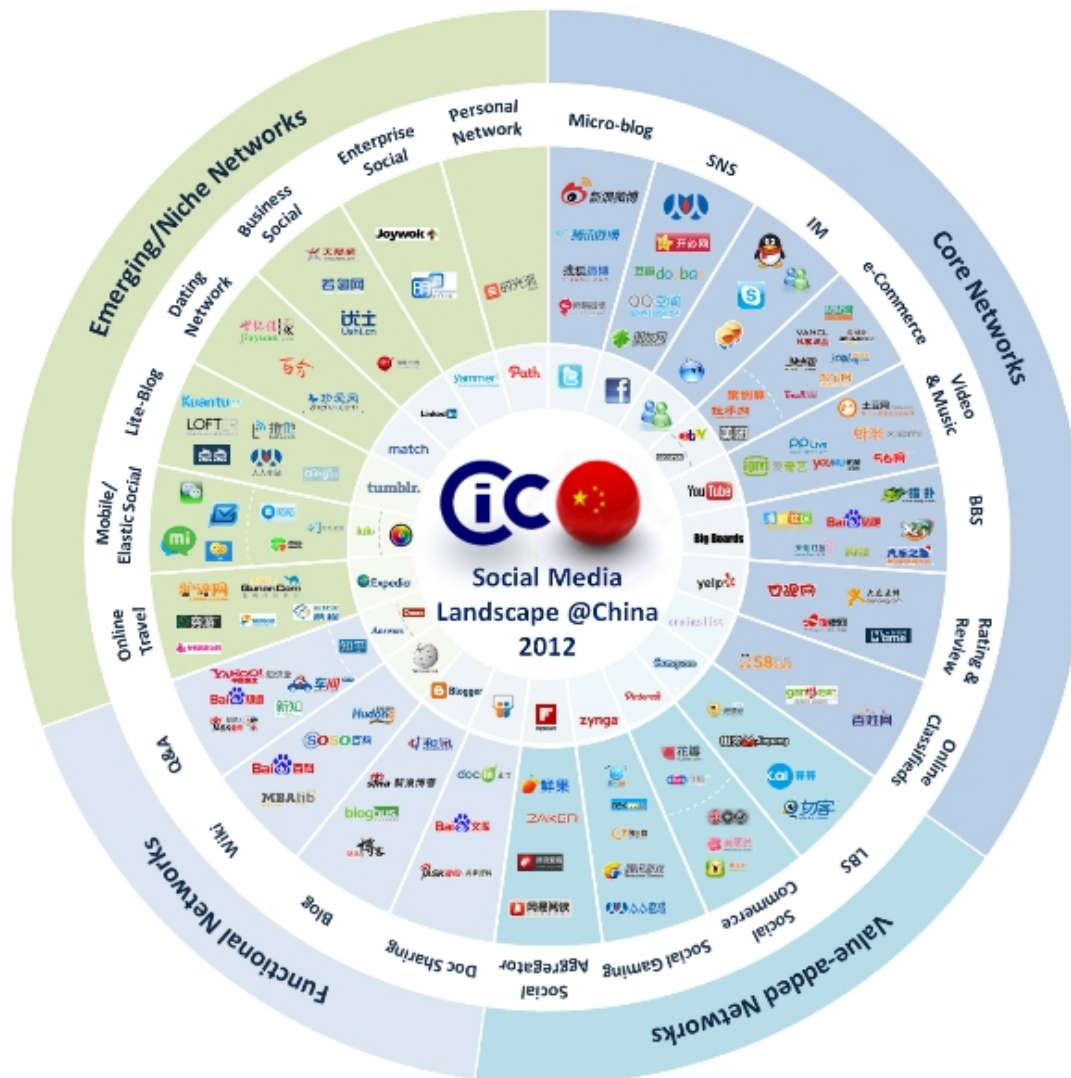
Figure 9. China's social media landscape in 2012 (Singapore Management University, 2012).

The infographic above shows some of the most popular digital media platforms used by the Chinese people. The international platforms are on the innermost ring while the equivalent platforms used in China are on the second inner ring.

3.2.2.1   Pengyou

http://www.pengyou.com

Site targets the upper class (not students). Opened to the public in December 2010. Real names, education and work backgrounds are required to open an account.

3.2.2.2　Qzone

http://www.qzone.com

The media conglomerate Tencent Holdings owns this site, which is bundled with the company's popular Internet-messaging tools. It is similar to MySpace in that it allows users to create their own Web pages for posting updates, photos, and videos.

3.2.2.3　Sina Weibo

http://www.weibo.com

Weibo means "microblogging" in Mandarin. Weibo products offer many of the features of Facebook and Twitter: for instance, users can post personal updates with a 140-character limit, upload photos and videos, and message other users. Sina Weibo introduced a multimedia function a year and a half before Twitter did. Tencent Weibo, its primary competitor, is owned by Tencent Holdings and recruits users from its QQ instant-messaging base; it has more users from smaller cities than does Sina Weibo.

3.2.2.4　Renren

http://www.renren.com

Ren means "people" in Mandarin, and the name Renren suggests people communicating with other people. Like Facebook, it began as a social-networking site exclusively for college students. While now open to a general audience, it is still dominated by university students and recent graduates.

3.2.2.5　Kaixin

http://www.kaixin.com

Kaixin means "happy" in Mandarin. Kaixin is also a Facebook-like site. The company started by offering online games; it targets white-collar office workers. Clone to Kaixin001.com.

3.2.2.6　Kaixin001

http://www.kaixin001.com

Kaixin001 (Chinese: 开心网; pinyin: Kāixīnwǎng; aka "Happy Net") is a social networking website launched in March, 2008. One of the most popular social networking sites in the country. Kaixin001's success can be partly credited to internet censorship in the People's Republic of China. Due to the permanent blockage of other social-networking websites such as Myspace, Facebook, Twitter and YouTube, many Chinese nationals turned to domestic sites. On 20 May 2009, Kaixin001 formally sued Qianxiang Group for unfair competition. Qianxiang Group runs one of China's popular social networks Renren. It purchased the kaixin.com domain and launched a Kaixin001 clone. This enables Renren to confuse users and attract some Kaixin001 potential users to the Kaixin.com clone. The other main competition for Kaixin001 is Weibo.com, which is a hybrid containing Twitter and Facebook-like features.

3.2.3   Mainstream Social Media Sites

Facebook, Twitter, YouTube are all banned in China.

3.2.4   Sources

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3.3 Indonesia

This section was originally written in September 2015.

3.3.1 General Information

Indonesia has 256 million inhabitants. More than 700 languages are used in the largely Muslim country. 51% of the population is located in urban centers, 49% rural. The population is relatively young with the following age distribution (CIA, 2015):
- 0-14 years, 25.82%
- 15-24 years, 17.07%
- 25-54, 42.31%,
- 55-64 years, 8.18%
- 65+ years, 6.62%

Indonesia boasts over 83 million internet users for a 33% internet penetration rate. This is the highest in Southeast Asia and is expected to rise to 95 million by the end of 2015. Of the approximately 281 million active mobile subscriptions, of these,
- 71 million are smartphones
- 99% of mobile subscriptions are prepaid, 1% are post-paid
- 22% have a 3G connection via their mobile device.

Of the 95 million smartphone users,
- 94% search of local information
- 95% research products and services
- 57% conduct online shopping from their phone.

Indonesians spend close to 5.5 hours on the internet each day via desktop or notebook and an additional 2.5 hours accessing the internet from a mobile device (GDP Venture, 2014). There are over 72 million active social media users in the country, 62 million of whom access these tools via mobile device (We Are Social, 2015). Since 2014, the number of active social media accounts has grown 10% and growth in number of active social media account has grown 19% (ibid.). Over half of all web traffic stems from mobile phones, up 39% from last year (ibid.).

The majority of Indonesians are using mobile phones with the Android operating system (15.32%), followed by Symbian OS (12%), MAUI (10.38%), MTK/Nucleus OS (8.67%), Blackberry OS (3.58%), Samsung OS (3.25%), Sony Ericsson OS (2.81%), and Apple iOS (0.89%). Indonesia has some of the slowest internet speeds in the world due to poor in-country connectivity and infrastructure. This issue drives cheap mobile data plans (On Device Research, 2013). There are at least 300 ISPs operating in Indonesia – the top 3 by market share include: PT Telkomsel (60% market share, partially owned by the state), PT Indostat (21% share, partially owned by the state), and XL-Axiata (19% share). (Freedom House, 2014)

Use of social media, including blogs has grown exponentially in Indonesia. As a result, the social and political landscape is shifting. Political campaigns have taken advantage of this to gain votes, as have opportunists to exploit hate speech. Criminal sanctions for defamation are heavily penalized under the Information and Electronic Transactions Law. The Ministry of Communication and Information has increased control over internet content, granting officials wide-reaching power to filter or block any content deemed "negative." (Freedom House, 2014)

3.3.2   Country Specific Sites

3.3.2.1   Kaskus

http://www.kaskus.co.id

Kaskus is an Indonesian internet forum developed in the Seattle, WA by four Indonesian students in 1999. The name "Kaskus" is an abbreviation of the word "Kasak-Kusuk," roughly translated as machine or machination. The site is composed of a variety of forums, online radio, payment services, and classified ads. As of May 2014, the site had 6.8 million registered users (Lukman, 2014).

3.3.2.2   Path

http://www.path.com

Path is a social networking enabled phot sharing and messaging site for mobile devices. The service is based out of San Francisco and launched in 2010. Path is so popular in Indonesia that the company plans to establish a branch office in Jakarta. As of February 2014, there were more than 4 million Path users in Indonesia (Tempo.co, 2014).

3.3.3   Mainstream Social Media Sites

As of September 2015, the most popular social platforms in Indonesia, according to Alexa.com, are:
- Facebook (ranked 3rd)
- Youtube (4th)
- Blogspot.co.id (6th)
- Kaskus.co.id (8th)
- Blogspot.com (9th)
- Wordpress.com (10th)
- Twitter.com (17th)
- Blogger.com (21st)
- Instagram.com (25th)

3.3.3.1   Facebook

More than 70 million Indonesians use Facebook, 57% male, 43% female (Kusuma, 2015). 92.9% of internet users in Indonesia use Facebook; 75% of them access Facebook via their mobile device (OnDevice Research, 2013).

3.3.3.2   LinkedIn

In 2013, there were 1.4 million LinkedIn users from Indonesia (Lukman, 2013). By 2015, this number has grown to over 2.6 million (Kusuma, 2015). 57% of whom are between 18-34 years old (Lukman, 2013).

3.3.3.3   Twitter

In 2013, 29 million Indonesians had Twitter accounts (Lukman, 2013). This accounts for 6.5% of the global Twitter population (Richter, 2013). In 2013, Jakarta was the most active Twitter city in the world (OnDevice Research, 2013).

3.3.4   Sources

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3.4 Pakistan

This section was written in October 2012.

3.4.1   General Information

Various reports indicate a general disdain for Facebook among the political elite. However, social media has played a large part serving as agents of change. Traditional media outlets tend to be overly conservative, even reporting inaccurate news if it tows the party line. Social media applications are changing the way communication between politicians and constituents transpires. Huge concerns are centered on lack of regulation and how it may impact extremism and what is viewed as "unethical" content. Reports from 2010 highlight bans of Facebook in response to content posted to the site in what was viewed as making fun of the Prophet Muhammad. In response, Facebook officials blocked the controversial content from those trying to access the pages from Pakistan. The country has blocked the "big 3" social media outlets (Twitter, YouTube and Facebook) at some point in the recent past – some even repeatedly. It is possible the bans have prompted the development of localized social media sites. In the case of Circle.pk, the site even resembles Facebook in look and feel.
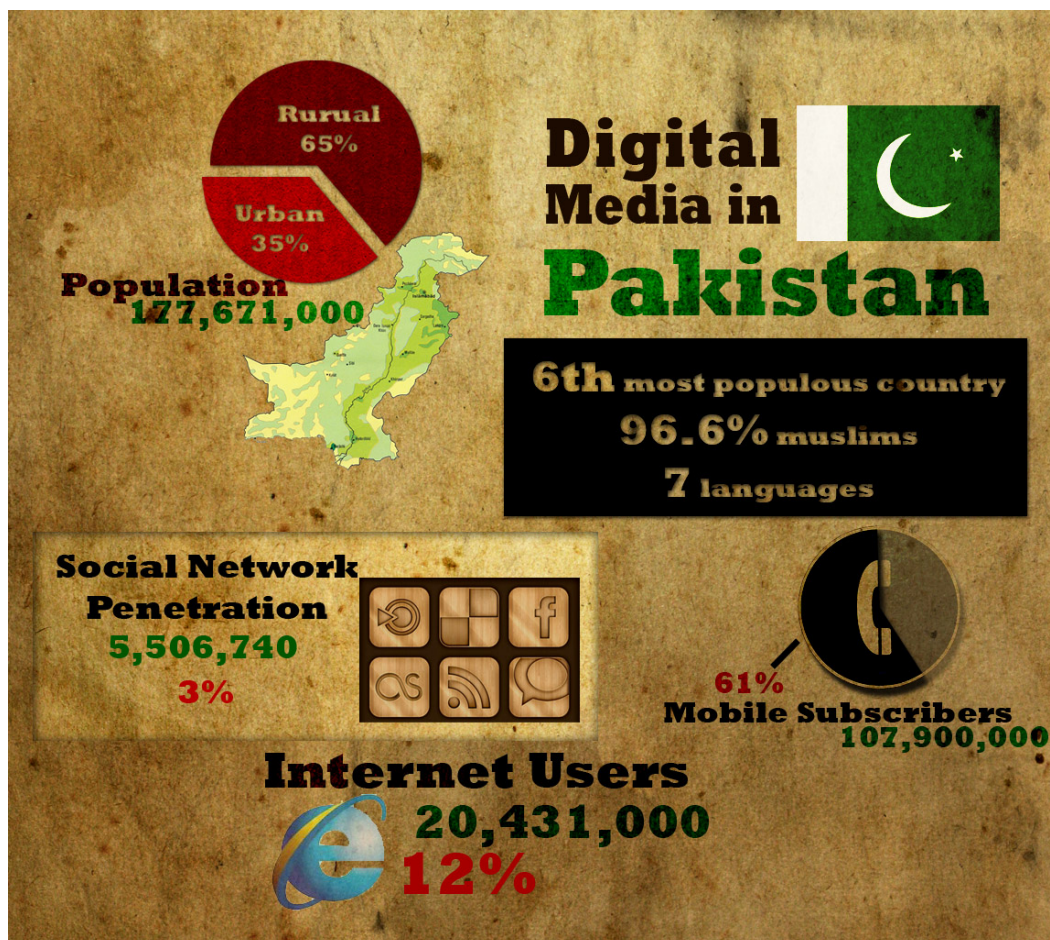
Figure 10. Digital Media in Pakistan (Singapore Management University, 2012).

3.4.2　Country Specific Sites

3.4.2.1　Circle.pk

http://www.circle.pk

Appears to be a Pakistani version of Facebook, with a similar look and feel.

3.4.2.2　Geodost.com

http://www.geodost.com

Unknown number of users. Appears to be a rather small, very localized social networking site geared towards youth.

3.4.2.3　Pringit.com

http://www.pringit.com

Pring is a micro-blogging site caters to SMS users. A report from early 2011 indicated over 90% of users were using only the mobile platform. Pring accounts can be connected to existing Facebook and Twitter accounts.

3.4.2.4　JoinPk.com

http://www.joinpk.com

Fastest Growing Pakistani social and Friendship Network aims to connect Pakistanis around the world. Its feature include knowledge sharing, Photos Sharing, Online Games, Online Chat, Video Sharing, Audios, Polls, Blogs, Forum, Groups, etc.

3.4.2.5　MillatFacebook.com

http://www.millatfacebook.com

Muslim-oriented social networking website. It was launched in May 2010 in response to a controversial group on Facebook entitled Everybody Draw Mohammed Day. Millatfacebook is a "Facebook Rival and A Place to meet Over 1.57 Billion Muslims and Peaceful people from other religions." People use Millatfacebook to keep up with friends, upload an unlimited number of photos, post links and videos, and learn more about the people they meet. Although MillatFacebook claimed to have over 1 billion Muslim users, the number of Pakistani users is believed to be relatively low.

3.4.3　Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Facebook has approximately 6.8M Pakistani users which ranks it 27th internationally and is the most popular site in the country. The number of Facebook users grew by more than 750K in the last six months.

- 36.92% user penetration in relation to the number of Internet users.

- Facebook use by gender: Male, 69%; Female 31%.

- Facebook age composition: 13-17, 14%; 18-24, 50%; 25-34, 26%; 35-44, 6%; 45-54, 2%; 55+, 2%

- Facebook language interface preferred: Arabic, 9.91%; English, 85.36%; French, 1.24%

A developer post on Twitter's forum indicated there were close to 2M users in the country. Alexa.com ranks Twitter.com as the 9th most popular site based on monthly traffic.

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3.5 Russia

This section was originally written in October 2012 and updated in October 2014.

3.5.1   General Information

By the end of 2014, Statista (2014) estimates the number of Russian social media users will exceed 65.5 million people. By 2016 this number is expected to jump to 74.3 million (ETC, 2014).

1 in 3 social media users in Europe are Russian.
- In 2012, Russian internet users were online 5.03 hours per day.
- In 2013, the amount of time spent online using *social media* is 12.8 hours per day (ETC, 2014).
- The largest group of Russian internet users are those in the 45+ age group. However, internet adoption is highest among younger Russians living in cities.
- By 2015, 45% of the Russian population will be active on at least one social network (Cellerin, 2014).

10.4% of Russian internet-based traffic is coming from non-computer devices such as mobile phones and tablets. Mobile devices are used primarily during the day (before noon). On the other hand, tablets and desktops are preferred in the afternoon and evening (Cellerin, 2014; ETC, 2014).
- Internet users between the ages 15-24 prefer accessing content through mobile devices, rather than desktop.
- In comparison, older users (e.g. 45-54 years old) still prefer accessing content through desktop, rather than mobile devices.
- Search, e-mail, social networking and maps are the most popular mobile services among consumers in Russia.
- Mobile internet penetration in Russia is 55% (Cellerin, 2014).

Figure 11. Social Media Landscape in Russia (Daveluy, 2012).
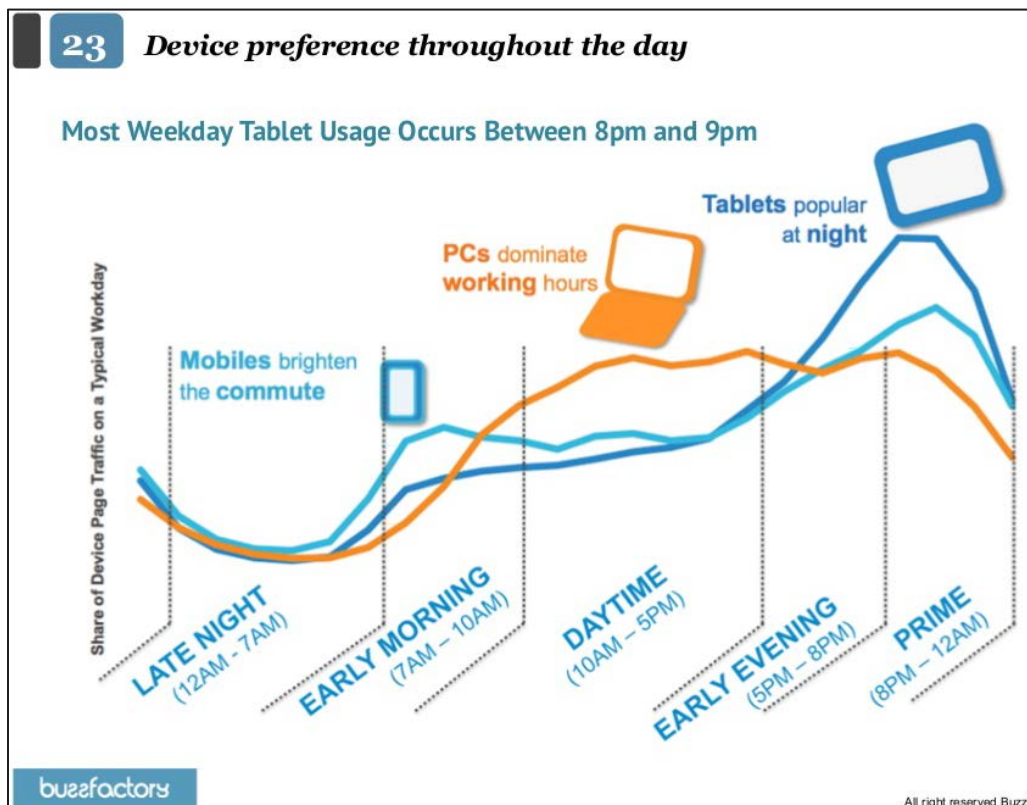
Figure 12. Russian device preference throughout a typical workday (Cellerin, 2014).

Countrywide internet penetration is 51% (Cellerin, 2014). Internet penetration is highest in the Central region, with 29% of total internet users and 11% of those residing in Moscow. The second highest regional internet penetration rate of 16% is within the Volga region, home to Sochi and the 2014 Winter Olympics. Nearly half of all Russia's internet users reside in small villages or cities with less than 100,000 occupants. While only 34% of internet users reside in cities of 500,000 or more occupants (Kritsch, 2014).

3.5.2   Search engines

Yandex.ru is not only the most popular search engine in Russia, it is currently the top site in the country (Alexa.com, 16 July 2014). With 52.5 million unique visitors in 2013, this makes Yandex the fourth largest search engine internationally. Yandex.ru is followed by Google.ru, Google.com, and Mail.ru in popularity.

3.5.3   E-mail

The largest email provider in the country is Mail.ru with 42.7 million users followed by Yandrex.ru email services with 25.1 million users in 2012 (ETC, 2014).

3.5.4   Social Networking Sites

Social media websites are hugely popular in Russia. Each month, 56 million unique visitors access social media websites, accounting for 85% of total online population in Russia. Russia is one country where Facebook doesn't dominate (ETC, 2014).

- The most popular social networking site is Vk.com.
- Still, Facebook has seen major growth in Russia. Facebook users rose by 62.8% in 2012 and are expected to increase by 57.8% this year, with double-digit growth continuing through to 2017.
- Mail.ru, Moi Mur (i.e., My World), Facebook and Twitter follow, with relatively smaller numbers of users.

The average number of <u>minutes</u> spent on social networking sites per month (ETC, 2014):

- Vk.com – 306.7
- Odnoklassniki – 368.4
- Mail.ru – 20.5
- Facebook – 30.2
- Twitter – 6.9

Russia has a large and vibrant blogosphere made up of over one million active blogs (Etling, et al., 2014). Russian-language bloggers prefer pseudonyms (67%) when blogging. Fifteen percent of Russian-language bloggers use only their first or last names and 18 percent use their full names. LiveJournal is the most popular Russian blogging platform (Berkman Center, 2012). Content in the Russian blogosphere varies widely. A 2010 Berkman Center investigation into the Russian blogosphere revealed six main types of discourse: links to international public discourse, Russian-media focused discourse, Nationalist, Democratic opposition, business/economics/finance, and social/environmental activism. YouTube and the Russian Wikipedia were the most linked-to sites.

Chechen leader Ramzan Kadyrov is one of the most quoted bloggers in the Russian media for May 2014 (OSC, 2014). The most popular was Kadyrov's posting on his Instagram page under pictures of the released Life News TV channel journalists: Oleg Sidyakin and Marat Saychenko (ibid.).

In August of 2010, comScore reported that over 74.5% of the online population visited at least one social networking site. The report considers Russia to have the most engaged social networking audience in the world, with visitors spending an average of 9.8 hours each month on social networks. Of the nearly 44 million people that accessed the Internet in Russia of August of that year, nearly 34.5 million accessed at least one social networking site. More than 20 million have accounts on two or more social networks. A typical Russian social network user is between ages 18 and 24 (75%), with a university degree (57%), and a stable income (Pankin, 2011). Russian social networks are growing at an average rate of 30-35% per year.

Twitter is becoming an increasingly important platform for the spread of ideas and for online organizing among the major political forces in Russia, complementing activities on other online platforms and genres. Each platform plays an important role in the larger online media ecology: social network services (like Facebook and Vkontakte) tie together friends and family in ways that typically reflect offline personal relationships, blogs support long form public political discussion, 'hybrid' platforms like LiveJournal combine social network and blog functions, and Twitter allows rapid information sharing among communities of followers.

3.5.5   Country Specific Sites

3.5.5.1   Vkontakte.ru (vk.com)

http://www.vkontakte.ru

VK is the second largest social network in Europe and is available in several languages, but particularly popular among Russian-speaking users around the globe, especially those located in Russia, Ukraine, Uzbekistan, Azerbaijan, Hungary, Kazakhstan, Moldova, Belarus, and Israel. VK offers a striking similarity in design and functionality to Facebook, and as such has been described as a 'Facebook clone.' As of January 2014, VK had approximately 239 million user accounts (49 million of them Russian), and 55 million daily users. In December 2008 VK overtook rival Odnoklassniki as Russia's most popular social networking service. The site features 3 official languages (English, Russian and Ukrainian). In 2013 the site was accidentally put on Russia's blacklisted internet sites list (BBC). VK was launched in 2006.
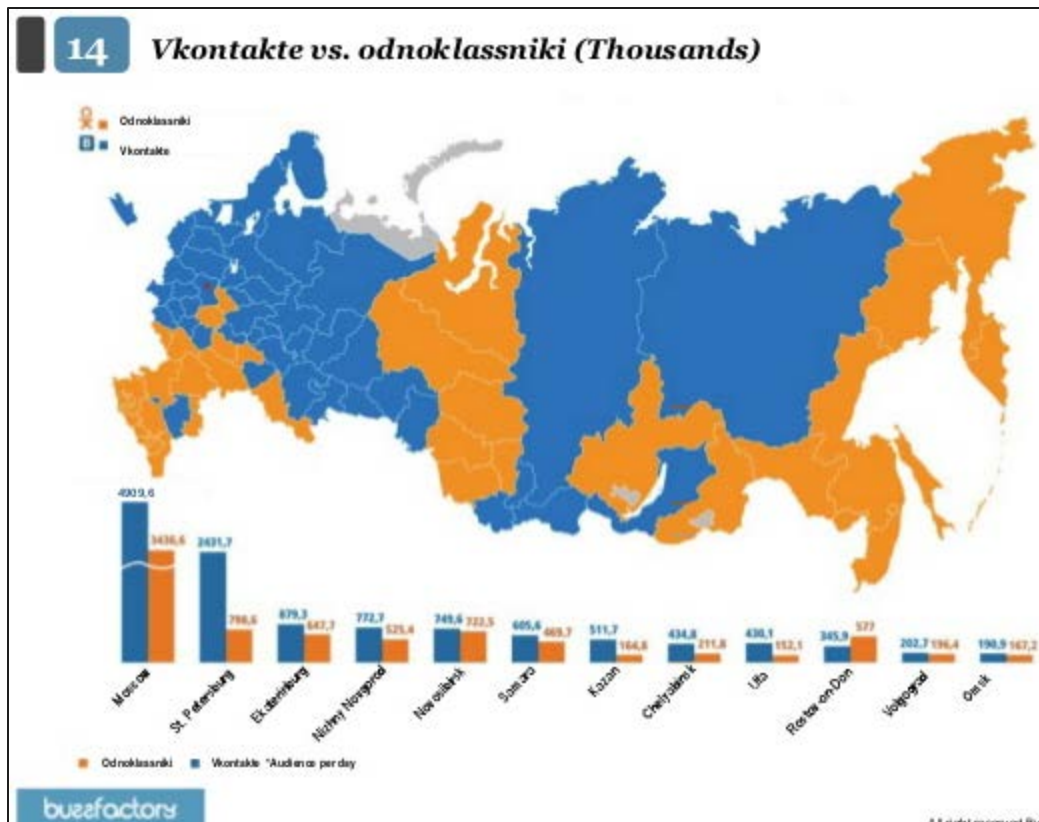
Figure 13. Russia regional preference of social media sites Vkontakte and Odnoklassniki (Cellerin, 2014).

3.5.5.2   Odnoklassniki.ru

http://www.odnoklassniki.ru

Odnoklassniki (Одноклассники in Russian, meaning Classmates) is a social network service popular in Russia and other former Soviet Republics. It was created by Albert Popkov on March 4, 2006. The website currently claims that it has more than 148 million registered users and 37 million daily unique visitors (Kirtsch, 2014). On average, Russians spend over 6 hours per month on the site. This site is most popular in Russia, followed by Ukraine, Kazakhstan, and Azerbaijan.

3.5.5.3   MoiMir / Mail.ru

http://www.mail.ru

As part of the Mail.ru platform, MoiMir was launched in 2007 and draws in users through its integration with the platform's e-mail application, the most popular in Russia. A 2012 report identifies 40 million registered profiles and an average of 300K site users per day (Dostaleva, 2012). The low average daily usage figures reflect the fact that many people arrive at the site as a result of their e-mail accounts being with mail.ru, possibly clicking on content within their mail application which then transports them to the site. MoiMir has the standard features of social networking sites, with not much to distinguish its offerings. The site is not expected to persist in the long-term. Mail.ru is a portal offering a variety of features including file sharing, blogging, games, IM, video hosting and more.
- Blog.mail.ru — Blogs

- Files.mail.ru — File hosting service
- Foto.mail.ru — Image hosting
- Games.mail.ru — Online games
- Mail.ru — Instant messaging client
- My.mail.ru — Social network
- Otvet.mail.ru — Questions and answers
- Poisk.mail.ru — Social search engine
- Video.mail.ru — Video hosting

This site is most popular in Russia, followed by Kazakhstan, Ukraine, and Azerbaijan.

3.5.5.4 Privet.ru

http://www.privet.ru

Privet.ru, Привет - социальная сеть. Categorized as adult/mature content and blocked from PNNL firewalls. Limited information available on this service. Data from 2010 indicates the site had over 940,000 users equating to a 3% reach of the country's total online population. This site is most popular in Russia, followed by Ukraine, Kazakhstan, and the United States.

3.5.5.5 Habrahabr.ru

http://www.habrahabr.ru

Blogging site focused on technology and cates to a tech savvy audience. This site is most popular in Russia, followed by Ukraine, Kazakhstan, and Belarus.

3.5.5.6 Fotostrana.ru

http://www.fotostrana.ru

Media sharing site focused on younger crowd and focuses on dating and gaming. This site is most popular in Russia, followed by Kazakhstan, Ukraine and Belarus.

3.5.5.7 Vkrugudruzei.ru

http://www.vkrugudruzei,ru

Translated means "in a circle of friends." There is limited amount of information available on this site. The main competitor is Odnoklassniki.ru. Based on internet averages it is popular among older females who browse the site from home. This site is most popular in Russia, followed by Ukraine, United Kingdom, and the Kazakhstan.

3.5.5.8 Moikrug.ru

http://www.moikrug.ru

Moikrug (meaning 'My Circle') is a Russian-speaking social network service, aimed at establishing business contacts between people. The network architecture is a community of users, where the first round - are close friends with a trust relationship, a second round – who are friends of a friends, and third, respectively, friends of a

friend of a friend. Accounts can integrate with other sites including Facebook, Twitter, LiveJournal and LinkedIn. This site is most popular in Russia, followed by Ukraine, Kazakhstan, and Belarus.

3.5.5.9   Rutube.ru

http://www.rutube.ru

Rutube was founded in 2006 by Oleg Volobuev and Mixail Paukin, both from the Russian city of Oryol. Rutube is a web video streaming service targeted to Russian speakers. The web site includes videos created by private individuals and licensed programming from entertainment companies that are hosted directly on Rutube, and videos that have been viewed on Facebook. As of April 2012, just under 14.5 million unique users per month viewed video clips hosted on Rutube (from a subset of Russian users aged 12-54). Rutube's overall monthly global traffic, as reported by representatives from Rutube, consists of 30 million unique visitors who viewed over 168 million video clips. Unregistered users on Rutube, can view, share, and search for videos. Registered users via Facebook can perform additional functions such as discovering videos their friends have watched on Facebook, uploading videos, commenting, and liking videos. This site is most popular in Russia, followed by Kazakhstan, the Ukraine and Azerbaijan (Alexa.com; Wikipedia.com).

3.5.6   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Facebook has approximately 13.1 M Russian users. However, only 1.7% of Facebook's users log in from Russia. Russian visits to Facebook dropped 18% between June 2012 and June 2013 (Simcott, 2014). It is the 7th most popular site in the country (Alexa.com, 17 July 2014).
- Facebook use by gender: Male, 48%; Female 52%.
- Facebook age composition: 13-17, 8%; 18-24, 21.8%; 25-34, 36.8%; 35-44, 18.8%; 45-54, 9%; 55+, 4.1%.

As of March 2012, there were approximately 2.3 million Russian Twitter users. Alexa.com ranks Twitter.com as the 13th most popular site in the country based on monthly traffic (Alexa.com, 16 July 2014). Russian Twitter users are among the world's most active, with more than 60% of users posting once a day (Arno, 2013).

There are more than 873,000 Google+ users in Eastern Europe. The largest percentage of users is from Russia (22%), with 12% from Hungary and 10% from Romania (Simcott, 2014).

Russia is the first country to have banned YouTube (Parfitt, 2010). A city prosecutor issued a court decision requiring a local internet provider to block IP addresses believed to be hosting extremist content, questionable materials, suicide or drugs. Since that time access to YouTube comes and goes depending upon the whims of two media watchdog groups, Roscomnadzor (Federal Service for Supervision in Telecommunications, Information Technology and Mass Communications) and Rospotrebnadzor (Federal Service for Control in the Sphere of Protection Consumers' Rights and Well-Being of Humans).

Almost 4% of YouTube visits originate in Russia (Simcott, 2014). There are 25 million Russian YouTube visitors (Smith, 2013).

Instagram is the 26th most popular site among Russian users (Alexa.com, 16 July 2014).

Blogging is big in Russia. One of the world's largest blog sites, LiveJournal.com/.org, was founded by American Brad Fitzpatrick in 1999. Russian media company SUP Media purchased the social networking service in 2007. In 2009, the company moved all product development, operations and design to Russia. Roughly half of all LiveJournal's user base comes from Russia – over 5.7 million users and 170,000 online communities (Leshchinskaya, 2013). Other notable blogging platforms popular among Russians include Blogspot.ru and Fotki.ru (a photo blogging platform).

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4.0   EUROPE

This section was written in May 2013.

4.1   General Social Media Information

The percentage of individuals in the EU who used the internet in 2012 was 73 %. About one third of individuals used the internet on mobile devices away from home or work. There were significant differences in mobile internet usage between countries. The shares for individuals who used portable computers or handheld devices through a mobile phone network or wireless connection away from home or work were above 50 % in six Member States: Denmark, Ireland, Luxembourg, the Netherlands, Finland and Sweden. The shares were below 20 % in five Member States: Bulgaria, Italy, Hungary, Lithuania and Romania (Eurostat, 2012).

Europe is currently the world's second largest digital market behind Asia Pacific and Europeans continue to embrace new online and mobile offerings, according to the comScore 2010 Europe Digital Year in Review (European Travel Commission, 2013).

Key findings highlighted in the report include:
- The Netherlands and UK led in engagement, with users in both markets spending approximately 25% more time online in a month than the European average of 24.3 hours. Europeans spent the most time on search, social networking, and directory sites, with Facebook garnering the largest share of Europeans' time (11.7%) out of all media properties.

- Europe experienced a 10.9% gain in social networking penetration over 2010 - the highest seen in any global region. Facebook was the leading social networking sites in 15 out of the 18 markets. Local social networks in the Netherlands, Poland, and Russia continued to retain their majority share of the market.

- Smartphone penetration in the UK, France, Germany, Spain, and Italy grew in 2010 to reach 31.1% of mobile users. This was fueled by high rates of adoption of the Google and Apple smartphone operating systems, with Google Android experiencing a 951% gain and Apple experiencing a 115% gain.

eMarketer estimates that 129.9 million people in Eastern Europe used social networks in 2011, down 10 million from eMarketer's earlier projection. The estimate for the number of social network users in Eastern Europe in 2012 has been decreased to 145.6 million from 157.4 million.

Social network users and penetration in Eastern Europe, 2010-2014:
- 2010: 113.1 million users / 65.2% of internet users / 26.6% of population
- 2011: 129.9 million / 67.6% / 30.6%
- 2012: 145.6 million / 69.0% / 34.3%
- 2013: 163.9 million / 71.5% / 38.6%
- 2014: 179.4 million / 73.1% / 42.2%

Some social networking habits are broadly consistent across Western Europe. Social networking is far more popular among younger people than among older ones.

Level of social network use in Western Europe, 2011-2014:

- 2011: 50.0%
- 2012: 54.4%
- 2013: 58.1%
- 2014: 60.8%

Level of social network use in Western Europe by country, 2011-2014:
- Spain: 53.6% of internet users in 2011 to rise to 65.9% by 2014

- Italy: 52.5% of internet users in 2011 to rise to 62.7% by 2014

- UK: 52.6% of internet users in 2011 to rise to 59.9% by 2014

- France: 50.0% of internet users in 2011 to rise to 59.0% by 2014

- Germany: 46.1% of internet users in 2011 to rise to 58.8% by 2014

According to the World Map of Social Networks (2012),
- Facebook's main three markets are currently Europe with 223 million users, North America with 219 million and Asia with 202 million.

- LinkedIn is most popular in Australia, Canada, Denmark, Finland, Norway and Sweden, while Twitter wins in key markets such as the US and the UK.

- Going down to third position, we discover a Twitter-ruled territory. The US-based social network holds this position in Australia, Austria, Canada, Finland, India, Italy, Japan, Netherlands, Norway and Sweden.

- On the other hand, in Brazil and Denmark it appears that internet users prefer to spend their free time looking for new partners instead of tweeting their latest thoughts

- Worthy of note is the performance of Badoo in some European countries. This London-based cross between a dating site and a social network is one of the stickiest websites in Europe, that is, one of those where a single visitor spends more time. In countries like France, Italy and Spain, Badoo's users have spent an average of 1 hour and 30 minutes per visit on the site, making it the second stickiest site after Facebook. In terms of ranking, Badoo also boasts second position in Austria, Belgium, France and Italy, while it occupies third place in Spain. In terms of ranking, Badoo also boasts second position in Austria, Belgium, France and Italy, while it occupies third place in Spain.

In Europe Pinterest has grown exponentially since May 2011 becoming the fastest growing social network. According to Comscore, in January 2012 the UK had the highest number of unique visitors in Europe (245,000), Germany had 67,000 unique visitors, and Spain had 62,000 unique visitors. What comes to the growth, from May 2011 to January 2012 Germany had the highest growth rate of 2956% in Pinterest, followed by Spain (1348%), and Italy (794%).

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4.2 Germany

This section was written in May 2013.

4.2.1   General Information

Social media use in Germany is on the rise. eMarketer estimates there are more social media users in Germany than any other country in Western Europe. Despite high user numbers however, social media in Germany is still comparatively undeveloped. Out of the EU-5 countries of France, Germany, Italy, Spain and the UK, Germany has the lowest social media penetration among internet users, at 51.1% in 2012, leaving more room for growth. eMarketer forecasts total social network users in Germany to reach exceed 58% of the total population by 2014.

In 2012, 92.6 % of German citizens with Internet access had at least one social network account (vor dem Eshe and Hennig-Thurau, 2013). In addition, 46.4 million German internet users accessed a social networking site from a computer at least once during the month of December 2012 (comScore, 2013). However, due to cultural views on privacy, citizens are typically engaged online through pseudonyms (Arno, 2013). In December 2012, the German data protection organization, ULD (Unabhaengiges Landeszentrum fuer Datenschutz), issued a ruling against Facebook's real-name policy arguing that it erodes online freedoms and called for the site to explicitly allow the use of pseudonyms. In early February 2013 an administrative court in the North of Germany ruled in Facebook's favor (Lomas, 2013).

Facebook captures the majority of German users with an audience of 38.6 million unique visitors. This is up from 15M in 2010 and 5.6M in 2009. Facebook is the top social networking site in the country, far surpassing local sites including Stayfriends. Many in the 18-to-34 age group have switched to Facebook from StudiVZ, which marketed heavily to primary school and college students at the time of their founding but has been unable to maintain momentum as users migrated to the global network of Facebook. As a result, eMarketer expects Facebook to maintain a majority share, at 68% of all social network users, through 2014.

Monthly time on site for several social networking sites is available from a September 2010 report. These findings also indicate that the majority of Germans on these social networking sites are between the ages of 20-40 and live alone in cities.

- GayRomeo   12 hours/mo, users almost exclusively male
- Jappy   6.5 hours/mo
- meinVZ   5.5 hours/mo

In Germany 90.2% of internet pageviews are from PCs, 5.6% from mobile devices, 3.3% from tablets and 0.9% from other internet-enabled devices. A growing number of Germans own smartphones and other wirelessly connected devices; 25% of the smartphone audience also own tablets (17.4%), eReaders (8.2%), and other handhelds like portable gaming devices (2.0%). (comScore[2], 2013)

Between July 2011-July2012, Android smartphone purchases were up 213% to capture 46% of the market and Apple was up 55%, maintaining a market share of just 22% (comScore, 2012).
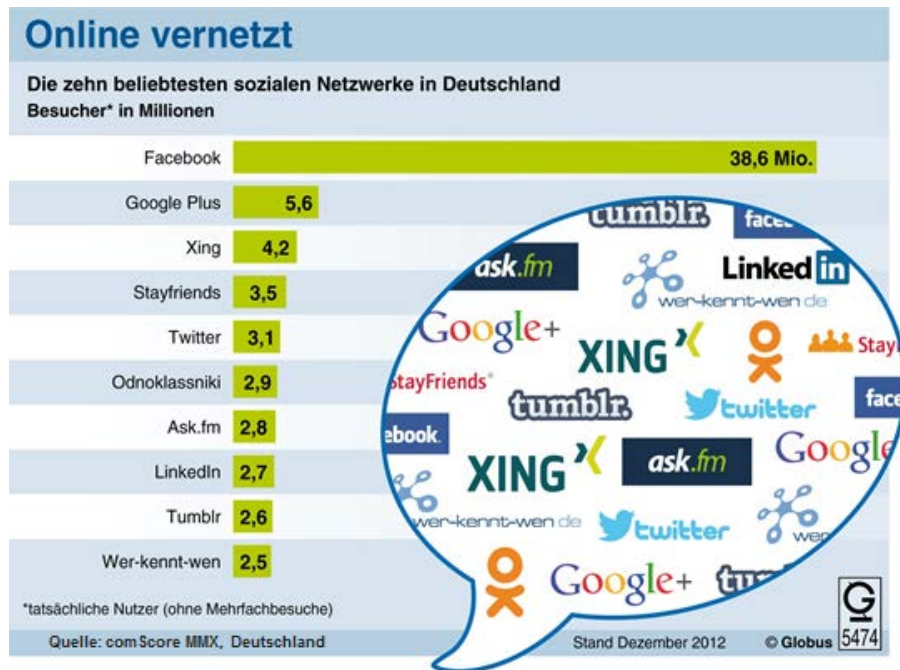
Figure 14. German Social Networking Landscape (comScore[1], 2013).

Accodring to vor dem Eshe and Hennig-Thurau (2013), every tenth German Internet user has a Twitter account. Younger Germans use Facebook, YouTube, and Twitter more frequently than older users. The reverse is evident for Wer-kennt-wen which has the largest percentage of people aged 35+. Xing and Google+ are in between both groups and yield a bell-shaped age distribution.

Citing the same study, (vor dem Eshe and Hennig-Thurau, 2013) Xing and Twitter have the most educated users holding an "Abitur" on average (equivalent to a high school diploma and passing university entrance examinations). In contrast, Wer-Kennt-Wen users on average have a "Hauptschule"-certificate (equivalent to attending 5th-10th grades). Looking at income, Xing users are the only ones of these six networks with an average net monthly income of 2,000 – 2,999 Euro (~2564-3845 US dollars), which makes them not only the best educated, but also the top-earning group.

4.2.2   Country Specific Sites

A 2012 infographic from Ethority, a social media marketing and competitive intelligence agency, provides a comprehensive overview on the Web 2.0 tools utilized by Germans.
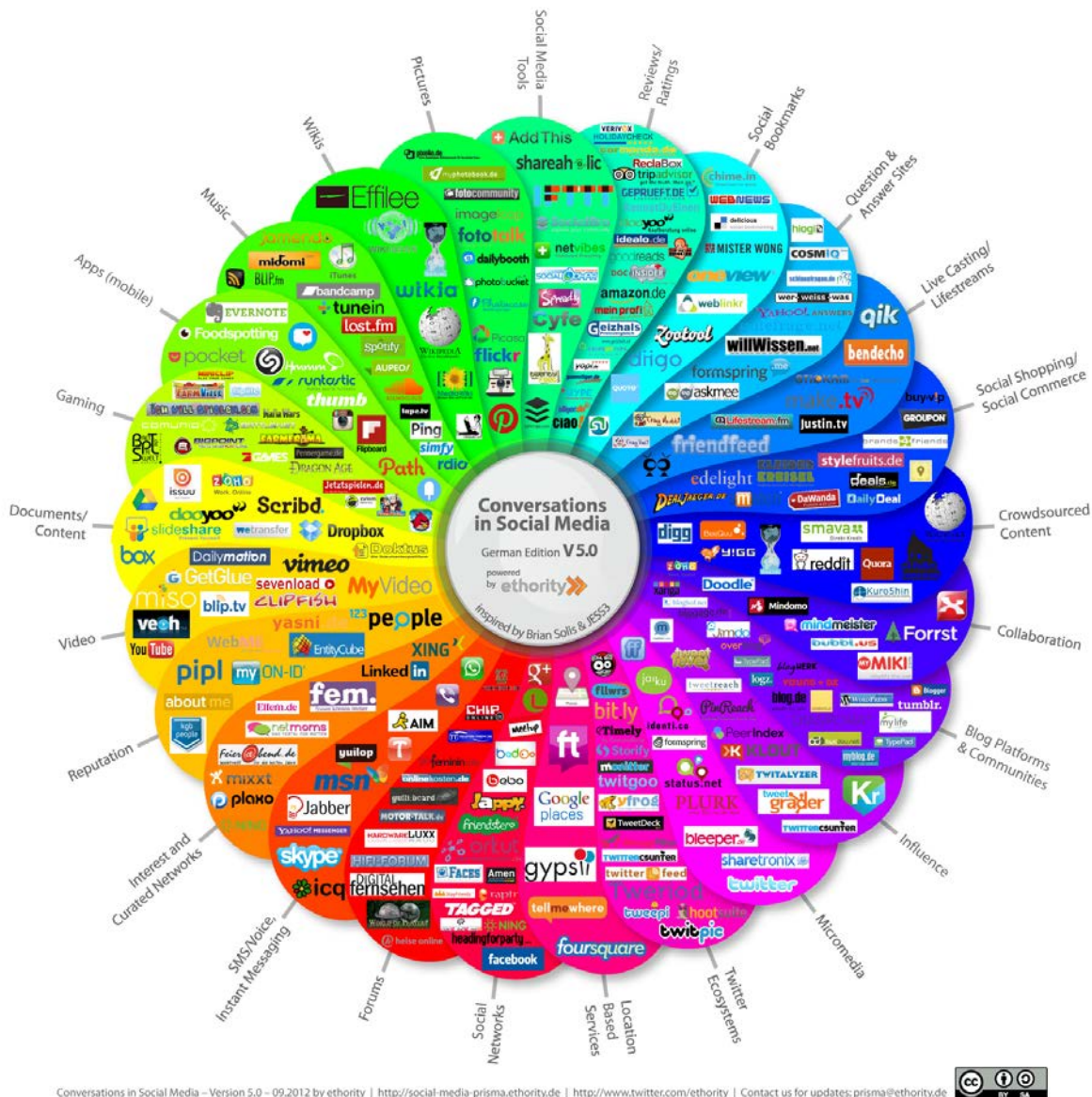
Figure 15. German conversations in social media (comScore, 2013).

The vast majority of Germans use social media several times a day. Social networks vary significantly with regard to the people they attract. On average, Twitter users are the most active people, whereas Xing users are the wealthiest – and both networks have the highest educated users. In private life, social media now are the second most important communication medium for German consumers. Only the telephone is (still) more important." (vor dem Eshe and Hennig-Thurau, 2013).

"The average German consumer is online for 2 to 3 hours each day. Only 2.6 % of the German population surf the Internet less than 30 minutes daily, while every fourth German spends more than four hours online. More than three quarters (76.4 %) of German Internet users surf the net with at least two Internet-ready devices. Data on mobile Internet access point into the same direction; overall, the average consumer accesses the Internet in 21.3 % of the cases with mobile devices, which corresponds with an average mobile usage time of between 25 to 38 minutes each day." (vor dem Eshe and Hennig-Thurau, 2013)

Germans from northern federal states (Bundesländer) are significantly more active in social networks than those living in the south of Germany. Comparing consumers from the east and the west of Germany, we find no differences between the eastern states ("Neue Länder") and the western states ("Alte Länder"). The most social-media-active federal states are North Rhine-Westphalia, Brandenburg, and Hamburg; the least active are Hessen, Baden-Württemberg, and Saxony-Anhalt. In addition, the study found no significant differences in social media use between people living in villages or small towns and people living in cities (vor dem Eshe and Hennig-Thurau, 2013).

4.2.2.1   Jappy

http://www.jappy.de

Jappy is a social networking service with approximately 1.28 million users (March 2013). The site was founded in 2001 focused on German speaking audience. An English version was launched in 2011. In general pseudonyms are used on the site. Access is granted to users ages 10 and up.

4.2.2.2   MyVideo

http://www.myvideo.de

The site is a video portal of the company *MyVideo Broadband SRL* based in Bucharest and founded in 2006. Users have access to over 3.8 million music videos, premium content including feature films, and TV. There are specific German, Austrian and Swiss "channels."

4.2.2.3   Odnoklassniki

http://www.Odnoklassniki.ru

Odnoklassniki (Одноклассники in Russian, meaning Classmates) is a social network service popular in Russia and other former Soviet Republics. It was created by Albert Popkov on March 4, 2006.The website currently claims that it has more than 45 million registered users and 10 million daily unique visitors. The site is particularly popular among users in Kyrgyzstan and Armenia.

4.2.2.4   StayFriends

http://www.stayfriends.de

StayFriends was founded in 2002 and is used for finding and managing school friends. Since 2004 it has been a wholly owned subsidiary of the popular American site Classmates.com.

4.2.2.5   Xing

http://www.xing.com

Xing is similar to LinkedIn.com and is aimed at professionals in northern European countries and a large German market. About 76% of all pageviews come from Germany, 90% from the "D-A-CH" Area, Germany, Austria and Switzerland.

4.2.2.6   Wer-kennt-wen

http://www.wer-kennt-wen.de

Wer-kennt-wen (who-knows-who) is a social network released in 2006 and headquartered in Cologne, Germany. After Facebook, WKW is the largest social network in the country and has approximately 9.6 million registered users. Typical German user is age 35+. Both Android and iPhone apps are available.

4.2.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Facebook has approximately 24.9M monthly German users which ranks it 10th internationally and is the 2nd most popular website in the country. The number of Facebook users grew by more than 7,440 in the last six months.
- 37.02% penetration of country population.
- Facebook use by gender: Male, 52%; Female 48%.
- Largest age group is currently 25-34 year olds with 6.7M users, followed by those ages 18-24.
- Facebook language interface preferred: German

A recent article indicated that Twitter.com is relatively unpopular in the country suggesting there is roughly one Twitter account per ten people (Bamburic, 2012). However, when Germans do use Twitter they are most likely to share news and links (Arno, 2013). Alexa.com ranks Twitter.com as the 81st most popular site based on monthly traffic (as of 4/30/13).

Between February 2012 and February 2013, the German online video audience has grown by 1.5%. There are 46.6 million unique online video viewers who watched a total of 8.2 billion videos totaling 59 billion minutes of viewing time. **The largest age groups watching online videos from their PCs are ages 55+.** YouTube captures the majority of online video viewers followed by Amazon sites and Facebook. During the same time frame, mobile video growth has increased by 215% (11.5 million mobile video users). (comScore[2], 2013). Phone owners who paid for videos are 17% more likely to be male.

Nearly 40 million Germans watched an average of 94 YouTube videos each during the month of Feburary. Males ages 35-34 are 16% more likely to visit YouTube. However, males ages 15-24 watch the most videos per viewer (203 per month). Top partner channels in Germany are FullScreen, MakerStudios, ZEFR and MediaKraft_Networks.

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4.3 Turkey

This section was written in September 2015.

4.3.1   General Information

Turkey has a population of 79.4 million (CIA, 2015). More than 35 million are internet users and 40 million are internet subscribers (Ercan, 2014; Paul and Seyrek, 2015). The number of broadband subscribers has surpassed 37 million, of which 28.4 million are mobile broadband subscriptions (Freedom House, 2014). Poor infrastructure and a lack of electricity in certain areas limit internet accessibility for most of the country to internet cafes, workplaces, and universities. By 2019, internet penetration is expected to be about 58% (EIU, 2015).

Half of Turkey's population is under 30 years old. As such, the country has a large entrepreneurial and tech start-up focus with a well-educated workforce (Kadaster, 2014). However, it is also a country with social and political unrest and unstable foreign policy. Social media has replaced many traditional media channels (Paul and Seyrek, 2015). Turkey has passed several laws to strengthen control over the internet since December 2013 following a political corruption scandal that went viral (Bloomberg.com, 2015). Access to Twitter and YouTube were blocked prior to local elections in March, 2014 and was later reversed after individual petitions were filed with the Constitutional Court (Aljazeera.com, 2015; Freedom House, 2014). The following month, in April 2014, a law passed permitting Turkish intelligence (MIT) to request user data from ISPs without a court order. This legislation also included the ability to intercept communications and the MIT were given immunity over their actions (ibid.). In spring of 2015, access to Facebook, Twitter and Youtube were once again blocked after images and video of the murder of prosecutor by armed leftists (Aljazeera.com, 2015). Turkey filed the majority of the aggregate content removal requests made to Twitter in the second half of 2014 (ibid.) and internet censorship as a whole shows no sign of decreasing (Freedom House, 2014).

In March 2015, Turkish police arrested three individuals for insulting President Erdogan and other top officials on Twitter. Insulting the President is a crime. (Sim, 2015).
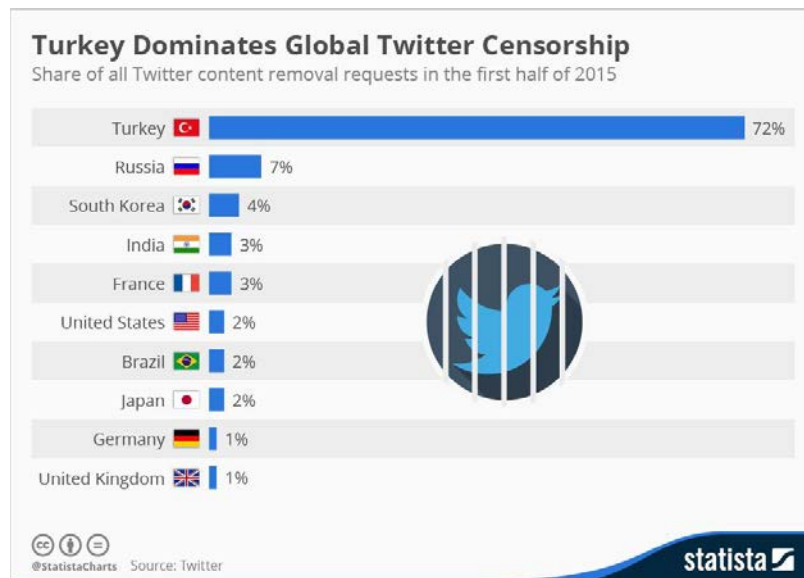
Figure 16. Turkey Dominates Twitter Censorship (Brandt, 2015).
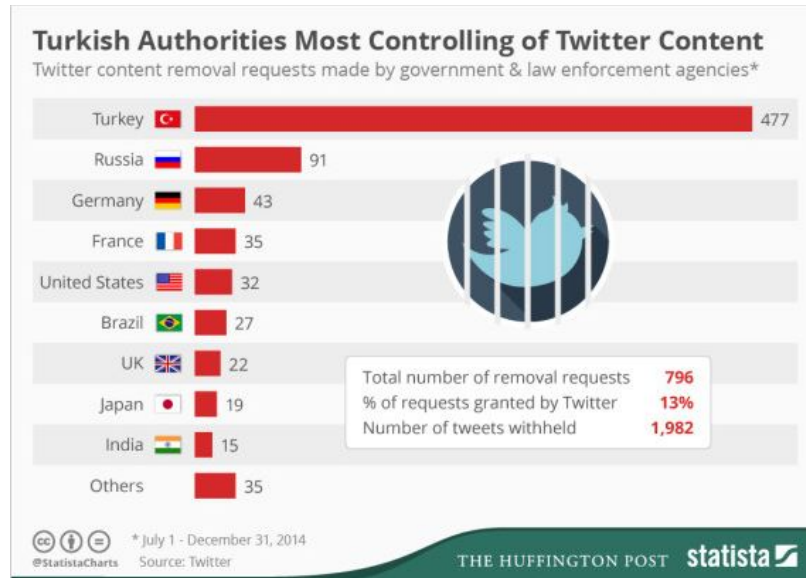
Figure 17. Turkish Control of Twitter Content (Richter, 2015).

Due to the level of internet censorship in Turkey, more and more citizens are running CyberGhost VPN services which are available for free. A recent datapoint suggests 29% of Turkish internet users, or 5.77 million people are accessing the web via VPNs (CyberghostVPN.com, 2014).

There are approximately 150 ISPs in the country; however, the majority are resellers for the partially state-owned Turk Telecom. Turk Telekom is the dominant ISP despite the influx of competitors.

Mobile penetration is at 84% with 68 million active mobile subscriptions (Ercan, 2014). This number is expected to rise to 102% penetration by 2019, on par with most European Union countries (EIU, 2015). 82% of all mobile subscriptions were 3G in the first quarter of 2015 (ibid.). All major brands of mobile phones are available in Turkey, but they are substantially more expensive than in other European countries.

Turks spend close to five hours per day on the internet via desktop or laptop. Mobile internet use is close to two hours. (Ercan, 2014).

4.3.2   Country Specific Sites

4.3.2.1   Ekşi Sözlük

http://www.eksisozluk.com

Eksi Sozluk is an online dictionary built by user contribution. However, it is also an online public forum for information sharing on various topics ranging from scientific subjects to everyday life. In addition, the site is used as a virtual socio-political community to communicate disputed political contents and to share personal views. There are approximately 1 million users.

4.3.2.2   Yonja

Yonja was founded in 2004 by Kerim Baran. By 2008 the site had 4.6 million registered users and an average of 6,000-8,000 new users per day. The site originally offers services similar to Facebook and LinkedIn, including games, music, etc. Today Yonja.com is run by Wamba.com and is strictly a dating site for Turks.

4.3.2.3   Zumbara

Zumbara is a "gift based sharing economy" via a social networking interface. Zumbara is the abbreviation of Zaman Kumbarasi. The founder of the site, Ayşegül Güzel was assisted by Meltem Şendağ, Yeliz Yilmaz and Alpcan Aydin to create the site in 2009. The website name was formulated by joining two Turkish words, "Zaman" which means time and "kumbara," which means piggy bank. It is an alternative economic system that allows people to earn time in exchange for services, e.g., one hour of resume writing time earns you an hour to use towards chess lessons. No monies are exchanged. In 2013 the site had over 15,000 registered users.

4.3.3   Mainstream Social Media Sites

As of September 2015, the most popular social platforms in Turkey, according to Alexa.com, are:
- Facebook (ranked 2nd)
- Youtube (4th)
- Yandex.co.tr (13th)
- Instagram (17th)
- Blogspot.com.tr (19th)

4.3.3.1   Facebook

As of January 2014, there were 36 million Turkish Facebook users (We Are Social, 2014).

4.3.3.2   Instagram

There are an estimated 3.3 million Turkish Instagram users (Mert, 2014).

4.3.3.3   LinkedIn

As of April 2012, there were 1.3 million Turks with LinkedIn accounts, an increase of 67% since September 2011. The majority of users (51.4%) self-identify as working in manufacturing, high tech, and education, and finance. (Favaro, 2012).

4.3.3.4   Twitter

Current number of Turks on Twitter is estimated at 11.5 million (NeoMobile.com), up from 9 million in 2013 (Nineteeneightyfour.com, 2013). A 2014 survey by the Nielsen Group found 74% of Twitter users access their accounts daily. Three of five survey respondents indicate they access twitter on two or more devices; 23% use Twitter on a desktop/laptop, tablet, and mobile phone and 56% use a mobile device exclusively (Nielsen Group, 2014).

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5.0   LATIN & CENTRAL AMERICA

5.1 Mexico

This section was written in October 2012.

5.1.1   General Information

According to eMarketer, one in four Mexicans is on at least one social networking site. Facebook is the most popular social networking site. In a country of over 112 million people, only 15% of households owns a digital device and less than a third have a computer (Open Society Foundation, 2011).

Mexico is home to 20.7 million social networking visitors, representing over 90% of the entire online population. On average, each internet user spends approximately 7.1 hours a day using social networking sites – almost two hours higher than the global internet user average. Blogs are gaining in popularity in Mexico with 68.1% of the online population visiting blogging sites for an average of 16.3 minutes per visitor in June 2011 (Radwanick, 2011).

Despite the relatively low levels of computer ownership, the internet and social media sites in particular, have emerged as new tools of citizen activism. Blogs and micro-blogging sites are the primary venues for political/cyber protest. An example from 2009 is use of the hashtag *#Internetnecessario*. The purpose of the protest was to inform people about the government's proposal to impose new taxes on telecom services including Internet and cell phone subscriptions. More recent and much more violent events include the 2011 torture and murder of social media users who denounced drug cartel activities. Video sharing among Mexicans have also provoked international attention from animal lovers and animal rights activists (brutal torture and killing of a stray dog named Callejerito, by four Mexican teens) and have been utilized for electoral smear campaigns. On the flip side, in 2010 *Time* magazine reported that Mexican drug cartels are also utilizing Twitter and Facebook for the sole purpose of updating members on police checkpoint locations and military raids.

5.1.2   Country-specific Sites

5.1.2.1   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

5.1.2.2   Hi5.com

http://www.hi5.com

Hi5 is an international Facebook-like social networking tool which allows users to login with Facebook credentials. The site boasts over 46 million users. Site includes many features including photo sharing, games, status updates, friend networks and more. In 2010 the site opened up to gaming developers as a "social gaming site."

5.1.2.3　Metroflog.com

http://www.metroflog.com

Metroflog is a Spanish language photo blogging site based out of Buenos Aires, Argentina. The site is especially popular among teens and widely across Latin America.

5.1.2.4　Mexico Premiere Zócalo

http://www.mexicopremiere.com/socialnetwork/home.php

Literally, Zócalo is a Spanish word for a town's main plaza. It is also a newbie on the social networking scene. Zócalo only has 308 registered members. Almost no information available on this site.

5.1.2.5　Sonico

http://www.sonico.com

Founded in July 2007, Sonico is a free-access social networking website oriented toward a Latin American audience. Users can search and add friends, update their own personal profile, manage their privacy, upload photos and YouTube videos, organize events, challenge other users in 6 multi-player and over 200 single-player games and interact with other people by means of private messages, public comments, photo tags, and a web-based instant messenger. There are three different types of profile available: private, public, or professional. The site is available in Portuguese, Spanish or English. As of March 2011, the site reported over 51 million users.

5.1.3　Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, LinkedIn.com and Flickr.com, where available.

In Mexico, video viewing on Facebook more than doubled since the beginning of 2011 to 33 million videos viewed on the site in June 2011.

eMarketer.com reports that social networking is experiencing rapid growth in Mexico, and will increase by nearly 18% in 2012 to reach a penetration of 92% among social network users. Facebook, Twitter, and YouTube are seeing the highest levels of social media usage, and the country is the fifth fastest-growing market for social networking worldwide. They expect the total number of social network users to surpass 40 million by 2014.

The number of Facebook users is currently at over 37.4 M, ranking the country 6th in the world. The number of Facebook users increased by more than 3.8M in the last six months.
- Facebook use by gender: Male, 50%; Female 50%.
- Facebook age composition: 13-17, 22%; 18-24, 34%; 25-34, 25%; 35-44, 12%; 45-54, 5%; 55+, 3%
- Facebook language interface preferred: Spanish

In 2009, YouTube reached 53.4 percent of all Mexican internet users.

A September 2012 report indicates Mexico has over 11.7M active Twitter users (eMarketer.com).

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6.0 MIDDLE EAST & NORTHERN AFRICA

This section was originally written in October 2012 and portions were updated in February 2013.

6.1 General Social Media Information

The countries of the Middle East and Northern Africa (MENA) are those which are identified in the map below. One exception is Sudan. It is often categorized as a sub-Saharan country and will be addressed in that section of the global social media guide. Specific countries addressed in this section include: Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen.

Figure 18. Map of the Middle East and Northern Africa (U.S. Energy Information Administration, n.d.).

6.2 Facebook in the Arab Region

The Arab Social Media Report Series provides an overview of Facebook users in the Arab World. As such, the number of Facebook users in all 22 Arab countries, in addition to Iran, Israel and Turkey, are collected periodically (since April 2010 to date). These are the key findings from the latest report:

- The total number of Facebook users in the Arab world stands at 45,194,452 (as of end June, 2012), up from 37,390,837 at the beginning of the year (January 3, 2012), having increased by about 50% since the same time last year (29,845,871 in end June 2011).
- By the end of June 2012, the country average for Facebook user penetration in the Arab region was just over 12%, up from 10% at the beginning of the year, and up from 8% in June 2011.
- The number of Facebook users in the Arab world has approximately tripled in the last 2 years (June 2010 – June 2012), increasing from 16 million users to 45 million users.

- The percentage of female users remains almost static, having fluctuated slightly between 33.5% and 34% in the past year (33.7% as of June 2012). This is still significantly lower than the global trend, where women constitute roughly half of Facebook users.
- Youth (between the ages of 15 and 29) continue to make up around 70% of Facebook users in the Arab region, a number that has been holding steady since April 2011.
- GCC countries dominate the top five Arab Facebook users as percentage of population. The UAE remains at the top of the Arab region, followed by Kuwait, while Qatar has found its way back into the top five. Lebanon and Jordan take up the remaining spots.
- Egypt still constitutes about a quarter of total Facebook users in the Arab region, and has added more users in the past year than any Arab country, at over 1.6 million new Facebook users between January and June 2012.
- English, Arabic and French are the dominant languages on Facebook, and Arabic is now the fastest growing language on Facebook in the region, with an increase in the number of Facebook users who predominantly use the Arabic interface.
- Maktoob.com (overtaken by Yahoo in 2007) is one of the major internet portals across the MENA region. It is not included in individual country reports.
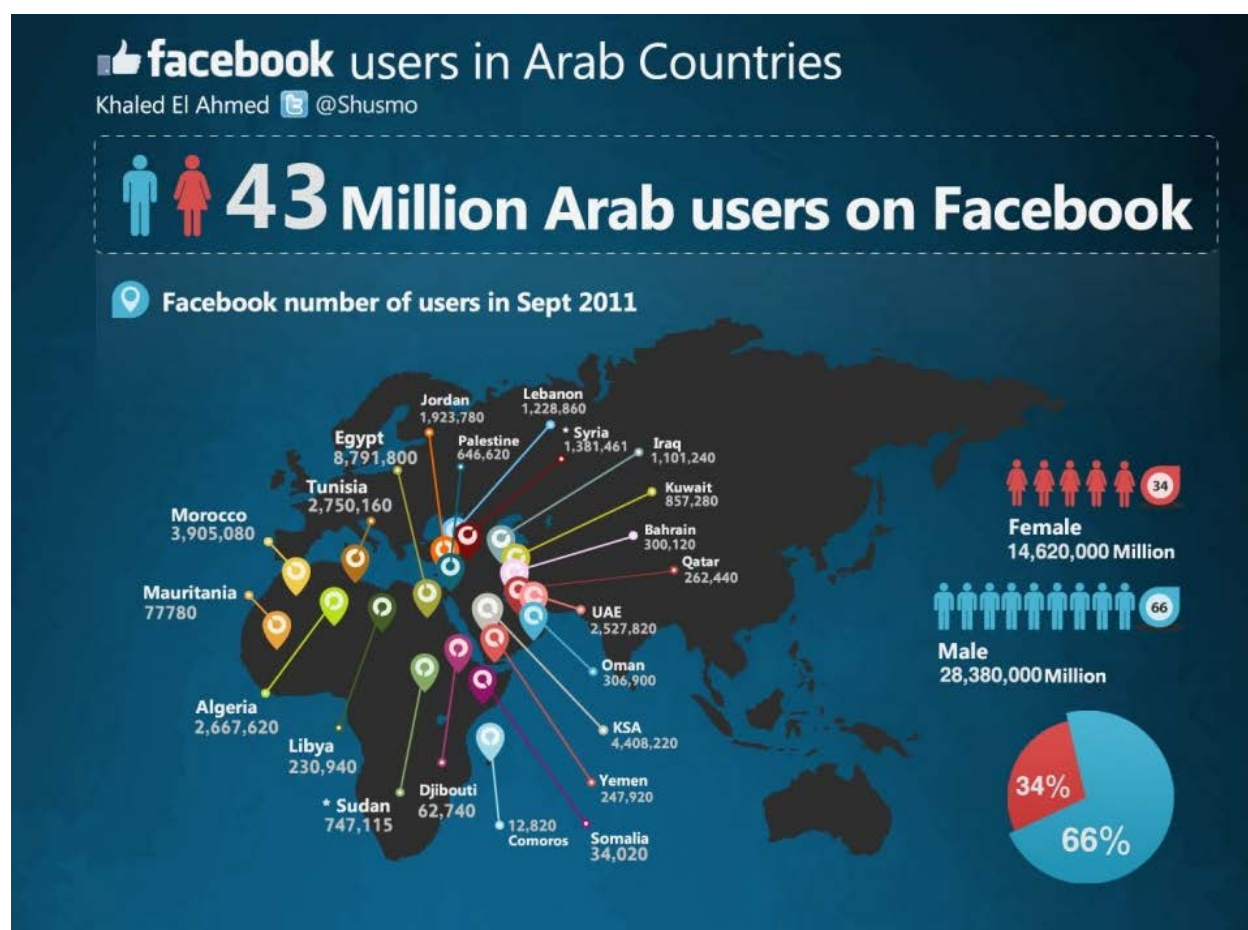
Figure 19. Arab Country use of Facebook (Fox, 2012).

Note: not all Arab countries have data availale.
- Facebook data for Turkey is only available from January 2011 onwards.

- 2010/2011 populations are from United Nations ILO Department of Statistics, http://laborsta.ilo.org/, for all Arab countries, with the exception of GCC countries in the first half of 2011, where official numbers from the National Statistics Offices where used. The discrepancy between these numbers and ILO numbers previously used in 2010 caused a drop in penetration rates in the GCC countries in the first half of 2011. The ILO Department of Statistics has since adopted these official GCC population numbers.
- Due to US technology sanctions, no demographic or gender data is available for Syria or Sudan.

UPDATED (Feb. 2013): Since the beginning of 2012, the Middle East and North Africa have become key sectors in Facebook population with a growth rate of 29%, adding 10 million new users. Qatar, Libya and Iraq top the list as the fastest-moving countries within the social media market, growing in number of users more than 115%, 86% and 81% respectively. Egypt has the most Facebook users in the region, with 17 million logging into the platform. The country has had 2.5 million new users since January 2012, the highest absolute user growth of countries studied.

As seen in Figure 17, the number of Facebook users in the MENA region has increased tremendously in just over one year. A comparison table follows the figure to facilitate faster comparison between data in Figures 16 and 17.
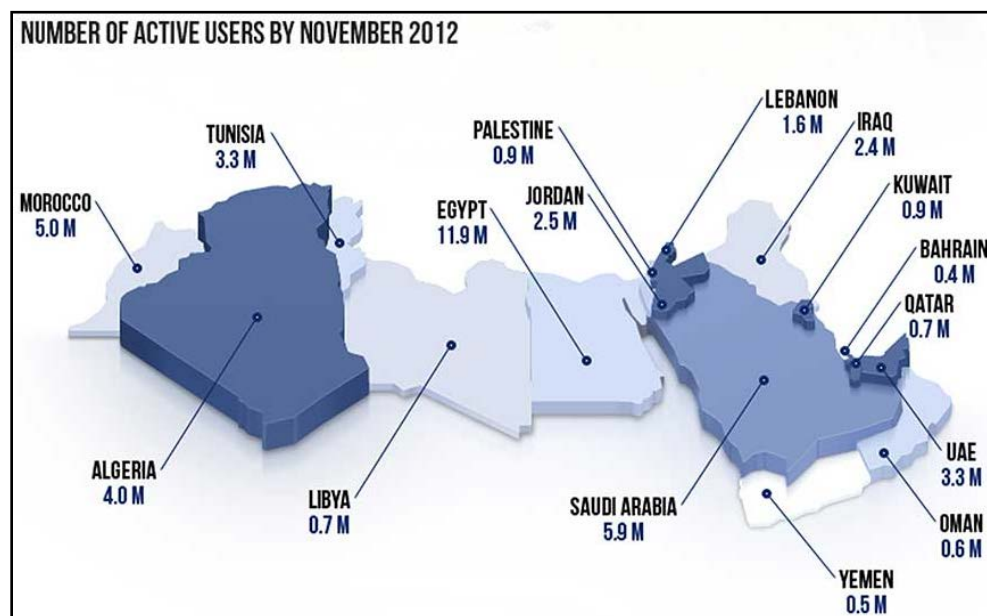
Figure 20. Active Facebook users in the Middle East and North Africa (Interactive Media, 2012).

Table 3. Growth of Facebook users in selected MENA countries.

Country	Facebook users Sept. 2011 (M)	Facebook users Nov. 2012 (M)	Percent increase
Algeria	2.6	4.0	65%
Bahrain	0.3	0.4	75%
Egypt	8.7	11.9	73%
Iraq	1.1	2.4	46%

Jordan	1.9	2.5	76%
Kuwait	0.8	0.9	89%
Lebanon	1.2	1.6	75%
Libya	0.2	0.7	29%
Morocco	3.9	5.0	78%
Oman	0.3	0.6	50%
Palestine	0.6	0.9	67%
Qatar	0.2	0.7	29%
Saudi Arabia	4.4	5.9	75%
Tunisia	2.7	3.3	82%
United Arab Emirates	2.5	3.3	76%
Yemen	0.2	0.5	40%

The estimated 44 million MENA Facebook users equates to 4% of total Facebook users globally. Of the 44 million, 35% are female and 65% male. Age distribution is as follows: 16-17, 9%; 18-24, 36%; 25-34, 32%; 35-44, 11%; Other/unspecified, 12%.

6.3 Twitter in the Arab Region

The Arab Social Media Report Series (Dubai School of Government, 2012) provides an overview of Twitter users in the Arab World. As such, the number of users in all 22 Arab countries, in addition to Iran, Israel and Turkey, are collected periodically (since January 2011 to date). These are the key findings from the latest report:

- The estimated number of active Twitter users in the Arab region at the end of June 2012 was 2,099,706.
- The estimated number of tweets generated in the Arab region in March 2012 by "active users" was 172,511,590 tweets. The estimated number of daily tweets is 5,750,386 tweets per day, or 3993 tweets a minute, or roughly 67 tweets every second.
- The most popular trending hashtags across the Arab region in March 2012 were #bahrain (with 2.8 million mentions in the tweets generated during this period) followed by سوريا (Arabic for Syria) with 1.5 million mentions, بحرين (Arabic for Bahrain) with 1.48 million mentions, #syria (with 1.3. million mentions) and #egypt (with 900,000 mentions), and #kuwait (with 860,000 mentions)
- Arabic is the fastest growing language in Twitter history.
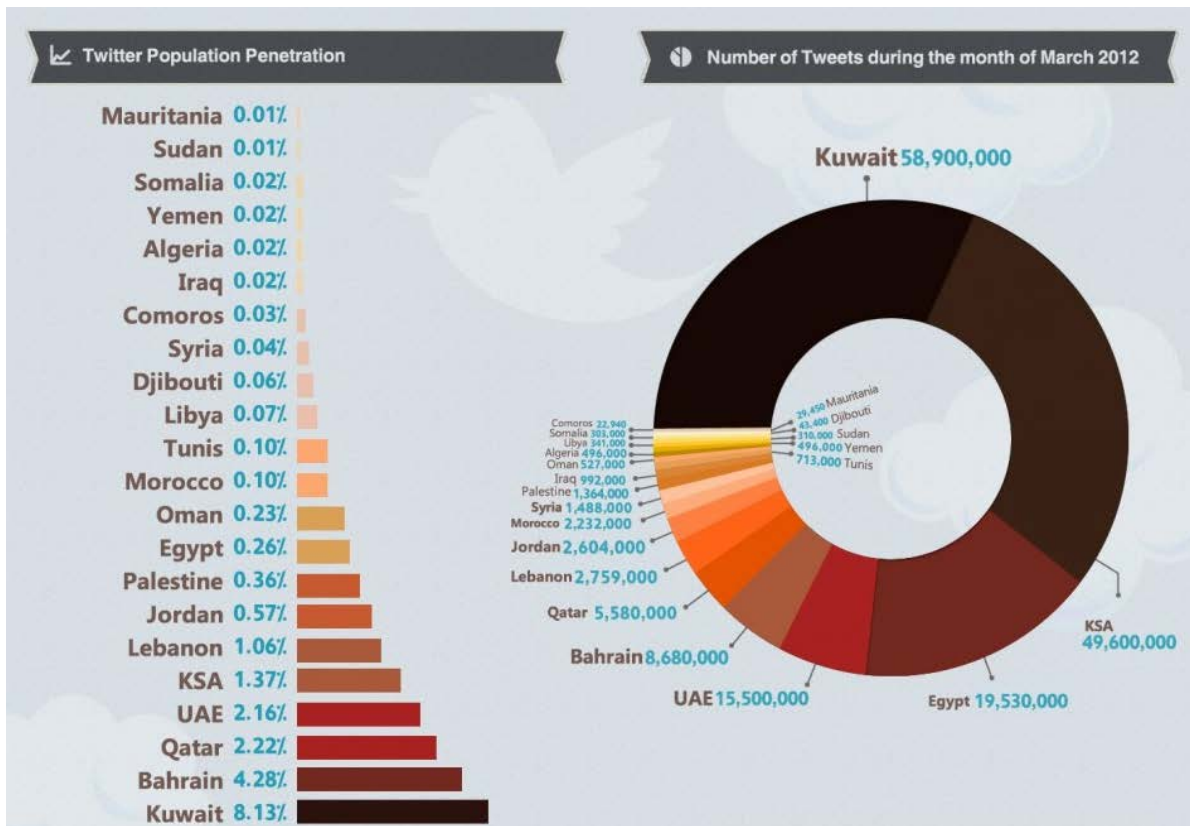
Figure 21. Middle East Country use of Twitter (Fox, 2012).

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6.4   Algeria

This section was originally written in October 2012 and portions were updated in February 2013.

6.4.1   General Information

While there were sporadic attempts to block Internet access in Algeria during the Arab Spring (2010-2012), access to social media tools is relatively unfettered. Recent reports indicate online connectivity is one of the slowest in the region and the world, ranking 174th along with Côte d'Ivoire. There are very few ISPs in the country which inhibits a healthy market and competition. This lack of technological backbone within the country could explain the lack of Algerian-born social networking services. There appears to be a heavy reliance on French and European sites.

6.4.2   Country Specific Sites

6.4.2.1   Inchallah.com

http://www.inchallah.com

Online dating site based in France and geared towards Muslims internationally. The site is available in French, English, and Arabic. Dutch, Turkish and German language sites are under development. The site is available for mobile use on iPhones. The site advertises itself as the #1 Muslim meeting site in France.

6.4.2.2   Skyrock.com

http://www.skyrock.com

Social networking site launched in December 2002. The site offers free space to create blogs, add profiles and exchange messages with other registered users. The site has a high penetration rate in French speaking countries including Mali, Algeria, Democratic Republic of Congo, Cameroon, Senegal, Morocco, France and Tunisia.

6.4.2.3   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.4.2.4   Tagged.com

http://www.tagged.com

Tagged is a social discovery website launched in October 2004 and based in San Francisco, CA. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million

U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame.

6.4.2.5   Twoo.com

http://www.twoo.com

Dating site launched in May 2011. Twoo.com has grown by word of mouth since it started and had more than 2.88M monthly active users in December worldwide including in Brazil, the US and the UK, with around 50,000-60,000 in the UK alone. Active in over 35 countries, Twoo is available in 20 different languages helping to match more than 250,000 people on a daily basis. Twoo has around 800K unique daily users. The average gender split is around 60% males and 40% females, with around 40,000 new registrations worldwide daily.

6.4.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is over 4.3 million, ranking the country 41st in the world. In addition, the number of Facebook users has grown over 496K in the last six months alone.
- 12.5% of the Algerian populace, and 97.5% of online users have a Facebook account
- Facebook use by gender: Male, 67%; Female, 33%
- Facebook age composition: over 75% of users are between ages 16-34. The largest age group is currently 18-24 with over 1.6 M users.
- Language interface preferred: Arabic, 14.05%; English, 3.25%; **French, 82.11%**

The number of active Twitter users between January 1 and March 30, 2011 was 13,235. During the same time period; these Twitter users wrote 252,000 tweets (daily average of 2800 tweets). The Algerian Twitter penetration rate was approximately 0.04% during this time. However, the number of active Twitter users declined to just over 8400K in June 2012. During March 1-30, 2012, the number of tweets totaled 496,000, tied with Yemen in fourth position for countries in the Arab Region (including Iran, Israel and Turkey).

In June 2012, Linkedin.com penetration in Algeria was 0.9% of the population; 65% male, 35% female. Of these, 78% were between the ages of 18-34, 22% are aged 35 and up.

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6.5 Bahrain

This section was originally written in October 2012 and portions were updated in February 2013.

6.5.1   General Information

Bahrain is noted as one of the most connected countries in the Middle East. Though the government has authority to restrict the Internet, the country has a very active blogging community. During the Arab Spring, prominent social networks such as Twitter were blocked periodically but services are very quickly resumed. Of interest is a June 2012 announcement that the country would be investigating adding new social media laws aimed at preventing the spread of "false information" on social networks such as Twitter.

Bahrain is an ethnically diverse country. Though Islam is the official religion, approximately 54% of the population are from South Asia and other countries and of these, 55% are non-Muslim. Due to the large number of non-nationals, the Alexa.com website rankings reflect this diverse population and include social dating sites based in the Philippines (filipinocupid.com) and Thailand (thailovelinks.com). These social networking sites are removed from the country specific sites listed below.

6.5.2   Country Specific Sites

6.5.2.1   Tagged.com

http://www.tagged.com

Tagged is a social discovery website launched in October 2004 and based in San Francisco, CA. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame.

6.5.2.2   Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.5.2.3   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.5.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is upwards of 0.4M, ranking the country 113th in the world. In addition, the number of Facebook users has grown over 22K in the last six months alone.

- 51.17% of the Bahrainian populace, and 54.41% of online users have a Facebook account
- Facebook use by gender: Male, 64%; Female, 36%
- Facebook age composition: over 50% of users are between ages 18-34. The largest age group is currently 25-34 with over 135,694 users.
- Language interface preferred: Arabic, 30.80%; **English, 67.54%;** French, 0.29%

The growth rate of Facebook users during the 2011 Arab Spring protests was 15%, up 9 % as compared to a similar time period in 2010.

The number of active Twitter users in June 2012 was 72,468 – up from 61,896 in the first quarter of 2011. The Bahraini Twitter penetration rate was approximately 5.33% June, making it one of the top 10 generators of tweets in the Arab Region during this time period.

There are currently 92,529 Bahraini on Linkedin.com. In June 2012, Linkedin.com penetration in Bahrain is 7.0% of the population; 75% male, 25% female. Of these, 59% are between the ages of 18-34, 41% are aged 35 and up.

6.5.4   Sources

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6.6 Egypt

This section was originally written in October 2012 and portions were updated in February 2013.

6.6.1 General Information

Due to the relative nascence of the social networking industry in Egypt, the development of social media tools remains at an elementary stage. Blogs, however, have become increasingly more popular with youth and are being capitalized on by developers wishing to increase their user base. In the past several years, Egypt has witnessed the birth of a lively and diverse blogosphere. More than three fourths of the bloggers write in Arabic only, 20% write in Arabic and English, and about 10% write in English only. Three quarters of them are male and typically in their 20s with more than half between 20 and 30.

Popular blogs include (ECCO, 2009):
- http://elgha2ebat.blogspot.com/
- http://talesfromthepinkplanet.blogspot.com/
- http://www.lastoadri.com/
- http://hadouta.blogspot.com/
- http://ma3t.blogspot.com/
- http://www.manalaa.net/
- http://mabadali.blogspot.com/
- http://digressing.blogspot.com/

Additional popular bloggers are identified on the bloggers.com website, http://bloggers.com/Egypt/popular.

6.6.2 Country Specific Sites

6.6.2.1 Mawaly.com

http://www.mawaly.com

Advertised as the largest Arabic music community. Individuals can set up social networking profiles, add friends, share photos, music and more. Site lists number of users at approximately 2.8M (22 August 2012).

6.6.2.2 Kolena.org

http://www.kolena.org

The site launched in February 2011 by Hany Rashwan, a 20-year-old Egyptian studying Computer Science at The Ohio State University. Kolena, a word that means "all of us" in Arabic, as "Egypt's online interactive Town Hall Meeting…a place for people to go to submit and vote on ideas for change." Kolena users have the ability to submit ideas for reform via their Facebook profiles, as well as respond to the ideas of others by voting them up or down in terms of importance. "Better Public Schools" currently ranks at the top of its composite list. The site appears to have been short lived as not much activity is taking place on the affiliated Twitter and Facebook accounts.

6.6.2.3   Tagged.com

http://www.tagged.com

Tagged is the social network for meeting new people. While other offerings focus almost exclusively on existing relationships, Tagged has established the category of social discovery. Tagged is the largest social discovery network in the world with over 330 million members (combined with wholly owned hi5) in 220 countries. Tagged enables anyone to meet and socialize through advanced browsing and matching features, shared interests and more. Founded in 2004, Tagged is based in San Francisco.

6.6.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

The popularity of the social networking site Facebook has also helped to create a culture of internet-based activism. Many bloggers now post "notes" and links to their blogs on Facebook. Twitter is used to disseminate links to Facebook posts and blogs.

Portions Updated (Feb. 2013): The number of Facebook users is between 11.9-13 million, ranking the country 20th in the world. In addition, the number of Facebook users has grown over 1.5 million in the last six months alone.
- 16.17% of the Egyptian populace, and 59.98% of online users have a Facebook account
- Facebook use by gender: Male, 64%; Female, 36%
- Facebook age composition: 13-15, 10%; 16-17; 11%; 18-24, 39%; 25-34, 26%; 35-44, 9%, 45-54, 3%, 55+, 2%
- Language interface preferred: **Arabic, 59%;** English, 40.61%; French, 0.39%

The total number of Egyptian Linkedin users is just over 596K which represents 0.74% overall population penetration. Currently, 3.49% of the online population in Egypt use LinkedIn.com.

Use of the microblogging site, Twitter, gained momentum during the Arab Spring. Between January and March 2011, Egyptians wrote over 3.69 million Tweets - more than any other country in the Middle East.
The average number of active Egyptian Twitter users in June 2012 was almost 297K, up from 131K in the previous year. Egypt is considered a *high penetration country* with a Twitter user penetration rate of 0.15% and is among the "Top 5" countries in the Arab Region. In fact, 88% of all tweets from the Arab region during March 2012 were generated in Kuwait, Saudi Arabia, Egypt, the UAE and Bahrain.
- Distribution of Twitter users: Cairo, 51%; Alexandria, 8%; remaining dispersed in more rural areas.

In addition, during March 2012, 19.53M tweets came from Egypt. 11% of all tweets from the Arab region were from Egypt. Slightly less than half of all tweets originating in Egypt between September 2011 and March 2012 were published in Arabic.

A local Arabic version of YouTube was launched in Egypt in March 2011.

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6.7 Iran

This section was originally written in October 2012 and portions were updated in February 2013.

6.7.1 General Information

Major social networking sites such as Facebook, YouTube, Google, and others have been cut off at varying times throughout 2012. The temporary outages may have impact on site rankings and potentially encourage citizens to move to other platforms which are not restricted.

The Persian-language blogosphere is large and diverse, including sites expressing views across the political landscape as well as many focused on cultural issues. According to the Berkman Center for Internet and Society, there were approximately 60,000 routinely updated blogs in the Persian language in April 2008, which the center divided into four types: secular/expatriate/reformist, religious youth/politically conservative, poetry and literature, and mixed. The same researchers found that by 2010 the reformist cluster had been heavily censored and many of those blogs had stopped operating (Morningside-Analytics). Nevertheless, blogs continue to provide insight about Iranian users' views on current issues across the political landscape.
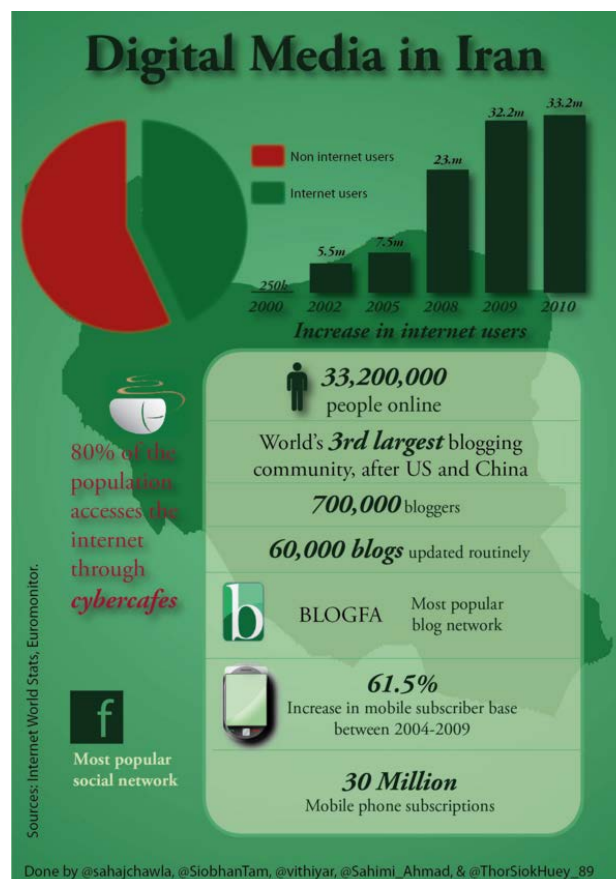
Figure 22. Digital Media in Iran (Singapore Management University, 2012).

The figure above indicates Iran is now the third largest blogging country, after the U.S. and China with approximate 700K bloggers.

Portions Updated (Feb. 2013): In November 2012 a study published by an Iranian online research panel, Conovi, illuminated some social media trends from 2,300 survey respondents[2] living in Iran (Knowles, 2012). Despite Internet blocks and government imposed censorship,

- 58% regularly use Facebook; 37%, Google+; 14% Cloob; 12% Twitter and 12% LinkedIn.
- A third of those surveyed use social media sites for at least one hour per day.
- 23% post photos online; 20% post or repost music or video clips; 22% run their own blog; 45% read and contribute to online forums or discussion boards.

In addition, 65% said that text messaging is their preferred form of contact between friends followed by online chat (43%), instant messenger (38%), and social media networks (36%). Primary locations from which respondents access the internet were home (71%), work (26%), mobile device (3%).

Online activities include the following:
- Research information, 67%
- Reading news, 65%
- Banking, 64%
- Downloading music, 49%
- Social networking, 44%
- Shopping, 43%
- Podcast/video downloads, streaming internet radio or watching shows online, 38%
- IM/chat, 31%
- Blogging, 27%
- Job search, 22%
- Directory services, 18%
- Online games, 15%

6.7.2   Country Specific Sites

6.7.2.1   Balatarin.com

http://www.balatarin.com

Claims to be the most popular Web 2.0 site in Persian and was launched in August 2006. According to the site, "*Many of Iranian bloggers rely on Balatarin for publicizing their articles. Balatarin's 39 million monthly page views is an indicator of its success in bringing a lot of audience for what bloggers produce. There have been more than half a million story submissions to Balatarin. Users have left more than 8 million comments. Balatarin visitors spend an average of 15 minutes on the website. Balatarin also is a place where a number of Iranian-born journalists and bloggers are present and directly talk to their audience. Balatarin is US based and adheres to the US law.*" The site is blocked by the Iranian government. Currently, most of users in Iran access Balatarin through proxy servers.

6.7.2.2   Blogfa.com

http://www.blogfa.com

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[2] Audience demographics: 66% of possessed a bachelor's degree or higher (15% hold a master's degree). 22% are 18-24 years of age, 48% between 25-34, and 26% between 35-54. The majority of respondents were male (79%), 47% are reportedly single, and 49% are married. 52% lived in households with 3-4 people, while 36% lived with 1-2 people.

Most popular blogging platform.

6.7.2.3   Blogsky.com

http://www.blogsky.com

Launched in November 2002 – the second free blogging platform in the country. Today it is ranked 15th among the country's most popular sites.

6.7.2.4   Cloob.com

http://www.cloob.com

Cloob.com, the most popular Persian-language social networking site in the world, includes internal email accounts, community discussions, photo albums, live messaging, blogs, job and resume databases, news and links, and content sharing. The website claims to have about 1.5 million members and attracts more than 240 thousand visitors a day (*cloob.com,* 17 April 2012). According to *Alexa.com*, *Cloob* ranks 8th in Iran among Internet sites accessed; it is most popular in the cities of Hamedan (ranked 7) and Tabriz (ranked 9). Cloob is available in Persian and several other languages including English.
After Orkut was blocked by the Iranian government, Cloob and other local sites emerged to fill the gap.

6.7.2.5   MyPardis.com

http://www.mypardis.com also http://www.mypardis.ir

Over 150K members.

6.7.2.6   IRExpert.ir

http://www.irexpert.ir

Social networking site geared towards young professionals.

6.7.2.7   Mihanblog.com

http://www.mihanblog.com

Free blogging platform capable of hosting video content, support encryption, enable backup, send email, create polls, use tag clouds, etc.

6.7.2.8   Persianblog.ir

http://www.persianblog.ir

Iran's first free blogging platform launched by Ata Khalighi Sigaroudi and others. Enables users to upload photos, categorize blog entries, enable comments and more. The site offers a mobile blogging platform.

6.7.3　Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Facebook has approximately 17 million Iranian users and is currently ranked as the 128th most popular site in the country. The most popular pages are "fan sites" of Iranian entertainers, poetry and pop culture. Many of these are also accessed by the expat community abroad. Over 167K new users joined Facebook between January 3 and June 25, 2012. Iran is a *Developing user* of Facebook with less than 1% of user penetration. Overall, Iranians are interacting heavily with blogging platforms. Facebook interaction, while high, is not as popular as a variety of regional blogging platforms.

Overall Twitter use is declining, perhaps in favor of the myriad of blogging platforms. Just 12K active Twitter users were identified in the month of June 2012 (down from the 34K measured between January and March 2011). This is equivalent to a 0.2% penetration rate. During March 2012, over 1.3M tweets were posted.

YouTube is a popular social media outlet among Iranians, who use the site to post videos on politics, entertainment and daily life. According to Alexa.com's statistics, YouTube ranks 34th among websites and 10th among social media sites accessed by Iranians, as of 1 August 2012. Iran's 24-hour English language Press TV has a YouTube channel with 21,363 subscribers and 20.7 million video views as of 1 August 2012 (http://www.youtube.com/user/PressTVGlobalNews).

No recent data on Flickr.com was identified. It has been blocked in the past, particularly around highly political times such as elections.

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6.8 Iraq

This section was originally written in October 2012 and portions were updated in February 2013.

6.8.1 General Information

Iraq does not have an official national Internet filtering policy, nor is there evidence that the state Internet service provider (ISP) practices filtering. However, the government has declared plans to block "immoral" Web content, monitor Internet activities, and regulate Internet cafés. Current security conditions prevent many Iraqis from accessing the Internet.

Internet usage has steadily increased, but factors such as poor infrastructure have made the penetration rate in Iraq the lowest in the region, with only 5.6% of the population accessing the internet in 2010. The goal is to increase this to 30% within three years by increasing the number of "fibre to the home" connections and wireless LTE technology.

The Open Net Initiative, an online marketing watchdog, reports that 80 per cent of Iraq's estimated 27 million people own a cell phone and more than 12 million are frequent Internet users. Roughly 60% of the population is under the age of 35. The country has three private telephony operators with approximately 23 million subscribers – representing a penetration rate of more than 75%.

Due to the number of Kurdish language sites identified in the Alexa.com Top 100 sites list, additional Google searches were launched to identify Kurdish social networking sites (Note: Google Translate cannot process Kurdish language sites). The *Alliance for Kurdish Rights* has developed a number of Youtube videos and comics to disseminate their message across Twitter and Facebook in addition to the group's website.

6.8.2 Country Specific Sites

6.8.2.1 Tagged.com

http://www.tagged.com

Tagged is the social network for meeting new people. While other offerings focus almost exclusively on existing relationships, Tagged has established the category of social discovery. Tagged is the largest social discovery network in the world with over 330 million members (combined with wholly owned hi5) in 220 countries. Tagged enables anyone to meet and socialize through advanced browsing and matching features, shared interests and more. Founded in 2004, Tagged is based in San Francisco.

6.8.2.2 Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.8.2.3   4shared.com

http://www.4shared.com

Am international file sharing site which facilitates uploading music, videos, documents and more. Basic access provides 15 GB free web space. Access to more space requires a paid membership.

6.8.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is between 2.4-2.7 million, ranking the country 54th in the world. In addition, the number of Facebook users has grown over 688K in the last six months alone.
- 7.33% of the Egyptian populace, and 166.85% of online users have a Facebook account
- Facebook use by gender: Male, 74%; Female, 26%
- Facebook age composition: The largest age group is currently 18-24 with a total of 1.14 million users, followed by those ages 25-34.
- Language interface preferred: **Arabic, 53.09%;** English, 41.75%; French, 0.57%

Use of the micro-blogging site, Twitter, gained momentum during the Arab Spring. Between January and March 2011, the 21,625 active Iraqi Twitter users wrote over 342K tweets. One year later, in March 2012, Iraqis wrote over 992K tweets, making it the 15th most active Twitter country in the Arab Region.

No information was obtained on Linkedin or Youtube use. However, both appear in the Alexa.com Top 100 sites.

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6.9 Israel

This section was originally written in October 2012 and portions were updated in February 2013.

6.9.1   General Information

Some 7.7 million people live in Israel today. Jews make up 76.2% of the population. Of the non-Jewish population, about 80% are Muslims, 10% are Christian, and about 10% are Druze. Israel is the world's only Jewish-majority state, and is the only country in the world to have revived an unspoken language. Israel has two official languages, Hebrew and Arabic. Hebrew is the primary language of the state and is spoken by the majority of the population; Arabic is spoken by the Arab minority.

Israel has the highest percentage in the world for home computers per capita. A quarter million new Internet users joined Israel's online community in 2010, according to the TIM survey for December 2010. The survey found that 82.5% of Jewish households have Internet access.

During October 2011, Israelis spent, on average, 11.1 hours using social networks. That's more than double the global average of 5.7 hours, and some way ahead of major markets like the UK (7 hours) and US (6.9 hours). Many Israelis have begun to see blogging as a means of telling the world "their side of the story", in the continuing Israeli-Palestinian conflict. **J-**blogosphere is the name that some members of the Jewish blogging community use to refer to themselves. Blogs with a Jewish focus are called J-blogs. A blog is generally accepted as a "J-blog", or part of the "J-blogosphere", if the blogger is Jewish and discusses Jewish political, religious, or personal themes. Mainly due to the Israeli-Palestinian conflict, J-blogging has become increasingly popular in Israel, and JBlog Central, The Jewish and Israeli Blog Network reports over 800 such blogs.

Twoozer.com is a microblog focused on Jewish People and Israel. The microblogging site modeled after Twitter, was launched by Shlomo Wollins, a 49-year-old internet entrepreneur. It is unknown how many Israelis are using the service. It currently has no ranking profile in Alexa.com for the country of Israel.

Of particular note are several Russian sites which appear in the Top 100 Sites list. These include vk.com, Yandex.ru (search engine) and Odnoklassniki.ru.
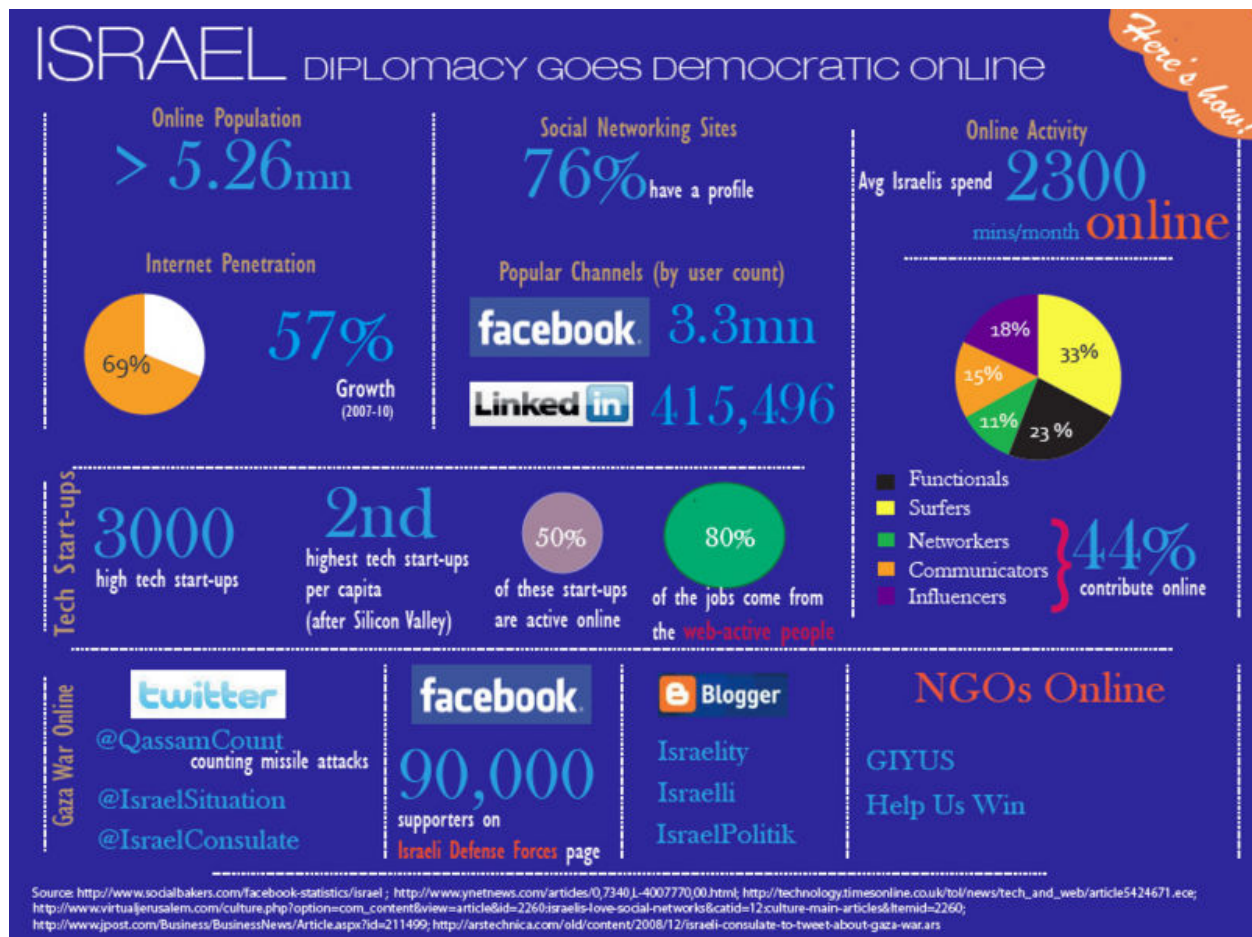
Figure 23. Social media and Politics in Israel (Singapore Management University, 2011).

6.9.2   Country Specific Sites

6.9.2.1   Tapuz.co.il

http://www.tapuz.co.il

Forum site which includes variety of interactive components including blogging, communities, forums and personals.

6.9.2.2   Vimeo.com

http://www.vimeo.com

U.S.-based video-sharing website on which users can upload, share and view videos founded in 2004. As of December 2011, Vimeo had over 65M unique vistoris per month and over 8M registered users. 15% of traffic comes from mobile devices.

6.9.2.3   Fxp.co.il

FXP is a community based site with over 500K registered users, 600 active forums.

6.9.2.4   Tapuz.co.il

http://www.tapuz.co.il

(Hebrew: תפוז, lit. "Orange fruit") or Tapuz Anashim (Hebrew: תפוז אנשים, lit. "Orange - People"), is an Israeli Web portal, especially known for its Internet forums, and other web medias such as BlogTV and more.

6.9.2.5   Vkontakte.ru (vk.com)

http://www.vk.com

VK (Originally VKontakte, Russian: ВКонтакте) is a Russian social network service popular in Russia, Ukraine, Kazakhstan, Moldova and Belarus. VK offers a striking similarity in design and functionality to Facebook, and as such has been described as a 'Facebook clone'. As of March 2012, VK has 118.8 million accounts but has acknowledged that it has a major spam problem, and no longer advertises user numbers on its homepage.

6.9.2.6   Odnoklassniki.ru

http://www.odnoklassniki.ru

Odnoklassniki (Одноклассники in Russian, meaning Classmates) is a social network service popular in Russia and other former Soviet Republics. It was created by Albert Popkov on March 4, 2006.The website currently claims that it has more than 45 million registered users and 10 million daily unique visitors. The site is particularly popular among users in Kyrgyzstan and Armenia.

6.9.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Only five percent of Israeli users use Twitter, while Facebook has a penetration rate of 91 percent. Twitter in Israel is not very popular relative to other countries around the world, but is slowly picking up pace. Twitter in Israel is much smaller than Facebook but this is likely to change.

Portions Updated (Feb. 2013): The number of Facebook users is over 3.7 million, ranking the country 45th in the world. In addition, the number of Facebook users has grown over 45K in the last six months alone.
- 50.85% of the Israeli populace, and 75.01% of online users have a Facebook account.
- Facebook use by gender: Male, 53%; Female, 47%.
- Facebook age composition: largest age group is currently 18-24 with 1.04 Million, followed by those in the age 25-34.

The average number of active Israeli Twitter users in June 2012 was just over 54K. Israel has a Twitter user penetration rate of 0.70%. In addition, during March 2012, 2.573M tweets came from Israel.

Israel has 415,496 members on LinkedIn, according to data tabulated till February 2011. 66% of Israeli LinkedIn members are male while only 34% are women. Of the members, 16% were in managerial positions, 13% owned a business, 6% were Chief Executive Officers, 5% were Vice Presidents, 5% were Directors, and 54% were individual contributors. The distribution of ages ranged from 18 to 55+. Almost half of these members were between the ages of 25 and 35. Only 3% of the registered members were from the media industry with the biggest proportion (38%) belonging to the High Tech industry.

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6.10 Jordan

This section was originally written in October 2012 and portions were updated in February 2013.

6.10.1 General Information

Mobile internet technologies have been widely available since 2009. At that time, broadband penetration was at 15% and mobile penetration at 95%. Internet penetration is currently at 26% (2011). With a population of 6.5M, one reports notes that "In Jordan, people don't interact, they are in small groups and they don't open up easily," which may impact social media use.

Blogs in Jordan, which initially contributed to residents' discovery of the internet as a free source of information, seem to have lost some of their influence. They blossomed at the end of 2005, when bloggers successfully and professionally covered the terrorist attacks on three hotels in Amman. These outlets were quick to respond to the events comprehensively, offering photography and video that traditional media did not provide. Although Jordan's blogosphere flourished for a time after the attacks, it remained marginalized. Popular blogs generally tackle human rights, corruption issues, and political developments. Blogs that emphasize the need for free expression include the Black Iris of Jordan (http://www.black-iris.com), What's Up in Jordan? (http://ajloun.blogspot.com), 360east (http://www.360east.com), and 7iber (http://www.7iber.com). Osama Romoh's blog (http://osamaa.com) was named best weblog by Deutsche Welle users in June 2010.

A lot of work in this area is geared to youth in Jordan. This is a group which has gone largely underserved by the traditional print and broadcast media. Today about 10 social websites target the youth audience, including websites that feature animation and comedy.

Community centers and internet cafes often lack the bandwidth to replay video content (on Youtube and like tools). 3G and 4G technologies are also noted as too expensive for the younger Jordanian population. In addition, cybercafes, where users might otherwise write with more anonymity, have been bombarded with a series of restrictive regulations and instructions over the past decade. Beginning in the summer of 2010, operators have been obliged to install security cameras to monitor customers, who in turn must supply personal identification information before they use the internet. Cafe owners are required to retain the browsing history of users.

Jordanian officials have engaged in using social media tools, primarily Twitter and Facebook, though posts waned during the Arab Spring.

6.10.2 Country Specific Sites

6.10.2.1 Jeeran

http://www.jeeran.com

Jeeran was launched in 2000 by two Jordanian entrepreneurs as a web hosting site similar to Yahoo!'s Geocities. In 2005, Jeeran launched an Arabic blogging platform and, by 2007, added a variety of social media tools, including video and photo sharing. Today, Jeeran is the largest site in the Arab world for user-generated content,

8 million unique visitors / month, 1.6 million registered users / month, 160,000 blogs. Jeeran has successfully adapted the social media concept to the Arab audience, providing a different offering from international sites. Originally funded by venture capitalists, Jeeran is one of many online companies that have emerged in Jordan over the past few years and has helped fuel a technology focused talent base in the country.

6.10.2.2 Watwet

http://www.watwet.com

Micro-blogging site which has recently integrated its service with Twitter so messages can appear on both sites. More than 25,000 followers.

6.10.2.3 Aramram.com

http://www.aramram.com

Aramram.com is one of those sites, established by a small group of young Jordanian media entrepreneurs with help from the U.S. Agency for International Development (USAID). The website produces original youth-oriented video and written content built around themes such as the environment, Jordan's ethnic minority communities, encouraging civic responsibility, music, dance, and the views of a progressive professor at the University of Jordan who offers religious perspectives of everyday events.

6.10.2.4 7iber.com

http://www.7iber.com

7iber (sometimes also known as Hiber) is an organization based in Jordan that uses social media to educate and inform youth about environmental, political and social justice issues. It focuses on local citizen journalism. The organization was founded by Naseem Tarawnah, Mariam Abu Adas and Shaden Abdul-Rahman in October 2009. In 2010, 7iberINC trained more than 300 people about social media and advocacy. 7iber projects include live-blogging and #hashtag debates on Twitter.

6.10.2.5 Ammannet.net

http://www.ammannet.net

In the fall of 2000, using the opportunities that the internet provided, award winning Arab journalist Daoud Kuttab launched the Arab world's first internet radio. AmmanNet (the Voice of the Community) as its sub heading stated has in reality become the voice of the community. It began broadcasting terrestrially on 92.4 FM in the Amman metropolitan area in the summer of 2005. According to the license, the content included general programming excluding politics and news. But in September of the same year, it became the first independent radio station to broadcast news. The website hosts blogs and posts information to their sister sites on Twitter, Youtube and Facebook.

6.10.3 Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

By June 2012, Jordan, along with Lebanon, Kuwait and the UAE, was designated a *high penetration* country indicating persistent growth and pervasive use of Facebook within daily society.

Portions Updated (Feb. 2013): The number of Facebook users is currently over 2.6 million, ranking the country 57th in the world.

- 41.41% of the Jordanian populace, and 112.85% of online users have a Facebook account
- Facebook use by gender: Male, 58%; Female, 42%
- Facebook age composition: largest age group 18-24 with 1.08 M users followed by users ages 25-24.
- Language interface preferred: 44.32%, Arabic; **54.77%, English**; 0.20%, French

The average number of active Jordanian Twitter users between January and March 2011 was slightly under 56,000. During this time period, Jordanians wrote 639,000 tweets. Jordan has a Twitter penetration rate of 0.85%, placing it in the *developing users* list.

The country of Jordan has 184,796 members on LinkedIn, according to data tabulated till June 2012. 70% of these are male while only 30% are women. The distribution of ages ranged from 18 to 55+. 74% of these members were between the ages of 18 and 34.

Jordanian use of YouTube in 2011 (versus 2010): uploads increased 140%, views increased 240%.

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6.11 Kuwait

This section was originally written in October 2012 and portions were updated in February 2013.

6.11.1   General Information

In April of 2012, it was reported that Kuwait plans to pass laws to regulate the use of social networking sites such as Twitter. This announcement could be the cause of a huge decline in the number of Facebook sites (down 174K in the past six months). Until now, the Internet in Kuwait has been relatively open compared to other countries in the Gulf region. The OpenNet Initiative describes the Kuwaiti media as "the most outspoken in the Arab world," though they go on to point out that journalists are expected to exercise self-censorship when covering matters related to the Emir and the royal family.

Most recent reports indicate Kuwait has 1.1 million internet users (June 2010). In the 3rd Annual Arab Youth survey, Kuwaiti youth indicated that when online, 69% participate in social networking sites, 18% read blogs and 12% post to blogs.
- 67% of Kuwait respondents spend three hours or more online every day for social activities
- 61% access political news online
- 47% access lifestyle/leisure news online
- 45% access business news online
- 36% connect with friends via email
- 36% use the Internet to seek employment
- 31% connect with friends through social networking sites
- Watching video clips and listening to music are also popular daily online activities.

The **least** popular daily online activities, in terms of the percentage of Kuwait survey, are downloading podcasts (47%); playing online games (40%); uploading video clips to video sharing websites (37%); uploading photos to a photo sharing website (32%).

As recent as August, 2011, Kuwaiti citizens were jailed for posting content to Twitter critical of ruling families in neighboring Bahrain and Saudi Arabia, for reciting poetry on YouTube critical of the Kuwaiti Amir, as well as for vocalizing human rights concerns.

A 2009 report by the Berkman Center for Internet & Society at Harvard University found the following:
- **Kuwaiti bloggers who write in English** are more likely to be anonymous, male, and 77% are in the 25-35 year old age range. They discuss international news and policy, economic issues, ethnic minority issues, family life, single life, and women's issues more often than Kuwaiti Arabic bloggers. This group is also more likely to be supportive of Western culture and values and more inclined to write about technology, human rights, poetry, literature, and art than Arabic speaking Kuwaitis. Kuwaiti English bloggers are also much more likely to be critical of terrorism, less likely to support Palestine, less likely to express support for domestic political leaders, and more likely to criticize foreign political leaders than their Arabic counterparts.
- **Kuwaiti bloggers who write in Arabic and prefer Arabic language resources** are more likely to use their given name when posting, are younger and have more females than the Kuwaiti English blogger group. Kuwaiti Arabic bloggers are far more likely to discuss domestic news and Islam (including the Qur'an, theology, history, and Sunni thought and practice) than Kuwaiti English bloggers. They are more likely to discuss political names and terms. And, among specific political topics, this group is more likely to support domestic political leaders, more likely to be critical of Israel, and more likely to support

Palestine than the Kuwaiti English sub-cluster. This group also talks more about pop culture topics (movies, TV, and music) than their English counterparts.

6.11.2   Country Specific Sites

6.11.2.1   Fatakat.com

http://www.fatakat.com

Women's forum and blog site.

6.11.2.2   Q8ping.com

http://www.q8ping.com

Photo and video sharing site.

6.11.2.3   Q80s.com

http://www.q80s.com

The first Kuwaiti social networking site for professionals focused on microblogging and instant messaging. The site also has a mobile version.

6.11.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is at over 823K, ranking the country 89th in the world. The number of Facebook users <u>grew</u> by more than 51K in the last six months.
- 29.52% of the populace and 74.86% of the online population in Kuwait have Facebook accounts.
- Facebook use by gender: Male, 66%; Female 34%.
- Facebook age composition: The largest age group is currently 25 - 34 with total of 377K users, followed by the users in the age of 35-44.
- Facebook language interface preferred by Kuwaitis: Arabic, 27.81%; **English, 69.72%;** French, 0.92%

Use of the micro-blogging site, Twitter, gained momentum during the Arab Spring. Between January and March 2011, Kuwaitis wrote over 3.69 million Tweets - more than any other country in the Middle East. The average number of active Kuwait Twitter users in June 2012 was over 370K, up from 113K a year prior. Kuwait is considered a *high penetration country* with a Twitter user penetration rate of 12.83% and is among the "Top 5" countries in the Arab Region. In fact, 88% of all tweets from the Arab region during March 2012 were generated in Kuwait, Saudi Arabia, Egypt, the UAE and Bahrain. In addition, during March 2012, 58.9 M tweets came from Kuwait. 34% of all tweets from the Arab region were from Kuwait.

Kuwait has over 176K users on LinkedIn.com which is a penetration rate of 6.1%. Of these, 79% are male users and 24% are female.

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6.12 Lebanon

This section was originally written in October 2012 and portions were updated in February 2013.

6.12.1   General Information

With a population of approximately 4 million, 34% are under the age of 15 and 51% are under the age of 30. The country's population is highly literate (exceeds 90%). As of 2009, the broadband penetration rate is at 19% with a mobile penetration rate at 61%.

The average Lebanese spends 2.5 hours per day online. The majority of users prefer to browse websites in English (82%, as compared to 56% preferring Arabic). 77% of the population use social networking sites in some capacity. Of these, Facebook tops the list with an overwhelming majority preferring the English language version. Most Lebanese people have parents, children, spouses, and friends living abroad. In a survey of youth media habits, J. Melki found that most participants used online social networking primarily for fun, to connect with family, and to connect with existing friends.

The most common online activities are as following:
- General information, 41%
- Chatting, 26%
- Social networking, 17%
- Email, 4%
- Uploading photos, etc, 1%

Top social networking sites from the Arab Media Outlook, 2009-2013 include:
- Facebook (English), 82%
- Facebook (Arabic), 29%
- Hi5, 5%
- Twitter (Arabic), 2%
- Twitter (English), 2%
- Arab Friendz, 2%
- MySpace, 2%

While blogging platforms are extremely popular in Lebanon these bloggers, like many around the world, tend to express opinions or promote a given cause. Most of the campaigns in the blogosphere, and the writings about them, relate to activism and political or social mobilization.

6.12.2   Country Specific Sites

6.12.2.1   ArabFriendz.com

http://www.arabfriendz.com

Site was in offline mode (moving to larger server) when this section was written (2012). The site is an international Arabic Social networking tool. Users can develop a personal profile with features such as uploading

pics, send and recieve emails, play games and more. In addition, the site offers a collection Arabic music and Videoclips for Arabic/international Singers.

6.12.2.2   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.12.2.3   Hi5.com

http://www.hi5.com

Hi5 is an international Facebook-like social networking tool which allows users to login with Facebook credentials. The site boasts over 46 million users. Site includes many features including photo sharing, games, status updates, friend networks and more. In 2010 the site opened up to gaming developers as a "social gaming site."

6.12.2.4   Katagogi.com

http://www.katagogi.com

Katagogi is a social networking site which has a family tree/geneaology slant. Users can share photo albums, make events, develop a blog and more. According to Alexa.com, the site is most popular in Lebanon (ranked at 71) and second most popular in Vietnam (site ranked above 28,000).

6.12.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): Lebanon has an estimated 1.5-1.6 million Facebook users. This number has grown by more than 29K in the past six months, ranking the country 71st in the world.

- 37.62% of the Lebanese populace, and 118.43% of online users have a Facebook account.
- Facebook use by gender: Male, 55%; Female, 45%.
- Facebook age composition: The largest age group is currently 18 - 24 with total of 512K users, followed by the users in the age of 25 – 34.
- Language interface preferred: 5.11%, Arabic; **90.63%, English**; 2.85%, French

During June 2012, there were 77,722 active Twitter accounts in Lebanon – making it one of the top five countries in the Arab Region in terms of active Twitter users. During March 2012, Lebanese Twitter users wrote 2.759 million tweets. Lebanon has a Twitter penetration rate of 1.81%, placing it in the *emerging countries* list (medium penetration).

The country of Lebanon has 182,857 members on LinkedIn, according to data tabulated through June 2012. 57% of these are male while 43% are women. The distribution of ages ranged from 18 to 55+. 72% of these members were between the ages of 18 and 34.

YouTube is at a disadvantage in Lebanon because of the country's slow internet connection. Links to YouTube are nonetheless heavily shared on Facebook. Political parties and their electorates often use this social networking site to promote their views or denounce their opponents. Lebanese people living abroad also share personal videos with families and friends.

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6.13 Morocco

This section was originally written in October 2012 and portions were updated in February 2013.

6.13.1   General Information

In Morocco, face-to-face interaction remains key to effective communication, and online socializing is less compatible with their traditional way of life. Morocco has the third largest Facebook community in the Arab world after Egypt and Saudi Arabia. Social media is increasingly used for political activism. However, their overall impact is also insignificant because of low internet penetration, and also the low level of political engagement – the latter has undoubtedly increased of late, in part due to the Arab Spring.

Internet access and use are currently limited to urban areas and to educated urban segments of Morocco's population. Rural areas constitute 37.1% of the total and many rural dwellers have access to electricity and can therefore access television and radio, but most do not have access to landline phones and the internet. The use of digital media requires digital media literacy, which most Moroccans do not have.

The number of internet subscribers has grown 60% from 2005 to 2010. High-speed internet access became available in 2004 and in 2009; internet subscribers reached 1.2 million – still only a fraction of the population. Of these users, 54% use 3G. By early 2010, mobile phone subscribers reached 27 million.

6.13.2   Country Specific Sites

6.13.2.1   Almajadid.com

http://www.almajadid.com

Launched in April 2009, dedicated specifically to the needs of Moroccans. Developed by Mohamed El Yacoubi, a UK based management student. The Arabic offers forums, a blogging platform, a games section, as well as spaces dedicated to music, movies, advertisements and dating.

6.13.2.2   Skyrock.com

http://www.skyrock.com

Social networking site launched in December 2002. The site offers free space to create blogs, add profiles and exchange messages with other registered users. The site has a high penetration rate in French speaking countries including Mali, Algeria, Democratic Republic of Congo, Cameroon, Senegal, Morocco, France and Tunisia.

6.13.2.3   Viadeo.com

http://www.Viadeo.com

A social network for professionals founded in 2004 by Frenchman Dan Serfaty. Viadeo lets members maintain a list of business partners, allowing them to stay in touch, use or help each other to find a job, or create business opportunities. After years of accumulating country-specific professional networking sites (including Tianji from

China, ICTnet from Spain, unyk from Canada, and ApnaCircle from India), Viadeo is now second only to LinkedIn in terms of membership.

6.13.2.4   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.13.2.5   Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.13.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Based on a 2009 study, Moroccan users login into their Facebook accounts 5 days a week on average and spend 10 to 30 minutes interacting with the site per session.

Portions Updated (Feb. 2013): Morocco has an estimated 5.25 million Facebook users. This number has grown by more than 503K in the past six months, ranking the country 36th in the world.
- 16.6% of the populace, and 33.54% of online users have a Facebook account
- Facebook use by gender: Male, 62%; Female, 38%
- Facebook age composition: The largest age group is currently 18 - 24 with total of 2.2M users, followed by the users in the age of 25 - 34.
- Language interface preferred: 16.65%, Arabic; 4.19%, English; **76.55%, French**

In the first quarter of 2011, there were 17,384 active Twitter users in Morocco. During the same time period, 252,000 tweets were issued. By June 2012, Morocco had 38,018 Twitter users, ranking it 11th in the Arab Region. Morocco has a Twitter penetration of 0.12%

The country of Morocco has 410,750 members on LinkedIn, according to data tabulated through June 2012. 61% of these are male while 39% are women. The distribution of ages ranged from 18 to 55+. 83% of these members were between the ages of 18 and 34.

Morocco has the third largest number of YouTube video playbacks in the Arab Region, surpassed by Saudi Arabia and Egypt. The country has rarely if ever blocked access to YouTube.

6.13.4 Sources

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6.14 Oman

This section was originally written in October 2012 and portions were updated in February 2013.

6.14.1   General Information

In a country of 3.1 million, broadband penetration is low compared to Gulf peers at 9.7% and is expected to surpass 30% by 2013. . However, mobile penetration surpasses 130%. Over 40% of the population is below the age of 15. The country has a relatively high literacy rate of 80%. Not a lot has been written specifically about Omani social networking sites.

6.14.2   Country Specific Sites

6.14.2.1   Salamworld.com

http://www.salamworld.com

A global social network based on the Islamic idea of "collaboration" and it hopes to make it easier to connect Muslims around the world.

6.14.2.2   Tagged.com

http://www.tagged.com

Tagged is a social discovery website launched in October 2004 and based in San Francisco, CA. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame.

6.14.2.3   Omanwall.com

http://www.omanwall.com

Social networking site aimed specifically at Omani to create, publish, exchange pictures, videos, music, and also play games with other registered members online. Omanwall is a local version of Facebook. Founded by Tariq Hilal al Barwani.

6.14.2.4   Linkoman.com

http://www.linkoman.com

Local social networking site. Games, mail, chat rooms, and more.

6.14.2.5   Omanlog.com

Social networking site founded by Thomas Maarseveen and Ceren Koca.

6.14.2.6   Oneoman.com

http://www.oneoman.com

A self-described cross between AOL and Facebook. The portal site offers games, chat, videos, music and a social networking component.

6.14.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): Oman has an estimated 0.5-0.6M Facebook users. This number has grown by more than 49K in the past six months, ranking the country 104th in the world.
- 18.02% of the populace, and 31% of online users have a Facebook account
- Facebook use by gender: Male, 72%; Female, 28%
- Facebook age composition: The largest age group is currently 25 - 34 with total of 204,540 users, followed by the users in the age of 18 – 24
- Language interface preferred: 36.38%, Arabic; **62.00%, English**; 0.39%, French

In the first quarter of 2011, there were 6679 active Twitter users in Oman. During the same time period, 81,900 tweets were issued. By June 2012, Oman had 9832 Twitter users, posting 527,000 tweets, ranking it 17th in the Arab Region. Oman has a Twitter penetration of 0.34%.

The country of Oman has 115,761 members on LinkedIn, according to data tabulated through June 2012. 82% of these are male while 18% are women. The distribution of ages ranged from 18 to 55+. 89% of these members were between the ages of 18 and 34.

6.14.4   Sources

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6.15 Palestine

This section was originally written in October 2012 and portions were updated in February 2013.

6.15.1   General Information

The Palestinian Territory has approximately 4 million people (2009). Palestine has a high proportion of young people, with 40% of the population under age 15 and around 70% under age 30. The literacy rate is the highest in the Arab Region at 92%.

Internet service was launched in Palestin in 1994. Today more than 45 ISPs operate in the country.
In a household survey conducted by the Palestinian Central Bureau of Statistics in the summer of 2011, the following metrics showed positive growth over 2009 data:
- 50.9% of households have a computer compared to 49.2% in 2009
- 30.4% of households in the
  Palestinian Territory have an Internet connection compared to 28.5% in 2009
- 93.9% of households have a satellite dish
- 95% have a mobile phone
- 53.7% of those over age 10 use a computer
- 39.6% over age 10 use the Internet; 72.7% are male, 66.2% are female. Of those, 85.7% use the internet for general information; 49.3% for studying; 69.1% for communication; 79.3% for entertainment; 18.2% for work.
- 27.5% of those over age 10 have an email account

There is not a lot of information available about localized social media/social networking platforms. Most traffic appears to be on Twitter, Facebook and major blogging platforms.

Palestine has an above-average Facebook penetration rate when compared to other Arab countries. In addition, usage tends to rise in times of conflict and unrest, as it can provide an outlet for discussion, communication and protest, especially among youth.

A list of Palestinians on Twitter can be found here:
http://beyondcompromisedotcom.files.wordpress.com/2012/09/palestinelist.pdf.

6.15.2   Country Specific Sites

6.15.2.1   4shared.com

http://www.4shared.com

Am international file sharing site which facilitates uploading music, videos, documents and more. Basic access provides 15 GB free web space. Access to more space requires a paid membership.

6.15.2.2   Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.15.2.3   iMesh.com

http://www.imesh.com

A P2P sharing site launched in beta in 1999. Users can download music and video files. In 2006, with version 6.5, the site added social networking features and instant messaging.

6.15.2.4   Twoo.com

http://www.twoo.com

Dating site launched in May 2011. Twoo.com has grown by word of mouth since it started and had more than 2.88M monthly active users in December worldwide including in Brazil, the US and the UK, with around 50,000-60,000 in the UK alone. Active in over 35 countries, Twoo is available in 20 different languages helping to match more than 250,000 people on a daily basis. Twoo has around 800K unique daily users. The average gender split is around 60% males and 40% females, with around 40,000 new registrations worldwide daily.

6.15.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): Palestine has an estimated 1.039 million Facebook users. This number has grown by more than 30K in the past six months, ranking the country 81st in the world.
- 27.36% of the populace, and 68.75% of online users have a Facebook account
- Facebook use by gender: Male, 60%; Female, 40%
- Facebook age composition: The largest age group is currently 18 - 24 with total of 465,900 users, followed by the users in the age of 25 - 34.
- Language interface preferred**: 66.90%, Arabic**; 31.97**%**, English; 0.45%, French

In the first quarter of 2011, there were 11,369 active Twitter users in Palestine. During the same time period, 639,000 tweets were issued. By June 2012, Palestine had 33,750 Twitter users, posting 1.364 million tweets, ranking it 13th in the Arab Region. The country has a Twitter penetration of 0.79%.

6.15.4   Sources

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6.16 Qatar

This section was originally written in October 2012 and portions were updated in February 2013.

6.16.1 General Information

This small Gulf country has approximately 1.2 million people. Broadband penetration is at 84% while mobile penetration is at 169%. Qatar has one of the highest GDP per capita in the world, primarily due to its large oil reserves. The country boasts a young population with 50% under the age of 30 and a high literacy rate of 89%. In 2011 Qatar had the second largest Twitter user population in the region (behind the UAE), and generated the second largest number of tweets in the region (behind Kuwait), with the majority of these tweets coming from Doha. By June 2012, the country had fallen to the 8th position with Turkey sliding into first place.

6.16.2 Country Specific Sites

6.16.2.1 4shared.com

http://www.4shared.com

An international file sharing site which facilitates uploading music, videos, documents and more. Basic access provides 15 GB free web space. Access to more space requires a paid membership.

6.16.3 Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.16.3.1 Qatarliving.com

http://www.qatarliving.com

Founded in 2005, Qatar Living is the first social network in the country. The community purportedly caters to professionals (engineers, teachers, IT, finance) who are considering relocating to Qatar as well as current residents.

6.16.3.2 Tagged.com

http://www.tagged.com

Tagged is a social discovery website launched in October 2004 and based in San Francisco, CA. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million

U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame.

6.16.4   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): Qatar has an estimated 0.6-0.7 M Facebook users. This number has grown by more than 245K in the past six months, and 165% since 2011, ranking the country 97th in the world.

- 78.66% of the populace, and 46.09% of online users have a Facebook account
- Facebook use by gender: Male, 71%; Female, 29%
- Facebook age composition: The largest age group is currently 25 - 34 with total of 316,000 users, followed by the users in the age of 18 - 24.
- Language interface preferred: 16.07%, Arabic; **79.42%, English**; 1.09%, French

In the first quarter of 2011, there were 133,209 active Twitter users in Qatar. During the same time period, 3.06 million tweets were issued. By June 2012, Qatar had 59,835 Twitter users, posting 5.58 million tweets, ranking it 7th in the Arab Region. Qatar has a Twitter penetration of 3.09%.

The country of Qatar has 189,076 members on LinkedIn, according to data tabulated through June 2012. 78% of these are male while 22% are women. The distribution of ages ranged from 18 to 55+. 54% of these members were between the ages of 18 and 34.

6.16.5   Sources

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6.17 Saudi Arabia

This section was originally written in October 2012 and portions were updated in February 2013.

6.17.1   General Information

At 25.5 million inhabitants, Saudi Arabia has the largest in the Gulf Region. In addition, there are a high proportion of young people, 37% under the age of 15 and 67% under the age of 30. The country's literacy rate is approximately 80%.

The internet became available in 1998. Broadband penetration is 37% whereas mobile penetration is at 130% (2009 data). WiMax mobile internet technology has been available in the country since 2009. Saudis spend nearly 2.7 hours online per day. Saudis prefer to browse in Arabic. Their most common activities on the internet are:

- Getting information, 52%
- Email, 12%
- Online games, 8%
- Watching videos, 7%
- Social networking, 7%
- Chatting, 7%
- VOIP calls, 3%
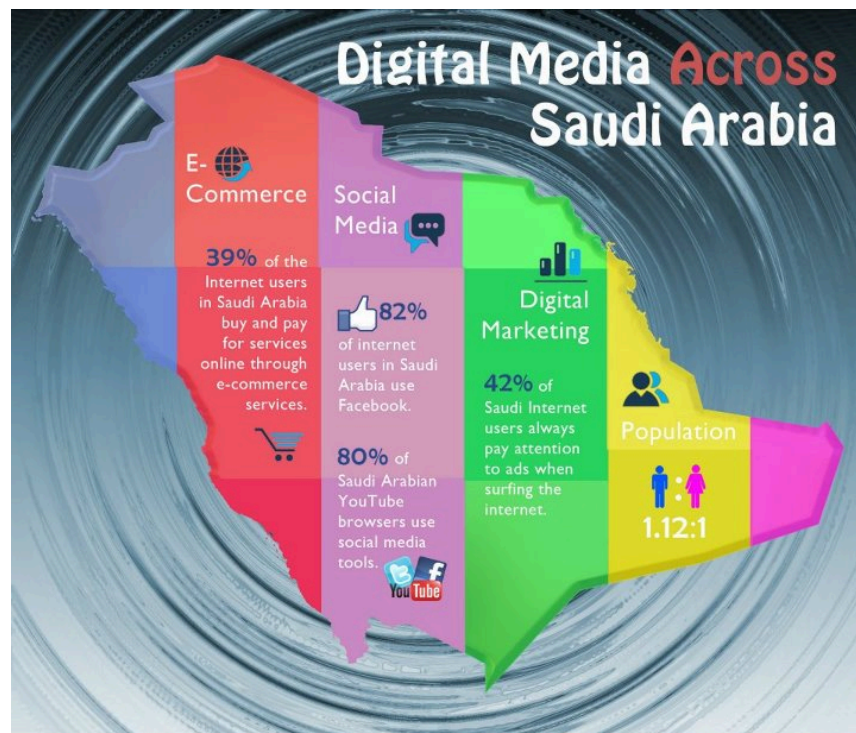
Figure 24. Digital Media Across Saudi Arabia (Singapore Management University, 2012).

Almost 65% of Saudis use social networking sites on average 5.4 times per week. One in every 5 people under the age of 30 visited social networking sites once per day. Although Facebook was banned temporarily in November 2010 for moral reasons, Saudi elite and international business people are able to access the internet unencumbered through virtual private networks. In 2009, The Committee to Protect Journalists called Saudi Arabia one of the "10 Worst Countries to be a Blogger." The blogosphere is an alternative source of news and opinions for the country. However, since Jan 1, 2011, the Saudi government has implemented guidelines for electronic media, including bloggers which prohibits criticism of Islam or anything that compromises public order.

88% of tweets in March 2012 were generated by Kuwait, Saudi Arabia, Egypt, the UAE and Bahrain. Saudi Arabia contributed 29% of this activity. On 19th December 2011, the Saudi Prince Alwaleed bin Talal purchased a $300 million stake in Twitter, representing a 3% stake in the company (valued at $8 billion in the summer of 2011).

Saudi Arabia has the most male dominated LinkedIn.com user base in the Arab Region, reflecting the realities of job market in the kingdom.

6.17.2   Country Specific Sites

6.17.2.1   4shared.com

http://www.4shared.com

An international file sharing site which facilitates uploading music, videos, documents and more. Basic access provides 15 GB free web space. Access to more space requires a paid membership.

6.17.2.2   ArabFriendz.com

http://www.arabfriendz.com

Site was in offline mode (moving to larger server) when this section was written (2012). The site is an international Arabic Social networking tool. Users can develop a personal profile with features such as uploading pics, send and recieve emails, play games and more. In addition, the site offers a collection Arabic music and Videoclips for Arabic/international Singers.

6.17.2.3   Jeeran.com

http://www.jeeran.com

Jeeran was launched in 2000 by two Jordanian entrepreneurs as a web hosting site similar to Yahoo!'s Geocities. In 2005, Jeeran launched an Arabic blogging platform and, by 2007, added a variety of social media tools, including video and photo sharing. Today, Jeeran is the largest site in the Arab world for user-generated content, 8 million unique visitors / month, 1.6 million registered users / month, 160,000 blogs. Jeeran has successfully adapted the social media concept to the Arab audience, providing a different offering from international sites. Originally funded by venture capitalists, Jeeran is one of many online companies that have emerged in Jordan over the past few years and has helped fuel a technology focused talent base in the country.

6.17.2.4   Netlog.com

Netlog is an online platform where users can keep in touch with and extend their social network. It is developed by Massive Media NV, based in Ghent, Belgium. Netlog is currently available in 40 languages and has more than 97 million members throughout Europe, and this number increases every day. Users can create their own web page with a blog, pictures, videos, events, playlists and much more to share with your friends. It is thus the ultimate tool to connect and communicate with your social network. Massive Media NV has developed a unique localization technology ensuring that all content is geotargeted and personalized to each member's profile.

6.17.2.5   Tamtem.com

Tamtem is a new Arabic service where people can use an anonymous name to post their everyday anecdotes. The site follows pretty much the same concept as FMyLife, and adopts a similar look. It allows people to post their little bits and pieces describing the personal situations and others read them, comment and vote on them, either showing their support and understanding or implying that the person deserved it. The service also enables users to start following one another to keep track of their different posts, or to send direct messages in private to each other, adding another social networking angle to it. The posts are organized under different categories and by country. The site was launched out of Jordan.

6.17.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): Saudi Arabia has an estimated 6 million Facebook users. This number has grown by more than 261K in the past six months, ranking the country 33rd in the world.
- 21-23% of the populace, and 48-52% of online users have a Facebook account.
- 2 million access Facebook via mobile devices.
- Facebook use by gender: Male, 70%; Female, 30%.
- Facebook age composition: The largest age group is currently 25 - 34 with total of 2.25M users, followed by the users aged 18-24.
- Language interface preferred: **90%, Arabic**; 8%, English; 1%, French; 1%, other/unidentified.
- Facebook.com is the third most visited site in the entire country.

Updated (Feb. 2013): Saudi Arabian use of Twitter grew more than 3000% between 2011 and 2012 and currently accounts for 50 million tweets per month. By the end of 2012, the total number of Twitter users in Saudi Arabia exceeded 3 million. Of these, 45% are female, 55% male. The largest age group using the site are between the ages 25-34 followed by those ages 18-24. Saudi Arabia has the largest number of Twitter users in the Middle East with a 300% year-on-year growth rate making it the world's fastest growing Twitter nation.

Updated (Feb. 2013): The number of LinkedIn members has climbed to 840K, representing 4% population penetration and 9% online penetration. The majority of usage comes from the 25-34 year old age bracket, followed by those 18-24. Of the total number of users, 34% are female, 66% male.

Saudi Arabia leads the region with the most YouTube playbacks. The country's YouTube uploads jumped 200%, and views increased 260% in 2011 versus 2010. In addition,

- 50% of Saudi Arabian YouTube users are women;
- The average user age is 33;
- 36% of YouTube users have a university degree;
- 65% of YouTube users access the internet via a smartphone.

Updated (Feb. 2013): Saudi Arabia accounts for more than 90 million daily YouTube views – making it the country with the highest viewership in the world.

6.17.4   Sources

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6.18 Syria

This section was originally written in October 2012 and portions were updated in February 2013.

6.18.1   General Information

For years Syrians were blocked from Facebook, YouTube and other social media. During the course of the Arab Spring, the sites were unblocked (after three years). News articles speculate that this was done to track activism among the citizenry. Baiazy (2011) reports that the Syrian government took a strategic approach to disrupt protests on social media, turning off electricity, internet and telephone service in neighborhoods with the most unrest and then turning them back on if the same neighborhoods stopped protesting against the regime for few days Little to no data is available on Syrians use of social media tools. As of December 2011, use of the iPhone was banned and the WhatsApp application was blocked for mobile chat. The report also indicates that there are at least seven groups on Facebook that provide web proxies to Syrians. OperaMini is also reported to be used on smartphones to circumvent internet site blocking.

In a country of 20.3 million, 16.4% have access to the internet which was introduced in the country in 2000. The broadband penetration rate is 0.5% and mobile penetration is 45%. Almost 50% of the population is under the age of 30. The country has a relatively high literacy rate of 80%.

The majority of data providing numbers of Syrians using social media are now three years old. According to a 2009 study of Arabic-language blogs by Harvard University's Berkman Center for Internet and Society, Syrian bloggers are located almost exclusively in Syria and write primarily about domestic issues, including politics. Main recurring themes in Syrian blogs are freedom of speech, corruption, and political reform. Syrians are among the least likely in the Arabic blogosphere to express support for domestic political leaders. The discussion of religion in Syrian blogs is dedicated predominately to personal religious thoughts and experiences, as well as religious poetry and Sunni Islam. The Syrian blogosphere has the second largest concentration of known male bloggers, at 87 percent, while only 13 percent are female. Half of Syrian bloggers are in the 25 to 35 age range, slightly older than other groupings in the Arabic blogosphere and the blogosphere on the whole.

6.18.2   Country Specific Sites

No information available. It can be assumed that some Syrians are using other social media tools widely available in the Middle East. [No information available from Alexa.com]

6.18.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

As seen in the Figure below, social media traffic in Syria increased significantly after the ban on social media was lifted.

Figure 1: Syria: Social Media Internet Traffic Before and After Lifting the Ban on Social Media (February 7, 2011) - YouTube as an example[8]
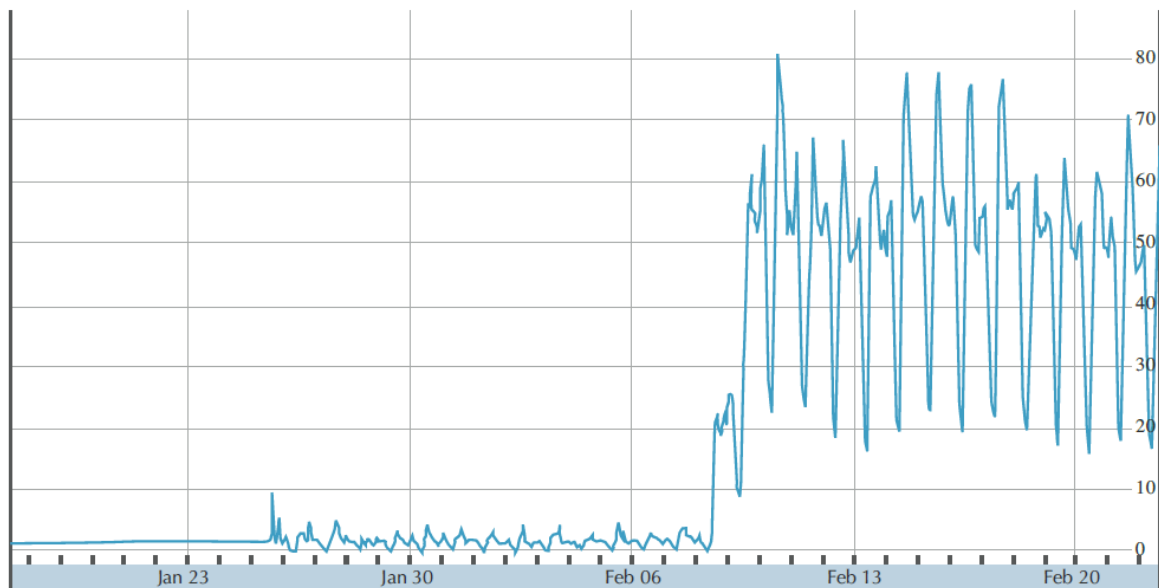
Figure 25. Syrian InternetTraffic January-February 2011 (Dubai School of Government, 2011).

Due to US technology sanctions, no data on demographic breakdown of Facebook or Twitter users is available. However, we do know that between January 5 and April 5, 2011, there were 192,732 new Syrian Facebook users registered, bringing the total to 356,247. And, between January 1 and March 30, 2011, there were approximately 40,020 active Syrian Twitter users. During this time period, they issued 783,000 tweets.

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6.19 Tunisia

This section was originally written in October 2012 and portions were updated in February 2013.

6.19.1 General Information

Tunisia has a population of 10.4 million. The majority of the population, 51%, is under 30 years old. The literacy rate is 74%. While Arabic is the official language, French is widely used. In 2009 there were approximately 3.9 million internet users. Broadband penetration is 24% and mobile penetration is 87%. Technology played a key role in the 2011 "Jasmine Revolution," tying together dispersed individuals and enabling them to express their frustrations as a powerful collective. During this uprising, Facebook served as a central hub for political dialog along with blogs and increased use of Twitter, discussion forums/bulletin boards and chat rooms. Information and communication technologies will continue to influence the new Tunisian society and economy.

One unique use of social media in Tunisia during the revolution was the dissemination of music via the Internet. Rap had previously been banned and the deliberate use of a music form popular with youth to rally protesters was very creative. Songs were circulated via Facebook and YouTube.

6.19.2 Country Specific Sites

6.19.2.1 Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.19.2.2 Dailymotion.com

http://www.dailymotion.com

A French video-sharing site launched in May 2005. It is the second largest video site in the world after YouTube. As of October 23, 2012 the site was getting over 93M unique monthly visitors and was the 32nd most visited site internationally. The site is available in 19 countries and 12 languages. The site is currently or has been previously banned in a number of countries including Tunisia, India, Libya, and Australia.

6.19.2.3 Inchallah.com

http://www.inchallah.com

Online dating site based in France and geared towards Muslims internationally. The site is available in French, English, and Arabic. Dutch, Turkish and German language sites are under development. The site is available for mobile use on iPhones. The site advertises itself as the #1 Muslim meeting site in France.

6.19.2.4   Tagged.com

http://www.tagged.com

Tagged is a social discovery website launched in October 2004 and based in San Francisco, CA. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame.

6.19.2.5   Viadeo.com

http://www.Viadeo.com

A social network for professionals founded in 2004 by Frenchman Dan Serfaty. Viadeo lets members maintain a list of business partners, allowing them to stay in touch, use or help each other to find a job, or create business opportunities. After years of accumulating country-specific professional networking sites (including Tianji from China, ICTnet from Spain, unyk from Canada, and ApnaCircle from India), Viadeo is now second only to LinkedIn in terms of membership.

6.19.2.6   Vkontakte.ru (vk.com)

http://www.vk.com

VK (Originally VKontakte, Russian: ВКонтакте) is a Russian social network service popular in Russia, Ukraine, Kazakhstan, Moldova and Belarus. VK offers a striking similarity in design and functionality to Facebook, and as such has been described as a 'Facebook clone'. As of March 2012, VK has 118.8 million accounts but has acknowledged that it has a major spam problem, and no longer advertises user numbers on its homepage.

6.19.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Tunisia has an estimated 3.2 million Facebook users. This number has grown by more than 286K in the past six months, ranking the country 89th in the world.
- 30.62% of the populace, and 90.07% of online users have a Facebook account
- Facebook use by gender: Male, 58%; Female, 42%
- Facebook age composition: The largest age group is currently 18 - 24 with total of 1.2M users, followed by the users in the age of 25 - 34.
- Language interface preferred: 1.56%, Arabic; 2.72%, English; **94.60%, French**

Updated (Feb. 2013): Tunisian Facebook users have grown to 3.4 million, ranking the country 47th in the world.
- 32.46% of the populace and 89.10% of online users have a Facebook account.
- Facebook age composition: The largest age group is currently 18 - 24 with total of 1.3M users, followed by the users in the age range of 25 - 34.

In the first quarter of 2011, there were 35,746 active Twitter users in Saudi Arabia. During the same time period, 576K tweets were issued. By June 2012, this number had declined to 12,000 Twitter users, posting 49.6 million tweets, ranking it 14th in the Arab Region. Saudi Arabia has a Twitter penetration of 0.11%. During the protests in Tunisia, the number of tweets in the country rose over the course of the Arab Spring and has since dropped.

Figure 28: Volume of Daily Tweets in Tunisia
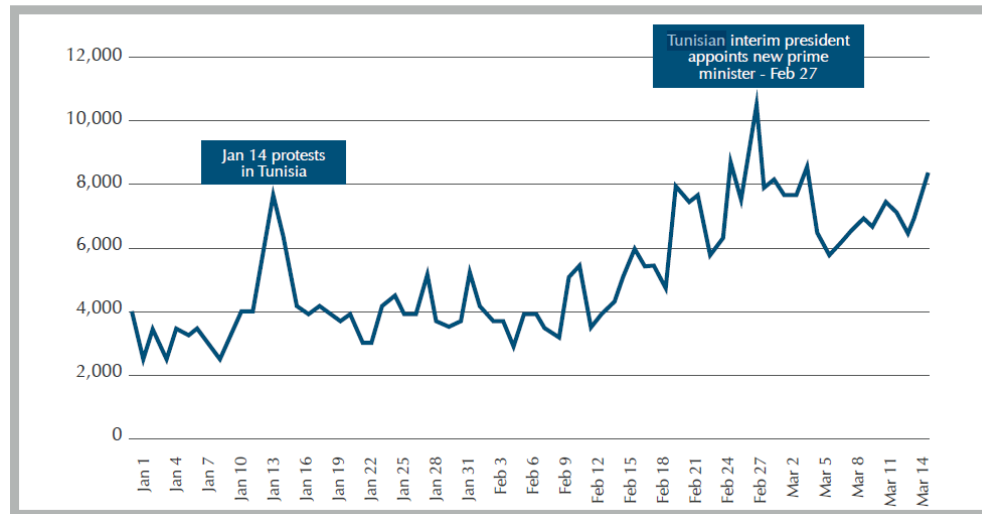
Figure 26. Tunisian tweets during the Arab Spring (Dubai School of Government, 2012).

The country has 216,951 members on LinkedIn, according to data tabulated through June 2012. 63% of these are male while 37% are women. The distribution of ages ranged from 18 to 55+. 82% of these members were between the ages of 18 and 34.

The country's YouTube uploads jumped 420%, and views increased 100% in 2011 versus 2010.

6.19.4   Sources

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6.20 United Arab Emirates

This section was originally written in October 2012 and portions were updated in February 2013.

6.20.1   General Information

The UAE has approximately 4.9 million people. Broadband penetration is at 69% and mobile penetration at a high in the region at 231%. Almost 50% of the population is under the age of 30 and the country's literacy rate is 78%.

Of the total internet users, 35% of them spend more than two hours per day online. Their most common activities are:
- General information, 46%
- Social networking, 24%
- Email, 12%
- Chat, 9%
- Online gaming, 4%

While social networking is the second most popular activity online and used by over 70% of the internet users in the UAE, the frequency of visit is in line with the Saudi contingent at 5.4 times per week.
- 44% of users in the UAE access social networks during work hours.
- Peak times user access social networks is between 6:00-8:00 PM.
- 50% use their mobile social media app at least once a day.

UAE professionals are among the most active users of social networking sites such as Facebook despite restrictive internet access policies at work, according to a new survey. Around two-thirds (66 per cent) of people use social and professional networking sites up to three times a week, the poll found.

Updated (Feb. 2013): A survey of 2,052 UAE citizens in late 2012 provides some unique data. While focused specifically on e-commerce, it is easy to draw general internet use information from the survey results.

- The majority of online shoppers are male (70.2%).
- Age composition: 18-25, 24.1%; **26-35, 50.8%**; 36-45, 19.2%; 45+, 5.9%.
- Internet access location: **home, 91.8%**; office, 63.3%; on the move, 50.3%; school, 8.3%.
- Device used to access internet: **lap-top, 83.7%**; mobile phone, 79%; desktop, 46.7%; tablet, 43.7%.
- Almost **73%** of shopping online is done between noon and midnight.
    - Time of day shopping online: 12:01-4:00 AM, 6.4%; 4:01-8:00 AM, 2.6%; 8:01 AM-12:00 PM, 18.1%; 12:01-4:00 PM, 18.2%; 4:01-8:00 PM, 27.4%; 8:01 PM-12:00 AM, 27.3%.
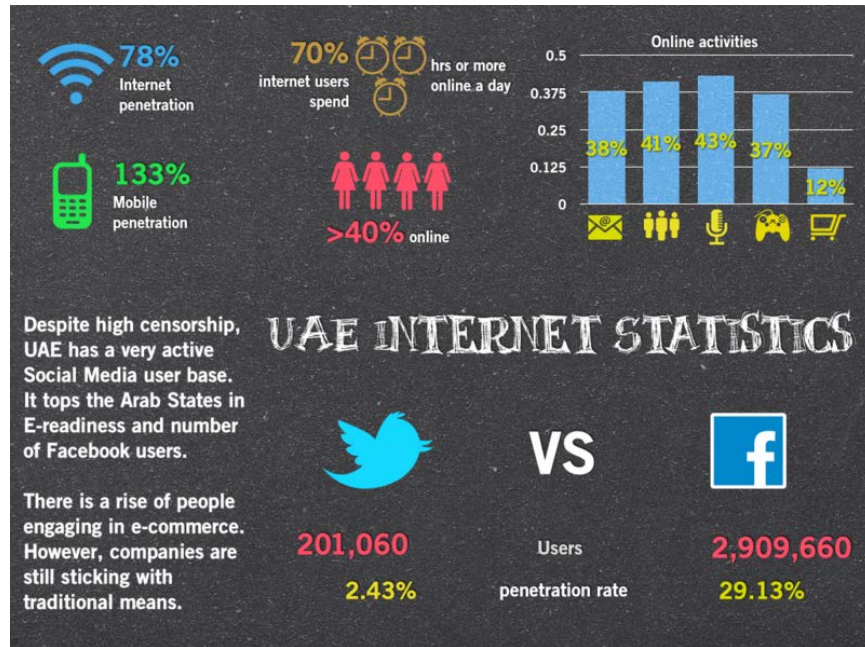
Figure 27. UAE Internet Statistics (Singapore Management University, 2012).

UAE is considered one of the most active blogging communities around the world. Several social networking sites have been blocked at some point in time during the last decade. These include: Orkut, Hi5, Flickr, YouTube, MySpace and Facebook. In an April news article, it was reported that Social networking sites like Twitter and Facebook are subject to round-the-clock monitoring.

6.20.2   Country Specific Sites

6.20.2.1   Intheloop.me (Alshabaka.me)

http://www.intheloop.me

A professional networking site for entrepreneurs in the Middle East – very much like LinkedIn. It is available in English or Arabic interfaces.

6.20.2.2   Jeeran

http://www.jeeran.com

Headquartered in Jordan, Jeeran is a social networking review platform specifically for the Arab world. It has approximately 1.5 million users and is available in English, Arabic and French. It offers specific sub-sites for six Arab countries (Jordan, Saudi Arabia, UAE, Qatar, Kuwait and Egypt) and pages for major cities in each country.

6.20.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is over 3.37M, ranking the country 48th in the world (and the highest in the Arab region). The number of Facebook users grew by more than 320K in the last six months.

- 67.75% population; 57.53% penetration of online population.
- Facebook use by gender: Male, 68%; Female 32%.
- Facebook age composition: The largest age group is currently 25 - 34 with total of 1.58M users, followed by the users ages 18-24.
- Facebook language interface preferred: Arabic, 9.91%; **English, 85.36%;** French, 1.24%.

Use of the micro-blogging site, Twitter, gained momentum during the Arab Spring. Between January and March 2011, UAE Twitter users wrote over 2.79M Tweets – ranking it 4th out of 24 Middle East countries monitored during the same time period. The average number of active Twitter users between January 1 and March 30, 2011 was 201,060. By March of 2012, the number of active Twitter users increased to 263,070 issuing over 15.5 million tweets.

LinkedIn use is growing in the Middle East. As of June 2012 in the UAE, 12.8% of the population is using LinkedIn.com (1.03 million people).

- LinkedIn use by gender: Male, 73%; Female 27%
- LinkedIn use by age: 18-34 years, 58%; 35+, 42%

The UAE has the 4th highest number of YouTube playbacks in the Arab world, surpassed by Egypt, Morocco, and the heaviest user base, Saudi Arabia.

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6.21 Yemen

This section was originally written in October 2012 and portions were updated in February 2013.

6.21.1 General Information

The country has 23.7 million inhabitants and the lowest GDP among the Gulf Coast Countries. More than 70% of the population is under age 30 and more than 50% under age 15. The literacy rate is 50%, the lowest in the entire Arab Region. Computer literacy is also believed to be low.

Internet penetration is less than 2%. Broadband penetration is at 1.6% and mobile penetration is 34%. Young people represent the majority of Yemenis online.

While the bulk of mobilization efforts in Yemen happen through word of mouth, radio, brochures and SMS services; sites such as Facebook helped people meet each other with one click, without having to travel great distances between cities.

Many independent groups who have members from various parts of the country hold online meetings in closed Facebook groups, where they vote on important matters, and share documents. There are over 30 revolutionary Facebook groups that vary in theme and topic which include women in the revolution, media campaigns such as Support Yemen, and revolutionary news.

Twitter has also become a very important source for spreading information to the world minute by minute especially given the low number of foreign journalists in Yemen due to the strict laws regulating entry visas to the country.

Social media does not only serve the purpose of news sharing, but technology has also enabled activists to better document human rights violations. Sites such as Bambuser help spread news instantaneously through live streaming from mobile phones. The live stream details the exact location of the event through Google Map and maintains records of the time and video. This helps with the documentation process and removes any obstacle or doubt to credibility.

6.21.2 Country Specific Sites

6.21.2.1 Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

6.21.2.2 Bambuser.com

http://www.bambuser.com

A Swedish company founded in 2007 which provides interactive live broadcasting services via mobile phones and webcams. The service enables users to quickly and easily stream and share live mobile video with social networks, including Facebook, Twitter, Myspace, Wordpress, RSS and Blogspot. Used by both professional broadcasters and consumers worldwide, the site features geo-location tagging and integrated web storage. The site was extensively used during the Arab Spring and was blocked periodically by Egypt, Bahrain and Syria. As response to the blocking, Bambuser set up a section on their site to broadcast any incoming video from the region. The site is available on 4 dozen types of mobile devices.

6.21.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, and Flickr.com, where available.

Portions Updated (Feb. 2013): The number of Facebook users is at over 531K, ranking the country 105th in the world. The number of Facebook users declined by more than 42K in the last six months.
- 2.26% user penetration.
- Facebook use by gender: Male, 78%; Female 22%.
- Facebook age composition: The largest age group is currently 18 - 24 with total of 242K users, followed by the users ages 25 – 34.
- Facebook language interface preferred by Yemenis: **Arabic, 75%;** English, 21.61%; French, 0.24%

Use of the micro-blogging site, Twitter, gained momentum during the Arab Spring. Between January and March 2011, Yemenis wrote over 729K Tweets – ranking it 12th out of 24 Middle East countries monitored during the same time period. The average number of active Yemeni Twitter users between January 1 and March 30, 2011 was 29,422. Yemen is considered a *developing user country* with a Twitter user penetration rate of <1% (0.12). In March of 2012, the number had drastically declined to 5907 active users and 496,000 tweets.

Yemeni YouTube views jumped 150% in 2011, up from 2010 numbers.

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7.0   SOUTH AMERICA

This section was originally written in October 2012.

7.1   General Social Media Information

Latin America is second fastest growth regions for social media. It is estimated that more than one-third of Latin Americans will use social networks by 2013. Latin American social networking growth is climbing, on average, about 16% per year.

Social networking in Latin American – the highlights:
- Argentina has the highest rate of social network usage among the population as a whole (38%), followed by Brazil (31%) and Mexico (26%)
- Brazil has the greatest overall number of Facebook users (41.5 million internet users)
- Mexico has nearly 28 million Facebook users, while Argentina has just half that number.

In addition, in June 2011, 114.5 million people in Latin America visited a social networking site, representing 96% of the entire online population in the region.

Latin America is home to five of the most engaged social networking markets worldwide. Internet users in Argentina averaged 10.7 hours on social networking sites in December 2011, followed by Chile (9.5 hours per visitor), Peru (8.7 hours), Colombia (7.6 hours) and Mexico (7.1 hours).

The Latin American social networking audience is nearly equal in its composition of males and females, but females account for a larger share of social networking time spent (53.6%) compared to males (46.4%). This trend was most significant in Brazil where females accounted for 58.7% of all social networking time spent.
Of particular note is the strong relationship between brand marketing and consumers in Latin America on social networks.

As of June 2011, five of the top 10 markets for Facebook.com penetration were in Latin America. Facebook.com reached 90.9% of all online users in Chile, ranking as the third most highly penetrated market globally behind the Philippines and Turkey. Argentina, Colombia and Peru immediately followed Chile, with all markets seeing Facebook.com reach more than 89% of their Internet populations, while the site reached 86.9% of online users in Venezuela.

The top social networking sites in Latin America (in rank order) were as follows (June 2011):
- Facebook.com
- Windows Live Profile
- Orkut
- Twitter
- Badoo
- Slideshare.net
- Sonico.com
- Linkedin.com
- MySpace
- Fotolog.com

NUMBER OF FACEBOOK USERS IN JUNE 2012

MEXICO
34.0 M

DOMINICAN REPUBLIC
2.6 M

PUERTO RICO
1.3 M

COLOMBIA
16.6 M

HONDURAS
1.1 M

VENEZUELA
9.5 M

GUATEMALA
2.1 M

BRAZIL
50.0 M

EL SALVADOR
1.3 M

COSTA RICA
1.7 M

ECUADOR
4.5 M

PERU
8.6 M

BOLIVIA
1.6 M

PARAGUAY
1.0 M

URUGUAY
1.5 M

CHILE
9.2 M

ARGENTINA
18.7 M

3.9M Facebook users are residing in other Latin American and Caribbean Countries

Figure 28. Facebook users in Latin America and the Caribbean (Social Bakers, 2012).

Blogs, which are the closest relative of social networking in terms of their conversational nature, are readily embraced in Latin America. In June 2011, nearly 75% of the regional audience accessed the Blogs category, averaging 22.7 minutes during the month. By far, Brazil was the most prolific market for Blogs with 85.2% of its audience visiting the category for an average of 32.5 minutes per visitor in June (2011).

Seeking a connection on a more romantic level, 8.5% of Latin Americans online turned to Personals sites during June 2011. Colombians demonstrated the greatest adoption of Personals sites with 10.4 percent of the country's online population visiting the category during the month, spending an average of 48.1 minutes.

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7.2 Argentina

This section was originally written in October 2012.

7.2.1 General Information

Argentina has one of the highest internet penetration rates in Latin America. As one of the countries in South America with the strongest development of communication media, it is not surprising that they have a high penetration of internet and social media use. In December 2011, Argentina was ranked the second most engaged global social networking market by comScore. With an average of 10.7 hours per visitor per month on social networking site, the country exceeded the worldwide average by 5 hours.

In August 2012, eMarketer.com ranked Argentinians as the most engaged online social network consumers in all of Latin America. Approximately 37.7% of internet users accessed a social network site at least once per month. This number is expected to exceed 45% by 2014.

User generated content is high in Argentina. The table below identifies some popular blogs at a snapshot in time (February 2011). In addition, according to the Open Society Foundations report, there is no civil society activism group in the country which does not have its own blog or Facebook presence. Social media is regularly used to protest the country's public policy agenda through online mobilization and digital activism.

Table 14.
Weblog ranking, by Buzzear, February 2011

P	Blog	Topic	Ranking Buzzear Argentina	Backlinks in Buzzear
1	DenkenUber www.uberbin.net/	Information technologies	2.97	46,646
2	Global Voices en Español es.globalvoicesonline.org	International news	2.07	49,393
3	eBlog www.eblog.com.ar/	Media	2.01	41,520
4	Argentina Auto Blog argentinaautoblog.blogspot.com	Automobile	1.99	95,365
5	TechTear www.techtear.com	Social networks and blogs	1.82	80,888
6	bestiaria bestiaria.blogspot.com	Women readership	1.81	3,062
7	El Bazar del Espectáculo http://elbazardelespectaculo.blogspot.com	Showbiz news	1.77	212,700
8	La Propaladora lapropaladora.com.ar/	Media and technology	1.77	12,281
9	PuntoGeek www.puntogeek.com	Information technology	1.70	95,849
10	Bloc de periodista blocdeperiodista.com	Media	1.66	14,988

Source: Buzzear, at http://ar.buzzear.net/ranking (accessed 20 February 2011).

Figure 29. Argentine Weblog Rankings, 2011 (Becerra, et al., 2012).
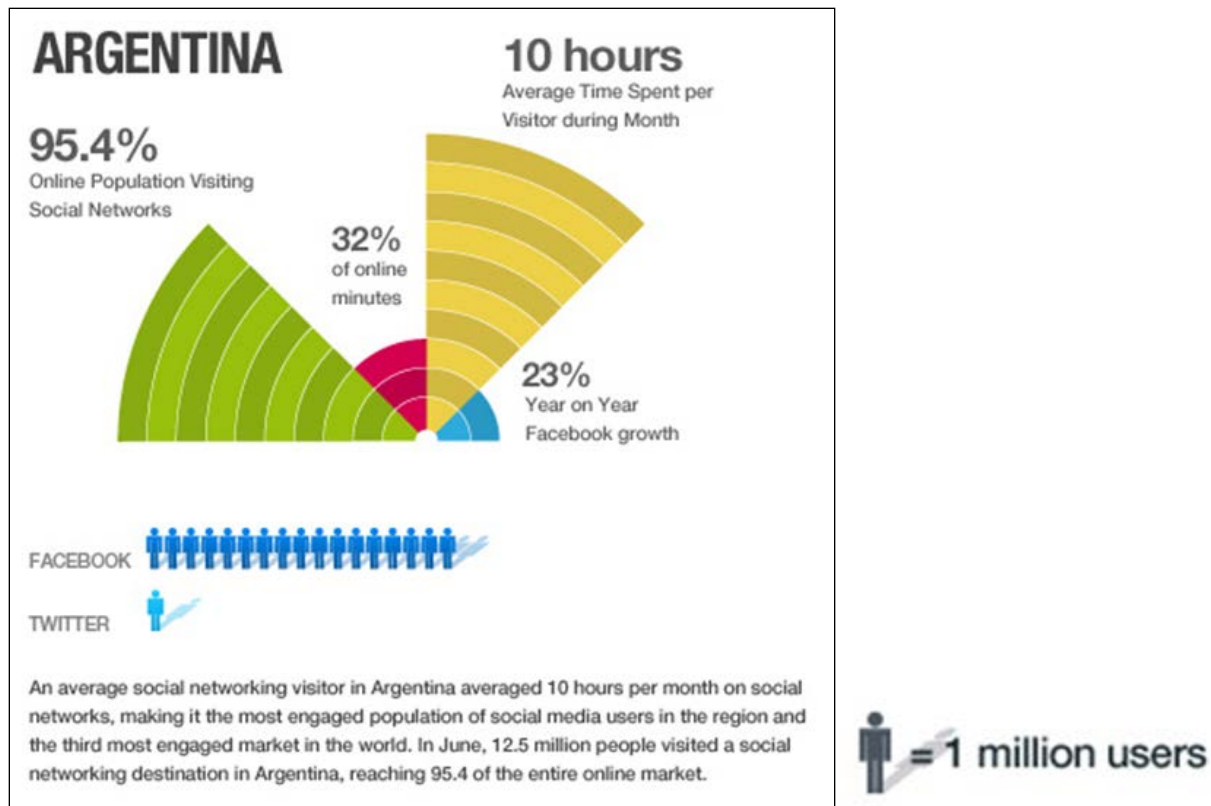
Figure 30. Argentinian Time Spent on Social Networks (Edelman Insights, 2011).

7.2.2   Country-specific Sites

7.2.2.1   AshleyMadison.com

http://www.ashleymadison.com

An online personals and dating destination for casual encounters, secret romance and adult fantasy. Requires free registration. This relatively new social network invested over $500K into expanding their market into Argentina.

7.2.2.2   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

7.2.2.3   Fotolog.com

http://www.fotolog.com

Social network and photo sharing site.

7.2.2.4   Sonico.com

Http://www.sonico.com

Founded in July 2007, Sonico is a free-access social networking website oriented toward a Latin American audience. Users can search and add friends, update their own personal profile, manage their privacy, upload photos and YouTube videos, organize events, challenge other users in 6 multi-player and over 200 single-player games and interact with other people by means of private messages, public comments, photo tags, and a web-based instant messenger.
There are three different types of profile available: private, public, or professional. The site is available in Portuguese, Spanish or English. As of March 2011, the site reported over 51 million users.

7.2.2.5   Taringa.net

http://www.taringa.net

Social network of the Argentinean internet community, established in 2004. Users create posts and the community comments and allots points. Taringa! Communities launched in September 2009 and allows users to create virtual spaces by topic. Data posted on the Spanish language version of Wikipedia indicates that as of January 2012, Taringa! Had over 16 million registered users. Though the site is geared towards Argentinians, it is used globally.

7.2.2.6   Poringa.net

http://www.poringa.net

The "mature audience" alternative to Taringa.net, Poringa is a social network with adult content and videos.

7.2.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, LinkedIn.com and Flickr.com, where available.

An April 2011 report on Twitter identified Argentina in the top 10 (number 7) of country use internationally. At 18% penetration rate, one out of five Argentinians user Twitter. A slightly older report (2009) placed the number of active Twitter accounts at 3 million.

The number of Facebook users is currently at over 19.8M, ranking the country 12th in the world. The number of Facebook users increased by more than 1.5M in the last six months. Argentina has a higher Facebook penetration (per internet user) than both the U.S. (59%) and Canada (61%), and ranks behind only India (63.5%) and Indonesia (82.5%).

- Facebook use by gender: Male, 48%; Female 52%.
- Facebook age composition: 13-17, 20%; 18-24, 16%; 25-34, 30%; 35-44, 18%; 45-54, 9%; 55+, 7%
- Facebook language interface preferred: Spanish

Youtube.com.ar launched in October 2010, making it the 25th country to have its own branch of the popular online video sharing site.

7.2.4   Sources

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7.3 Brazil

This section was originally written in October 2012 and updated in October 2015.

7.3.1   General Information

The population of Brazil is approximately 204 million (CIA, 2015). In 2014, there were over 280 million mobile subscribers (133.7% mobile penetration rate); much of this growth has been in the prepaid market. Prepaid mobile subscribers make up 75.5% of the total market (equivalent to 213.9 million units). The poorer and less populated northern regions have the highest rate of prepaid subscribers. Areas of high mobile penetration (south and southeast Brazil) have the lowers rate of prepaid subscribers. (BMI, 2015).

Brazil is Latin America's largest market, the world's fifth-most populous country and the seventh-largest world economy in US-dollar GDP terms (EIU, 2015). In general, the country is technologically savvy, however, several remote areas of the country are without telecommunications infrastructure. 3G growth has been fast and the availability of 4G is spreading fast. Mobile subscriptions are expected to exceed 336 million by the end of 2019. Vendors selected for 4G rollout include Telefonica/Vivo, TIM Brasil, Claro, Oi SA, SKY Brasil, and On Telecoms/Sunrise. The selected vendors include Ericsson, Huawei, Nokia Siemens, and Alcatel-Lucent. (BMI, 2015).

The internet penetration rate in Brazil is 52% (Freedom House, 2014). 40% of the Latin American internet audience is Brazilian. In early February 2014, comScore found that 65% were less than 35 years old. Of these, 51% were men, 49% women. 61.4 million were users of the internet (comScore, 2014).

Average Brazilian time spent online per month is 29.7 hours – the worldwide average is 22.7 hours/month and the North American is the highest internationally at 32.6 hours/month. Regional internet population distribution and average usage in Brazil are as follows:

Table 4. Brazilian popoulace online by region and time online (comScore, 2015).

Region	Population Online	Hours/month
North	5.2%	26.2
Northeast	16.5%	26.2
Center-west	8.2%	26.0
South	17%	27.9
Southeast	53%	26.2

Desktop usage has dropped, highlighting the move to mobile. Brazilians spend three more hours watching online video than others in Latin American countries – 11.7 hours/month vs. 8.6 hours/month on average. (comScore, 2015).

Mobile internet users grew by 7% between October 2014 and March 2015 to more than 39 million. Almost 90% of digital time on both tablets and smartphones is spent using a browser. Android phones account for 72% of mobile access, others include: 15% iPhone, 8% iPad, 5% Android tablet. (comScore, 2015).

Social media is an acceptable and widely used for political and social movements. However, this has not always been the case. Brazil still faces challenges to internet users' rights in distinct areas, such as defamation charges, violence against bloggers and journalists, and an increasing number of proceedings before domestic courts and governmental bodies. According to the Google's Transparency Report, between January and June 2013, Brazil issued 237 court orders and 84 executive requests to remove content, many of these requests cited defamation or privacy and security concerns. Similar requests to Twitter have declined in recent years. Brazil is ranked by both companies as third worldwide in number of requests for user data, following the United States and Japan. (Freedom House, 2014).

Just a few years ago, Reporters without Borders ranked Brazil in top 5 worst countries for media personnel. After many years of planning and garnering support, in April 2014, Brazil's highly anticipated Marco Civil Bill, a so-called "Constitution for the Internet," was signed into law, ensuring privacy protection for users, net neutrality, and several other positive measures (Freedom House, 2014). It is interesting to note that the Brazilian Constitution protects freedom of speech but forbids anonymity. Public internet access points such as internet cafes and mobile phone resellers require real-name registration.

According to an eMarketer report, there are an estimated 79.3 million social network users in Brazil. This number represents 80% of internet users in the country and 37.7% of the entire population. (eMarketer, 2012).

7.3.2   Country Specific Sites

Brazilian app developers have created dozens of solutions for mobile devices, some of which include social networking components and mobile payments for service. These include transportation apps such as TaxiJa (taxija.uol.com.br), navigation and city guides like VEJA Sao Paulo (vejasp.abril.com.br) which provides locations and reviews of restaurants and bars, and service apps like Recomind (www.recomind.net) used to find and rate professionals, and public services, shopping ad personal finance (Techinbrazil.com, 2015).
Orkut was a popular social networking site among Brazilians. It was taken over by Google and subsequently shut down in September 2014. From all accounts, most Orkut users moved to Facebook if they did not already have a profile on the site.

Orkut was a popular social networking site among Brazilians. It was taken over by Google and subsequently shut down in September 2014. From all accounts, most Orkut users moved to Facebook if they did not already have a profile on the site.

Figure 31. FaceGlória website login screen.

7.3.2.1   FaceGlória

http://facegloria.com

FaceGlória is a Brazilian evangelical Christian alternative to Facebook. During its first month online the site has attracted over 100,000 users. Key features include an "Amen" button in place of the "Like" button, and a login page that greets users with gospel music. The site was created in 2012 by four evangelical Christians in Ferraz de Vasconcelos. Ths site markets itself as a "sin-free" social network, banning over 600 words, sexual images, and references to drugs, tobacco, and homosexuality. Anyone can register for the site but it is currently only available in Portuguese. (Hearst, 2015).

7.3.2.2   Twoo.com

http://www.twoo.com
http://www.sonico.com redirects to twoo.com

Sonico, identified in Rev. 0 of this report, recently joined forces with Twoo. This expansion grew Sonico outside the Latin America market to a global audience. Twoo is available in 200 countries and 38 languages. The site is home to over 11.9 million active monthly users.

7.3.3   Mainstream Social Media Sites

In May 2015 survey by eMarketer, Whatsapp had a solid lead on Facebook for the most popular mobile app. Fully 86% of smartphone owners in the country reported WhatsApp was among their 10 most frequently used apps—10 percentage points ahead of Facebook (eMarketer.com, 2015).

Facebook is the top social media site visited by Brazilians. This is followed by Google+, LinkedIn, Twitter and Tumblr. Other popular sites include Orkue, Badoo, Ask.FM and Yahoo profile. Instagram is growing. Top Brazilian content in Facebook and Twitter for 2014 was the World Cup. (comScore, 2015).

Brazil ranks second, after Japan, in worldwide blog reach (comScore, 2014). In February 2014, Brazilians spent close to 13 hours on social networking sites. Brazilians spent more time on Facebook than the Mexican and Argentine online audiences spend online combined (ibid.).

7.3.3.1   Facebook

In 2013, there were a reported 65 million Facebook users in Brazil (Chao, 2013). Facebook is used by 78% of total unique internet users in Brazil. This represents more than 58 million monthly user visits. Photos and videos account for 68% of the total posts on Facebook. Brazilians spend approximately 21.2 minutes on the site per visit (60% more time than the worldwide average). (comScore, 2014).

7.3.3.2   LinkedIn

LinkedIn has reported more than 20 million active Brazilian users (Mari, 2015). Brazil represents the platform's third largest audience, behind the U.S. and India. In August 2015, LinkedIn launched the first non-English Influencers program in Brazil (Stripoli, 2015).

7.3.3.3   Twitter

Brazil is predicted to have over 14 million Twitter users in 2015 (eMarketer, 20 May 2015). In a recent study, Brazilian Twitter users were found to be more self-expressive and use the tool as a means to provide status updates to their family and friends. The volume of tweets posted in Brazil peaks during the breakfast, lunch and dinner hours. Primary means of posting was by using a desktop/laptop (360i.com, 2014).

7.3.3.4   YouTube

YouTube is the video site of choice for Brazilians with 62 million unique viewers. This is followed by Facebook, Globo, Maker Studios, VEVO, Warner Music, UOL, Vimeo, and Yahoo Sites. (comScore, 2014).

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7.4 Venezuela

This section was originally written in October 2012.

7.4.1   General Information

In an annual report issues in 2011, *Tendensias Digitales* researchers found that 8.3 of Venezuela's 11 million internet users are currently registered with Facebook, meaning 75% of all internet users and 30% of the general population are accessing this social medium.

In Venezuela, 97.8% of the population owns a cell phone, according to statistics from the National Telecommunications Commission (CONATEL), a regulatory agency. This has provided ample opportunity for using social networks to communicate on a regular basis.

Twitter increased in popularity after Venezuelan President Hugo Chavez launched his own twitter account (@chavezcandanga) to communicate directly with the Venezuelan people. There are now some 2.3 million Venezuelans using the social medium (2011 estimate). This means 21% of internet users in the country, and 8% of the entire population, are currently on Twitter.

Venezuela ranked as the third most highly penetrated Twitter market worldwide behind the Netherlands and Brazil. Venezuela is home to a relatively young online audience (more than 70 percent of the online population is under age 35) and Twitter.com visitors resemble these age characteristics.

It is interesting to note that both HootSuite and Twimg.com appear in Venezuela's top 100 sites. These are both companies which engage in marketing through social networking channels.

Slideshare.net is a very popular presentation sharing site among Latin American markets. 11.9% of the online audience visited the site in June 2011.

According to a report by Tendencias Digitales, Venezuela is third in Latin America for social networking media use, with 30% of internet users registered on Facebook and 21% on Twitter. In 2011, the United Nations institute UNESCO awarded Venezuela's Infocentres the King Hamad Bin Isa Al-Khalifa Prize for their work in providing free internet access, as well as training, especially to people who were previously excluded due to poverty or location. In 2010 there were 668 Infocentres, and since then many more have been built. Through this initiative, as well as the abundance of smartphones, use of social media in the country is expected to rise due to the increased availability to computers and the internet.

Social activism is one of the most important features of the blogosphere and is extremely popular in Latin America. 68.8% of the online population in Venezuela acced blogs with an average of 15.3 minutes per visit.

In the country, international blog-hosting services have been temporarily blocked surrounding politically sensitive events. During the February 2009 constitutional referendum, bloggers and Twitter users reported that the site Blogger.com, which housed numerous Venezuelan blogs, was inaccessible to users for at least 24 hours. Blocking of WordPress blogs flared up in 2010 during parliamentary elections.

As indicated in Figure 29, social networking accounted for 8 hours per month (or 35% of all online minutes) using social networking tools. The country is one of the largest penetration social networking markets in Latin America with 96% visiting social networks in June 2011.

Figure 32. Venezuelan Time Spent on Social Networks (Edelman Insights, 2012).

7.4.2   Country-specific Sites

7.4.2.1   Badoo.com

http://www.badoo.com

Badoo was launched in 2006. It is a free social networking site offered around the globe which started as a focused dating site. While free, the site is often referred to as a "Freemium" social network similar to LinkedIn where paid accounts are floated to the top of search results and are prominently featured. There are currently 160 million users. Badoo is offered in 40 languages.

7.4.2.2   Taringa.net

http://www.taringa.net

Social network of the Argentinean internet community, established in 2004. Users create posts and the community comments and allots points. Taringa! Communities launched in September 2009 and allows users to create virtual spaces by topic. Data posted on the Spanish language version of Wikipedia indicates that as of January 2012, Taringa! Had over 16 million registered users. Though the site is geared towards Argentinians, it is used globally.

7.4.2.3   Plaxed.com

http://www.plaxed.com

Brand new social network launched 25 January 2012. Allows microblogging of 200 characters, invitations, polls, surveys, and more. The site was explicitly launched so that files or personal details found on the network "aren't blocked, erased, or followed" by U.S laws, said its creator, Cesar Cotiz, a systems engineer student.

7.4.2.4   Sonico.com

http://www.sonico.com

Founded in July 2007, Sonico is a free-access social networking website oriented toward a Latin American audience. Users can search and add friends, update their own personal profile, manage their privacy, upload photos and YouTube videos, organize events, challenge other users in 6 multi-player and over 200 single-player games and interact with other people by means of private messages, public comments, photo tags, and a web-based instant messenger.
There are three different types of profile available: private, public, or professional. The site is available in Portuguese, Spanish or English. As of March 2011, the site reported over 51 million users.

7.4.3   Mainstream Social Media Sites

This section contains an overview of Facebook.com, Twitter.com, YouTube.com, LinkedIn.com and Flickr.com, where available.

In 2011, it was estimated that 30% of Venezuela's 28 million people are currently registered on Facebook and 21% on Twitter. One in four online users in Venezuela visited Twitter.com in June 2011 (26.5 percent reach). In addition, 77% of Venezuelan internet users access YouTube.
The number of Facebook users is currently at over 9.7M, ranking the country 22nd in the world. The number of Facebook users declined by more than 32K in the last six months. Venezuela has slightly more users on Facebook than Chile (9.2M), and Peru (8.6M).
- Facebook use by gender: Male, 47%; Female 53%.
- Facebook age composition: Over 50% in the age groups of 18-24 and 25-34 year olds.
- Facebook language interface preferred: Spanish

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Appendix

This appendix contains the Global Social Media Quick Look-up Table organized by region, country, and site ranking as listed in Alexa.com. Please note, the Alexa.com rankings change monthly.

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Africa	Kenya	Blogger.com	Blogging	80 Kenya				YES	YES		API Documentation: developers.google.com/blogger
Africa	Kenya	Blogspot.com	Blogging	99 Kenya				YES	YES		API Documentation: developers.google.com/blogger
Africa	Kenya	Facebook	Social Networking Service	2 Kenya		4.3M Kenyan		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Africa	Kenya	Ghafla	Media Sharing	93 Kenya			Music, Photos, Videos	Yes	No		
Africa	Kenya	Hi5	Social Networking Service	>100 Kenya				NO	GAME		Game Dev API Only
Africa	Kenya	Instagram	Media Sharing	>100 Kenya				YES	YES	JSONP	API Documentation: instagram.com/developer
Africa	Kenya	Kasarani	Social Networking Service	>100 Kenya		4K Kenyan, 1K elsewhere	blogging, message boards, friend finders, upload photos				
Africa	Kenya	LinkedIn	Social Networking Service	19 Kenya		1M Kenyan		YES	YES	XML	API Documentation: developer.linkedin.com/apis
Africa	Kenya	Mashada	Blogging	>100 Kenya			61K users, most in Africa; blogging, chat, games, upload pics	Yes	No		
Africa	Kenya	My gamma	Blogging	>100 Kenya			"moblogs", chat room, games	Yes	No		mygamma.com is offline
Africa	Kenya	Pesatalk	Blogging	>100 Kenya		25k	Shut down in Jan 2013	No	No		Briefly replaced by portfolio.co.ke
Africa	Kenya	Pinterest	Media Sharing	75 Kenya			Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Africa	Kenya	Tumblr.com	Blogging	74 Kenya				YES	YES	JSON	API Documentation: tumblr.com/api
Africa	Kenya	Twitter.com	Micro-blogging	8 Kenya		1.4-2.1M Kenyan		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Africa	Kenya	Ushahidi.com	Social Networking Service	>100 Kenya					Yes	JSON XML	https://wiki.ushahidi.com/display/WIKI/Ushahidi+REST+API
Africa	Kenya	Wadja.com	Social Networking Service	>100 Kenya			Free messaging, text, and chat	No	No		
Africa	Kenya	WhatsApp	Social Networking Service	>100 Kenya							
Africa	Kenya	Whive	Social Networking Service	>100 Kenya		100k	similar to Facebook; East African; free SMS through network	No	No		Primarily SMS messaging

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Africa	Kenya	Wordpress.com	Blogging	28 Kenya				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Africa	Kenya	YouTube	Media Sharing	5 Kenya				YES	YES	JSON	API Documentation: developers.google.com/youtube
Africa	Kenya	Zorpia	Social Networking Service	>100 Kenya			Location aware messaging	No	No		
Africa	Nigeria	Blogger.com	Blogging	34 Nigeria				YES	YES		API Documentation: developers.google.com/blogger
Africa	Nigeria	Blogspot.com	Blogging	21 Nigeria				YES	YES		API Documentation: developers.google.com/blogger
Africa	Nigeria	Facebook	Social Networking Service	3 Nigeria	primarily ages 18-24	5.4M Nigerian		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Africa	Nigeria	gleeon.com	Media sharing	>100 Nigeria			video/P2P payment system	No	No		
Africa	Nigeria	Instagram	Media Sharing	14 Nigeria				YES	YES	JSONP	API Documentation: instagram.com/developer
Africa	Nigeria	LinkedIn	Social Networking Service	10 Nigeria		700K Nigerian		YES	YES	XML	API Documentation: developer.linkedin.com/apis
Africa	Nigeria	Nairaland.com	Social Networking Service	8 Nigeria							
Africa	Nigeria	openbinacle.com	Media sharing	>100 Nigeria			video/photo/audio/karaoke	No	No		
Africa	Nigeria	Pinterest	Media Sharing	74 Nigeria			Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Africa	Nigeria	Twitter.com	Micro-blogging	7 Nigeria		10M Nigerian		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Africa	Nigeria	WhatsApp	Social Networking Service	97 Nigeria							
Africa	Nigeria	Wordpress.com	Blogging	32 Nigeria				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Africa	Nigeria	YouTube	Media sharing	5 Nigeria				YES	YES	JSON	API Documentation: developers.google.com/youtube
Asia	China	hi.baidu.com	Blogging	1	Students, Young People.	100M	Blog services hosted by the largest Chinese search engine.	NO	NO		
Asia	China	Blog.sina.com.cn	Blogging	4	General	280M	Many public figures have their blogs on this platform.	YES	NO		
Asia	China	bai.sohu.com	Social Network	8	White collar,	N/A	Focused on	NO	YES		API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
			Service		especially iPhone users, The high-end crowd		building a fantasy life elsewhere, as opposed to real life.				wiki.bai.sohu.com/index.php /API
Asia	China	Blog.sohu.com	Blogging	8	General	10M	Advertised as more user friendly than the above Sina platform.	YES	NO		
Asia	China	Youku.com	Video Sharing Service	10	People who like watching and sharing videos.	90M	China's top online video sharing site.	YES	YES		API Documentation: dev.youku.com
Asia	China	Tudou.com	Media Sharing	15	14-35 students, workers.	60M		YES	YES	JSON, XML	API Documentation:dev.tudou.com/v5/
Asia	China	renren.com	Social Networking Service	20	Mostly students	70M	Formerly Xiaonei.com. Largest number of student users in China.	NO	YES		API Documentation: wiki.dev.renren.com/wiki/API
Asia	China	Douban.com	Social Network Service	21	18-30 students and white collar	3.2M+	Focused on books, music and movies.	NO	YES	JSON, XML	API Documentation: douban.com/service/apidoc
Asia	China	tianya.cn	Social Networking Service	22	General	24M	High participation in forums.	NO	YES		API Documentation: open.tianya.cn/wiki
Asia	China	pengyou.com	Social Networking Service	25	Elite - not students - are the target demographic.	UNK	Opened to the public in December 2010. Real names, education and work backgrounds are required to open an account.	NO	YES	JSON, XML	dev.open.t.qq.com/developer
Asia	China	56.com	Media Sharing	30	Young people who are interested in video sharing, fashion, etc.	50M		NO	YES		API Documentation: dev.56.com/wiki/doc-api.html (App Development)
Asia	China	Ku6.com	Video Sharing Service	42	Young people who are interested in video sharing, fashion, etc.	24M		YES	YES		API Documentation: dev.ku6.com/?q=node/8
Asia	China	kaixin001.com	Social Networking Service	48	Students/white collar	50-75 M	Plagued by slow game development, it recently opened its platform to	YES	YES	JSON, XML	API Documentation: wiki.open.kaixin001.com

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
							selected developers.				
Asia	China	51.com	Social Networking Service	100	Students and white collar	160M	Major SNS. Photo sharing, blogs, and more.	NO	YES		API Documentation: developers.51.com/wiki
Asia	China	Yoho.cn	Social Networking Service	685	16-25 years old students, white-collars.	10k+	Offers hobby groups. Virtual neighborhoods and cities. Club/fashion lifestyle.	YES	NO		
Asia	China	P1.cn	Social Networking Service	814	18-30 years old young people who are interested in fashion and new lifestyle.	0.5M+	Private service.	YES	NO		
Asia	China	wealink.com	Social Networking Service	1417	White collars, the high-end crowd in big cities	1.5M	Focused on schedules, business partnets, etc.	NO	NO		
Asia	China	139.com	Social Networking Service	1671	China Mobile users, especially students	1M+	Mobile platform.	NO	YES	JSON, XML	Appears to forward to weibo.10086.cn; API Documentation: dev.weibo.10086.cn
Asia	China	kaixin.com	Social Networking Service	3433	Students and white collar	70M	Sister site of Renren.com. Users information is shared between the platforms. Similar service to Kaixin001.com.	YES	YES	JSON, XML	API Documentation: dev.renren.com/website
Asia	China	Shanghaining.com	Social Networking Service	4023	18-30 years old mainly Shanghai young crowd.	400k	Focused on Shanghai.	YES	NO		
Asia	China	babybluefolk.ycool.com	Blogging	5190	Music lovers.	N/A	Music lovers.	YES	NO		
Asia	China	taotao.com	Micro-blogging	5259	Young people, especially QQ users.	49M	Largest microblogging platform in China. Linked to QQ.				Site Down. Appears to be absorbed by QQ
Asia	China	360quan.com	Social Networking Service	7543	Young people, students	25M	Communities, groups and games.				Server Unresponsive
Asia	China	MySpace.CN	Social Networking Service	8959	Students and white collar	10M+	Chinese MySpace.				Website Under Construction
Asia	China	clubzone.cn	Social Networking Service	27,284	18-30 years old young	10k+	Club/fashion lifestyle.	NO	NO		

156

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
					people who are interested in club lifestyle.						
Asia	China	yeejee.com	Social Networking Service	47,895	University students, especially female students.	13M	Used on over 2000 university campuses.	YES	NO		
Asia	China	Neocha.com	Social Networking Service	58,017	Chinese creative crowd, i.e. musicians, artists, writers, designers, etc.	25k+	Focused on original music, art, events and design.	YES	NO		
Asia	China	buchadian.com	Blogging	Not ranked	Music lovers.	N/A	Focused on independent musicians.				Server Unresponsive
Asia	China	mcc.net.cn	Social Networking Service	Not ranked	18-30 years old young people who are keen on street snap shot and take pictures of themselves, as well as fashionable life style.	35k+	Club/fashion lifestyle.	YES	NO		
Asia	China	zuosa.cn	Micro-blogging	Not ranked	Student, young people.	50k+		NO	YES		API Documentation: code.google.com/p/zuosa-api/wiki/ZuosaApiDoc
Asia	China	weibo.com	Social Networking Service	7	Young People	UNK	Chinese Twitter	NO	YES	JSON, XML	API Documentation: open.weibo.com/wiki/API文档/en
Asia	Indonesia	Blogger.com	Blogging	22 Indonesia				YES	YES		API Documentation: developers.google.com/blogger
Asia	Indonesia	Blogspot.com	Blogging	17 Indonesia				YES	YES		API Documentation: developers.google.com/blogger
Asia	Indonesia	Facebook	Social Networking Service	3 Indonesia	75% access on mobile device	70M Indonesian		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Asia	Indonesia	Friendster	Social Networking Service	>100 Indonesia			Site is now completely offline	No	Yes	XML, JSON, Rest	Site offline for retool
Asia	Indonesia	Google+	Social Networking Service	>100 Indonesia							
Asia	Indonesia	Hi5	Social Networking Service	>100 Indonesia				NO	GAME		Game Dev API Only

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Asia	Indonesia	Indowebster	Media sharing	>100 Indonesia				Yes	No		
Asia	Indonesia	Instagram	Media sharing	25 Indonesia				YES	YES	JSONP	API Documentation: instagram.com/developer
Asia	Indonesia	Kakao	Social Networking Services	>100 Indonesia			Web and app-based messaging	No	Yes	Rest	developers.kakao.com
Asia	Indonesia	Kaskus	Social Networking Services	>100 Indonesia		6.8M users	Forums on health, exercise	Yes	Yes	JSON	Forum only
Asia	Indonesia	Line	Social Networking Services	>100 Indonesia		30M users in IN	App-based messaging and games	No	No		No more browser support
Asia	Indonesia	LinkedIn	Social Networking Services	37 Indonesia	57% are 18-34 years old	2.6M Indonesian		YES	YES	XML	API Documentation: developer.linkedin.com/apis
Asia	Indonesia	Nonton	Media Sharing	>100 Indonesia							
Asia	Indonesia	Path	Social Networking Services	>100 Indonesia		4M Indonesian	App-based social meesaging and photo sharing	No	Yes	JSON	path.com/developers
Asia	Indonesia	Pinterest	Media Sharing	75 Indonesia			Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Asia	Indonesia	Tumblr.com	Media Sharing	81 Indonesia				YES	YES	JSON	API Documentation: tumblr.com/api
Asia	Indonesia	Twitter.com	Micro-blogging	15 Indonesia	Jakarta most active Twitter city in the world.	29M Indonesian		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Asia	Indonesia	WeChat	Social Networking Services	>100 Indonesia			Messaging, Photo Sharing, Chat	No	Yes	App Specific	dev.wechat.com
Asia	Indonesia	WhatsApp	Social Networking Services	>100 Indonesia							
Asia	Indonesia	Wordpress.com	Blogging	9 Indonesia				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Asia	Pakistan	Facebook.com	Social Networking Service	1		6.8M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Asia	Pakistan	YouTube.com	Social Networking Service	4		UNK		YES	YES	JSON	API Documentation: developers.google.com/youtube
Asia	Pakistan	Blogspot.com	Blogging	6		UNK		YES	YES		API Documentation: developers.google.com/blogger
Asia	Pakistan	Twitter.com	Micro-blogging	9		estimated at 1.9M		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Asia	Pakistan	Linkedin.com	Social Networking Service	10	Young professionals	UNK		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/docu

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
											ments/linkedin-api-resource-map
Asia	Pakistan	Blogger.com	Blogging	11		UNK		YES	YES		API Documentation: developers.google.com/blogger
Asia	Pakistan	Wordpress.com	Blogging	13		UNK		YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Asia	Pakistan	Pinterest.com	Media Sharing	33	Women; hobbyists.	Globally over 11.7M; Pakistani, UNK	Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Asia	Pakistan	Tumblr.com	Blogging	39		UNK		YES	YES	JSON	API Documentation: tumblr.com/api
Asia	Pakistan	Dailymotion.com	Media Sharing	51		UNK	Watch, publish and share videos.	YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Asia	Pakistan	Flickr.com	Media Sharing	59		UNK	Photo sharing	YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Asia	Pakistan	MySpace.com	Social Networking Service	83		UNK		NO	YES	JSON, XML	API Documentation: developer.myspace.com
Asia	Pakistan	Deviantart.com	Social Networking Service	88	Artists	Globally over 19M; Pakistani, UNK	The social networking site for artists. Exhibit, promote and share original works of art.	YES	YES	JSON	API Documentation: deviantart.com/developers
Asia	Pakistan	Circle.pk	Social Networking Service	>500		UNK	Advertised as "the" social network of Pakistan.	YES	NO		
Asia	Pakistan	Pringit.com	Micro-blogging	>500	Cell phone users. Pakistan only. Caters to people with irregular or no Internet access but who have mobile (SMS) capability.	UNK; in early 2011 it was reported that >90% are mobile (SMS) only	Can connect Pring account to Facebook and Twitter accounts.	NO	NO		Mobile device SMS-based micro blog social network; Documentation: pringit.com/pages/commands_list
Asia	Pakistan	Geodost.com	Social Networking Service	Not ranked	Youth	UNK	Appears able to connect to Facebook and Twitter accounts.	YES	NO		
Asia	Pakistan	JoinPk.com	Social Networking Service	Not ranked		UNK					joinpk.com forwards to joinmuslims.com; joinmuslims.com server was unresponsive

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Asia	Pakistan	MillatFacebook.com	Social Networking Service	Not ranked		Globally claim 1B; Pakistani UNK	Muslim-oriented Facebook-like site	YES	NO		
Asia	Russia	Vk.com	Social Networking	2	Young Adults	239M (49M RU)	Facebook Clone	YES	YES	JSON, XML	API Documentation: https://vk.com/pages?oid=-17680044&p=Documentation
Asia	Russia	MoiMir / Mail.ru	Social Networking Service	5		42.7 M	Integrated mail, media sharing and socil networking site.	NO	YES	JSON, XML	API Documentation: api.mail.ru/docs
Asia	Russia	YouTube.com	Media Sharing	6		25M RU		YES	YES	JSON	API Documentation: developers.google.com/youtube
Asia	Russia	Facebook.com	Social Networking Service	7		13.1 M RU		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Asia	Russia	Odnoklassniki.ru	Social Networking Service	8	Lean toward older adults (35% are 35-44yrs)	148M (45M RU)	Facebook Clone	NO	YES	JSON, XML	API Documentation: dev.odnoklassniki.ru/wiki/display/ok/Odnoklassniki+Rest+API
Asia	Russia	Privet.ru	Social Networking Service	10	18-30 Years	UNK	Adult content. Offers music, photos, video, communities, blogs and more to members.	YES	NO		
Asia	Russia	LiveJournal.com	Blogging	12		30 M (5.7M RU)		YES	YES	XML	API Documentation: livejournal.com/developer
Asia	Russia	Twitter.com	Micro-blogging	13		2.3M		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Asia	Russia	Habrahabr.ru	Blogging	20	geared towards the "tech" community	UNK		YES	?	XML	References to habrahhabr.ru in documentation here: api.yandex.com/lenta/doc/dg/concepts/about.xml
Asia	Russia	Instagram.com	Media Sharing	26		UNK		YES	YES	JSONP	API Documentation: instagram.com/developer
Asia	Russia	Blogspot.ru	Blogging	27		UNK		YES	YES	JSON	API Documentation: developers.google.com/blogger
Asia	Russia	LinkedIn.com	Social Networking Service	34		2.8 M RU		YES	YES	XML	API Documentation: developer.linkedin.com/apis
Asia	Russia	Yaplakal.com	Forum	49	News, blogs, picture sharing, etc.	UNK		YES	NO		
Asia	Russia	Fotostrana.ru	Media Sharing	56	Geared towards young adults and dating.	UNK		YES	?		Some interaction available: fotostrana.ru/api/doc/phpsdk/ and example code: github.com/dobryakov/fotostrana-sdk

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Asia	Russia	Mirtesen.ru		93		UNK			NO		
Asia	Russia	Tumblr.com	Blogging	101		UNK		YES	YES	JSON, JSONP	API Documentation: tumblr.com/docs/en/api/v2
Asia	Russia	Wordpress.com	Blogging	142		UNK		YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Asia	Russia	Moikrug.ru	Social Networking Service	158	Professional	UNK	"My Circle" was acquired by Yandex in 2007.	NO	?		Some interaction available: https://code.google.com/p/gtk-yamka/source/checkout
Asia	Russia	Pinterest.com	Media Sharing	161		UNK		YES	YES	JSON, JSONP	API Documentation: developers.pinterest.com/api_docs/
Asia	Russia	Rutube.ru	Media Sharing	170		30M	Russian version of YouTube; only available in Russian.	NO	YES	JSON, JSONP, XML	API Documentation: rutube.ru/info/to_developers/
Asia	Russia	Flickr.com	Media Sharing	184		UNK		YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Asia	Russia	Sprashivai.ru	Forum, Question/Answer	185	Young adults	4.9M	Ask anything & everything anonymously or publicly.	NO	NO		
Asia	Russia	Imgur.com	Media Sharing	193		UNK	Public or private photo sharing site	YES	YES	JSON, JSONP, XML	API Documentation: api.imgur.com
Asia	Russia	Vkrugudruzei.ru	Social Networking Service	470		1.3M	"In a circle of friends"	NO	YES	XML, JSON	API Documentation: vkrugudruzei.ru/x/application/documentation
Europe	Austria	Facebook.com	Social Networking Service	2				YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Europe	Austria	Flickr.com	Media Sharing	94				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Europe	Austria	Linkedin.Com	Social Networking Service	30			Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Europe	Austria	LiveJasmin.com	Social Networking Service	58			Adult (18+) live video chat				
Europe	Austria	Pinterest.com	Media Sharing	86			Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Europe	Austria	Tumblr.com	Blogging	37				YES	YES	JSON	API Documentation: tumblr.com/api
Europe	Austria	Twitter.com	Micro-blogging	44				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Europe	Austria	Wordpress.com	Blogging	29				YES	YES	JSON	API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
											developer.wordpress.com/docs/api
Europe	Austria	Xing.com	Social Networking Service	49			Professional networking site - similar to LinkedIn.com				
Europe	Austria	YouTube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
Europe	Germany	Blogspot.de	Blogging	25							
Europe	Germany	Facebook.com	Social Networking Service	2				YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Europe	Germany	Jappy.de	Social Networking Service	78		1.28M					
Europe	Germany	Linkedin.Com	Social Networking Service	79			Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Europe	Germany	LiveJasmin.com	Social Networking Service	33			Adult (18+) live video chat				
Europe	Germany	MyVideo.de	Video Sharing Service	63		7.69M per month					
Europe	Germany	Odnoklassniki.ru	Social Networking Service	53			Russian site	NO	YES	JSON, XML	API Documentation: dev.odnoklassniki.ru/wiki/display/ok/Odnoklassniki+Rest+API
Europe	Germany	Tumblr.com	Blogging	48				YES	YES	JSON	API Documentation: tumblr.com/api
Europe	Germany	Twitter.com	Micro-blogging	77				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Europe	Germany	wer-kennt-wen.de	Social Networking Service	72		9.6M	German version of Facebook.com				
Europe	Germany	Wordpress.com	Blogging	56				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Europe	Germany	Xing.com	Social Networking Service	47			Professional networking site - similar to LinkedIn.com				
Europe	Germany	YouTube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
Europe	Malta	Badoo.com	Social Networking Service	77			Dating-focused site operating in 180 countries. Most active in Latin America, Spain, Italy and France.	NO	NO		

162

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Europe	Malta	Blogspot.com	Blogging	14							
Europe	Malta	Facebook.com	Social Networking Service	1				YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Europe	Malta	Flickr.com	Media Sharing	83				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Europe	Malta	Instagram.com	Media Sharing	69				YES	YES	JSON	API Documentation: instagram.com/developer
Europe	Malta	Linkedin.com	Social Networking Service	7			Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Europe	Malta	Pinterest.com	Media Sharing	30			Online/virutal pin board. One of the fastest growing sharing sites.	YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Europe	Malta	Tagged.com	Social Networking Service	99				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Europe	Malta	Tumblr.com	Blogging	43				YES	YES	JSON	API Documentation: tumblr.com/api
Europe	Malta	Twitter.com	Micro-blogging	19				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Europe	Malta	Vkontakte.ru (vk.com)	Social Networking Service	91				YES	YES	JSON, XML	API Documentation: vk.com/developers.php?oid=-1&p=Open_API
Europe	Malta	Wordpress.com	Blogging	25				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Europe	Malta	Wordpress.com	Blogging	84				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Europe	Malta	YouTube.com	Media Sharing	4				YES	YES	JSON	API Documentation: developers.google.com/youtube
Europe	Turkey	Blogger.com	Blogging	66 Turkey				YES	YES		API Documentation: developers.google.com/blogger
Europe	Turkey	Blogspot.com	Blogging	79 Turkey				YES	YES		API Documentation: developers.google.com/blogger
Europe	Turkey	Eksi Sozluk	Social Networking Service	8 Turkey		1M Turks		Yes	Yes		http://api.eksisozluk.com/
Europe	Turkey	Facebook	Social Networking Services	2 Turkey		36M Turks		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Europe	Turkey	Instagram	Media Sharing	17 Turkey		3.3M Turks		YES	YES	JSONP	API Documentation: instagram.com/developer
Europe	Turkey	LinkedIn	Social Networking Services	34 Turkey				YES	YES	XML	API Documentation: developer.linkedin.com/apis

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Europe	Turkey	Tumblr.com	Blogging	50 Turkey				YES	YES	JSON	API Documentation: tumblr.com/api
Europe	Turkey	Twitter.com	Micro-blogging	5 Turkey		11.5M Turks		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Europe	Turkey	WhatsApp	Social Networking Services	70 Turkey							
Europe	Turkey	Wordpress.com	Blogging	43 Turkey				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Europe	Turkey	Yonja.com	Social Networking Services	>100 Turkey	Similar to Facebook	4.6M Users		No	No		
Europe	Turkey	YouTube	Media Sharing	4 Turkey				YES	YES	JSON	API Documentation: developers.google.com/youtube
Europe	Turkey	Zumbara.com	Social Networking Service	>100 Turkey		15K users	Time sharing community	No	No		
North America	Mexico	Facebook.com	Social Networking Service	1				YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
North America	Mexico	YouTube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
North America	Mexico	Twitter.com	Micro-blogging	7				YES	YES	JSON, XML	API Documentation: dev.twitter.com
North America	Mexico	Wordpress.com	Blogging	12				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
North America	Mexico	Linkedin.com	Social Networking Service	20	Young professionals	Estimated 14 M across Latin America; Mexican UNK		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
North America	Mexico	Blogspot.com	Blogging	26				YES	YES		API Documentation: developers.google.com/blogger
North America	Mexico	Pinterest.com	Media Sharing	30				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
North America	Mexico	Tumblr.com	Blogging	43				YES	YES	JSON	API Documentation: tumblr.com/api
North America	Mexico	Slideshare	Media Sharing	54				YES	YES	JSON, XML	slideshare.net/developers
North America	Mexico	Flickr.com	Media Sharing	59				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
North America	Mexico	Scribd.com	Media Sharing	62				YES	YES		API Documentation: scribd.com/developers

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
North America	Mexico	Instagram.com	Media Sharing	74				YES	YES	JSON	API Documentation: instagram.com/developer
North America	Mexico	Blogger.com	Blogging	75				YES	YES		API Documentation: developers.google.com/blogger
North America	Mexico	Badoo.com	Social Networking Service	80	Dating	160 M globally; Mexican UNK	Dating-focused site operating in 180 countries. Most active in Latin America, Spain, Italy and France.	NO	NO		
North America	Mexico	Hi5.com	Social Networking Service	186				NO	GAME		Game Dev API Only
North America	Mexico	Metroflog.com	Media Sharing	341	Teens			YES	NO		
North America	Mexico	Sonico.com	Social Networking Service	363	75% of users are 34 years and younger; ~50/50 male/female	51 M globally; Mexican 17% of total		NO	NO		App development: sandbox.sonico.com; Documentation: sandbox.sonico.com/app_dev_docs.php
North America	Mexico	Zocalo.com	Social Networking Service	Not ranked				NO	NO		
Region: Africa, Sub-Saharan	N/A	Yookos.com	Social Networking Service	103 Zimbabwe 252 Nigeria 388 Ghana 3306 S. Africa		6M Globally	Originally a prayer-oriented site	YES	NO		Old discussion about pending API in the developers forum
Region: Africa, Sub-Saharan	N/A	Motribe.com	Social Networking Service	2217 Nigeria 9413 S. Africa			Mostly used via mobile device	SEE NOTES	NO		Mobile device social network creation software platform. Enterprise packages include RSS feeds.
Region: Africa, Sub-Saharan	N/A	2go.im	Social Networking Service	254 Nigeria 15,229 S. Africa	Targets youth 15-24	12.5M Nigeria; 6.5M S. Africa; 4% Kenya	Mostly used via mobile device	NO	NO		Mobile phone chat application download
Region: Africa, Sub-Saharan	N/A	Blueworld.co.za	Social Networking Service	4316 S. Africa				NO	NO		
Region: Africa, Sub-Saharan	N/A	Lagbook.com	Social Networking Service	629 Nigeria	Youth ages 18-30		Launched in June 2010	NO	APP		lagbook.com/593188
Region: Africa, Sub-Saharan	N/A	Jamiiforums.com	Blogging	7 Tanzania 3471 Kenya				YES	NO		twitter.com/JamiiForums; Primarily forum
Region: Africa, Sub-Saharan	N/A	Mxit.com	Social Networking Service	848 S. Africa		40 M Worldwide; 10 M in S. Africa		YES	YES	JSON, XML	API Documentation: dev.mxit.com/docs
Region: Africa, Sub-Saharan	N/A	Naijapals.com	Media Sharing	96 Zimbabwe132 Nigeria891 Ghana			Movie sharing	NO	NO		

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Africa, Sub-Saharan	N/A	Africanzone.com	Social Networking Service	Not ranked				NO	NO		
Region: Africa, Sub-Saharan	N/A	Bandeka.com	Social Networking Service	Not ranked	Young professionals		Invite only	NO	NO		twitter.com/BandekaDate, blog:loveafrican.wordpress.com
Region: Africa, Sub-Saharan	N/A	friendura.com	Social Networking Service	Not ranked			Launched August 2012; offers private chat rooms	NO	NO		Mobile phone chat/social application
Region: Africa, Sub-Saharan	N/A	Hummba.com	Social Networking Service	Not ranked	Travel oriented			NO	NO		
Region: Africa, Sub-Saharan	N/A	Sembuse.com	Social Networking Service	Not ranked			Mostly used via mobile device	NO	NO		Mobile device baed SMS-Like social networking application
Region: Africa, Sub-Saharan	N/A	Star53.com	Social Networking Service	Not ranked				NO	NO		
Region: Africa, Sub-Saharan	N/A	Bongoline.com	Social Networking Service				Caters to Tanzanians	NO	NO		
Region: Africa, Sub-Saharan	N/A	Facebook.com	Social Networking Service			41.5 M across the African continent		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Africa, Sub-Saharan	N/A	Linkedin.com	Social Networking Service			1.1 M S. Africa; UNK Africa-wide		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Africa, Sub-Saharan	N/A	Twitter.com	Micro-blogging		60% of tweets coming out of Africa are from persons aged 20-29			YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Africa, Sub-Saharan	N/A	Youtube.com	Media Sharing					YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Algeria	Facebook.com	Social Networking Service	1		4.0 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Algeria	Youtube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Algeria	Blogspot.com	Blogging	9				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Algeria	Inchallah.com	Social Networking Service	31	Francophone Islamic dating site	UNK		NO	NO		
Region: Middle East/Northern Africa	Algeria	Twitter.com	Micro-blogging	32				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Algeria	Skyrock.com	Social Networking Service	40				YES	YES	JSON, XML	API Documentation: skyrock.com/developer/docu

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
											mentation/api
Region: Middle East/Northern Africa	Algeria	Badoo.com	Social Networking Service	49				NO	NO		
Region: Middle East/Northern Africa	Algeria	Tagged.com	Social Networking Service	58				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Algeria	Over-blog.com	Blogging	75				YES	NO		
Region: Middle East/Northern Africa	Algeria	Linkedin.com	Social Networking Service	78				YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Algeria	Wordpress.com	Blogging	79				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Algeria	Twoo.com	Social Networking Service	81	Dating	UNK		NO	YES		No Documentation Found: api.twoo.com
Region: Middle East/Northern Africa	Bahrain	Facebook.com	Social Networking Service	1		0.4 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Bahrain	Youtube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Bahrain	Twitter.com	Micro-blogging	7				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Bahrain	Blogspot.com	Blogging	8				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Bahrain	Linkedin.com	Social Networking Service	13	Young professionals	0.1M	Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Bahrain	Wordpress.com	Blogging	24				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Bahrain	Tagged.com	Social Networking Service	41				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Bahrain	Linkedin.com	Social Networking Service	43	Young professionals			YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Bahrain	Tumblr.com	Blogging	44				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Bahrain	Dailymotion.com	Media Sharing	49				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Bahrain	Instagram.com	Media Sharing	52				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	Bahrain	Deviantart.com	Media Sharing	55				YES	YES	JSON	API Documentation: deviantart.com/developers
Region: Middle East/Northern Africa	Bahrain	Blogger.com	Blogging	56				YES	YES		API Documentation: developers.google.com/blogger

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Middle East/Northern Africa	Bahrain	Flickr.com	Media Sharing	63				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Region: Middle East/Northern Africa	Bahrain	Badoo.com	Social Networking Service	67				NO	NO		
Region: Middle East/Northern Africa	Egypt	Facebook.com	Social Networking Service	1	13-34 years old; 64% Male, 36% Female	11.9-13 M	Overwhelmingly the Arabic language is preferred over English. Indicates a growing user base among the masses.	YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Egypt	YouTube.com	Media Sharing	3		UNK		YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Egypt	Blogspot.com	Blogging	7		UNK		YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Egypt	Twitter.com	Micro-blogging	12		297K	Heaviest concentration of users are located in Cairo.	YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Egypt	Blogger.com	Blogging	63		UNK		YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Egypt	Linkedin.com	Social Networking Service	64	Young professionals	596K	Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Egypt	Mawaly.com	Social Networking Service	73	Music sharing site.	2.8M	View profiles, share photos, music and more.	YES	NO		
Region: Middle East/Northern Africa	Egypt	Tagged.com	Social Networking Service	92		330M globally; Egypt UNK	Relatively new SNS gaining popularity around the globe. Integrates with facebook.	YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Egypt	Wordpress.com	Blogging	100		UNK		YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Egypt	D1g.com	Media Sharing	210	Primarily video sharing	UNK		YES	NO		
Region: Middle East/Northern Africa	Egypt	Kolena.org	Social Networking Service	Not ranked	Forum		Launched by an Egyptian student in America post Arab Spring				Server Unresponsive
Region: Middle East/Northern Africa	Iran	Blogfa.com	Blogging	3	Most popular blog platform.			NO	NO		
Region: Middle	Iran	Mihanblog.com	Blogging	5				YES	NO		

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa											
Region: Middle East/Northern Africa	Iran	Persianblog.ir	Blogging	7				YES	NO		RSS Feed From Blog
Region: Middle East/Northern Africa	Iran	Cloob.com	Social Networking Service	8		1.5M		NO	NO		
Region: Middle East/Northern Africa	Iran	Blogsky.com	Blogging	15				NO	NO		
Region: Middle East/Northern Africa	Iran	YouTube.com	Media Sharing	34				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Iran	Iran-eng.com	Social Networking Service	112	geared towards engineers			YES	NO		
Region: Middle East/Northern Africa	Iran	Facebook.com	Social Networking Service	138		17M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Iran	Twitter.com	Micro-blogging	>500		12K		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Iran	Balatarin.com	Social Networking Service	Not ranked				YES	NO		
Region: Middle East/Northern Africa	Iran	IRExpert.ir	Social Networking Service	Not ranked	Professionals	UNK		NO	NO		Professional networking; http://publicintelligence.net/ufouo-open-source-center-iran-social-networking-site-profile-irexpert-ir/
Region: Middle East/Northern Africa	Iran	MyPardis.com	Social Networking Service	Not ranked	Students, younger Iranians, 15-35 year olds	150K		NO	NO		
Region: Middle East/Northern Africa	Iran	Linkedin.com	Social Networking Service	Not ranked	Young professionals	0.4M	Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Iraq	Facebook.com	Social Networking Service	1		2.4 - 2.7 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Iraq	Youtube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Iraq	Blogspot.com	Blogging	8				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Iraq	4shared.com	Media Sharing	14				NO	YES		API Documentation: 4shared.com/developer/docs
Region: Middle East/Northern Africa	Iraq	Twitter.com	Micro-blogging	20				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Iraq	Tagged.com	Social Networking Service	43				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Iraq	Dailymotion.com	Media Sharing	78				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle	Iraq	Wordpress.com	Blogging	79				YES	YES	JSON	API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa											developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Israel	Facebook.com	Social Networking Service	2		3.7M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Israel	YouTube.com	Media Sharing	4				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Israel	Linkedin.com	Social Networking Service	6				YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Israel	Blogspot.co.il	Blogging	11				YES	NO		
Region: Middle East/Northern Africa	Israel	Twitter.com	Micro-blogging	21				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Israel	Tapuz.co.il	Media Sharing	23			You-tube like site	YES	NO		
Region: Middle East/Northern Africa	Israel	Tapuz.co.il	Social Networking Service	23			Blogs, forums, chat, and more	YES	NO		
Region: Middle East/Northern Africa	Israel	Wordpress.com	Blogging	37				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Israel	Odnoklassniki.ru	Social Networking Service	46		45M Globally		NO	YES	JSON, XML	API Documentation: dev.odnoklassniki.ru/wiki/display/ok/Odnoklassniki+Rest+API
Region: Middle East/Northern Africa	Israel	Pinterest.com	Media Sharing	51				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Region: Middle East/Northern Africa	Israel	Fxp.co.il	Social Networking Service	55		839K	Forums geared towards younger crowd	NO	NO		
Region: Middle East/Northern Africa	Israel	Tumblr.com	Blogging	64				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Israel	Flickr.com	Media Sharing	77				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Region: Middle East/Northern Africa	Israel	Wordpress.com	Blogging	81				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Israel	Instagram.com	Media Sharing	82				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	Israel	Blogger.com	Blogging	88				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Israel	Vkontakte.ru (vk.com)	Social Networking Service	89		118M	Russian version of Facebook.	YES	YES	JSON, XML	API Documentation: vk.com/developers.php?oid=-1&p=Open_API

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Middle East/Northern Africa	Israel	Blogspot.com	Blogging	91				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Israel	Vimeo.com	Media Sharing	99				YES	YES	JSON, XML	API Documentation: developer.vimeo.com/apis/advanced
Region: Middle East/Northern Africa	Jordan	Facebook.com	Social Networking Service	1		2.5-2.6 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Jordan	Youtube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Jordan	Twitter.com	Micro-blogging	10				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Jordan	Blogspot.com	Blogging	11				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Jordan	Linkedin.com	Social Networking Service	16				YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Jordan	Linkedin.com	Social Networking Service	17		0.2M	Professional networking, employment opportunities.	YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Jordan	Wordpress.com	Blogging	46				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Jordan	Tagged.com	Social Networking Service	67				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Jordan	Pinterest.com	Media Sharing	75				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Region: Middle East/Northern Africa	Jordan	Blogger.com	Blogging	81				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Jordan	Jeeran.com	Blogging	82				NO	NO		
Region: Middle East/Northern Africa	Jordan	Tumblr.com	Blogging	95				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Jordan	ammannet.net	Social Networking Service	168				NO, BLOG	NO		Some member blogs offer RSS feeds
Region: Middle East/Northern Africa	Jordan	7iber.com	Blogging	>500				YES	NO		RSS: www.7iber.com/feed;
Region: Middle East/Northern Africa	Jordan	Aramram.com	Media Sharing	>500				NO	NO		
Region: Middle East/Northern Africa	Kuwait	YouTube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/youtube

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Middle East/Northern Africa	Kuwait	Facebook.com	Social Networking Service	3		0.8M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Kuwait	Twitter.com	Micro-blogging	6				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Kuwait	Blogspot.com	Blogging	8				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Kuwait	Wordpress.com	Blogging	38				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Kuwait	Instagram.com	Media Sharing	42				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	Kuwait	Linkedin.com	Social Networking Service	45	Professionals	0.2M		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Kuwait	Tumblr.com	Blogging	62				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Kuwait	Q8ping.com	Blogging	69				YES	NO		
Region: Middle East/Northern Africa	Kuwait	Fatakat.com	Social Networking Service	Not ranked	Females			NO	NO		
Region: Middle East/Northern Africa	Kuwait	Q80s.com	Micro-blogging	Not ranked	Professionals			NO	NO		
Region: Middle East/Northern Africa	Lebanon	Facebook.com	Social Networking Service	1		1.6 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Lebanon	Youtube.com	Media Sharing	4				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Lebanon	Twitter.com	Micro-blogging	7				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Lebanon	Linkedin.com	Social Networking Service	11		0.2M		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Lebanon	Blogspot.com	Blogging	12				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Lebanon	Wordpress.com	Blogging	32				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Lebanon	Pinterest.com	Media Sharing	40				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Region: Middle East/Northern Africa	Lebanon	Tumblr.com	Blogging	51				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle	Lebanon	Badoo.com	Social Networking	65				NO	NO		

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa			Service								
Region: Middle East/Northern Africa	Lebanon	Katagogi.com	Social Networking Service	71			Family tree/geneaology people network. Share photo albums, make events, develop a blog and more.	NO	NO		
Region: Middle East/Northern Africa	Lebanon	Blogger.com	Blogging	89				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Lebanon	Wordpress.com	Blogging	91				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Lebanon	Instagram.com	Media Sharing	100				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	Lebanon	Hi5.com	Social Networking Service	Not ranked				NO	GAME		Game Dev API Only
Region: Middle East/Northern Africa	Morocco	Facebook.com	Social Networking Service	1		5.25M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Morocco	YouTube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Morocco	Blogspot.com	Blogging	9				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Morocco	Twitter.com	Micro-blogging	25				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Morocco	Badoo.com	Social Networking Service	29				NO	NO		
Region: Middle East/Northern Africa	Morocco	Blogger.com	Blogging	32				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Morocco	Dailymotion.co m	Media Sharing	38				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Morocco	Linkedin.com	Social Networking Service	49				YES	YES	JSON, XML	API Documentation: developer.linkedin.com/docu ments/linkedin-api-resource-map
Region: Middle East/Northern Africa	Morocco	Skyrock.com	Social Networking Service	60				YES	YES	JSON, XML	API Documentation: skyrock.com/developer/docu mentation/api
Region: Middle East/Northern Africa	Morocco	Wordpress.com	Blogging	79				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Morocco	Over-blog.com	Blogging	82				YES	NO		
Region: Middle East/Northern Africa	Morocco	Viadeo.com	Social Networking Service	93	Professionals	45M globally	Similar to Linkedin.com; professional	YES	YES	JSON, XML	API Documentation: dev.viadeo.com

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
							networking site.				
Region: Middle East/Northern Africa	Morocco	Almajadid.com	Social Networking Service	Not ranked		15K in 2010, today UNK	Entirely focused on Moroccans.	NO	NO		
Region: Middle East/Northern Africa	Oman	Youtube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Oman	Facebook.com	Social Networking Service	3		0.6 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Oman	Twitter.com	Micro-blogging	8				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Oman	Blogspot.com	Blogging	9				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Oman	Linkedin.com	Social Networking Service	27				YES	YES	JSON, XML	API Documentation: developer.linkedin.com/docu ments/linkedin-api-resource-map
Region: Middle East/Northern Africa	Oman	Tumblr.com	Blogging	31				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Oman	Wordpress.com	Blogging	53				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Oman	Tagged.com	Social Networking Service	65				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Oman	Linkoman.com	Social Networking Service	Not ranked		UNK		YES	NO		
Region: Middle East/Northern Africa	Oman	Omanlog.com	Social Networking Service	Not ranked		UNK		NO	NO		
Region: Middle East/Northern Africa	Oman	Omanwall.com	Social Networking Service	Not ranked		UNK	Look and feel of Facebook but advertised for Omanis only.	NO	YES	JSON	API Documentation: omanwall.com/apps/develop er
Region: Middle East/Northern Africa	Oman	Salamworld.com	Social Networking Service	Not ranked		UNK		NO	NO		
Region: Middle East/Northern Africa	Palestine	Facebook.com	Social Networking Service	1		1 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Palestine	YouTube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Palestine	Blogspot.com	Blogging	10				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Palestine	Twitter.com	Micro-blogging	18		33K		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Palestine	4shared.com	Media Sharing	30				NO	YES		API Documentation: 4shared.com/developer/docs
Region: Middle	Palestine	Wordpress.com	Blogging	60				YES	YES	JSON	API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa											developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Palestine	Blogger.com	Blogging	63				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Palestine	iMesh.com	Media Sharing	64		UNK	P2P sharing site - music and videos with some social networking features	NO	NO		
Region: Middle East/Northern Africa	Palestine	Twoo.com	Social Networking Service	76				NO	YES		No Documentation Found: api.twoo.com
Region: Middle East/Northern Africa	Palestine	Dailymotion.com	Social Networking Service	83				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Palestine	Tumblr.com	Blogging	99				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Qatar	Facebook.com	Social Networking Service	1		0.6-0.7 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Qatar	Youtube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Qatar	Blogspot.com	Blogging	7				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Qatar	Twitter.com	Micro-blogging	8		59,835 Qatari		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Qatar	Qatarliving.com	Social Networking Service	11				YES	NO		
Region: Middle East/Northern Africa	Qatar	Linkedin.com	Social Networking Service	13		0.2M		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Qatar	4shared.com	Media Sharing	26				NO	YES		API Documentation: 4shared.com/developer/docs
Region: Middle East/Northern Africa	Qatar	Flickr.com	Media Sharing	40				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
Region: Middle East/Northern Africa	Qatar	Dailymotion.com	Media Sharing	48				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Qatar	Wordpress.com	Blogging	65				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Qatar	Tagged.com	Social Networking Service	87				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Qatar	Tumblr.com	Blogging	91				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Qatar	Blogger.com	Blogging	95				YES	YES		API Documentation: developers.google.com/blogger

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Middle East/Northern Africa	Qatar	Haiqatar.com	Social Networking Service								
Region: Middle East/Northern Africa	Qatar	Jhoos.com	Social Networking Service								
Region: Middle East/Northern Africa	Saudi Arabia	Youtube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Saudi Arabia	Facebook.com	Social Networking Service	3		6 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Saudi Arabia	Twitter.com	Micro-blogging	6		3 M		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Saudi Arabia	Blogspot.com	Blogging	8				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Saudi Arabia	4shared.com	Social Networking Service	22				NO	YES		API Documentation: 4shared.com/developer/docs
Region: Middle East/Northern Africa	Saudi Arabia	Tumblr.com	Blogging	35				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	Saudi Arabia	Wordpress.com	Blogging	56				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Saudi Arabia	Instagram.com	Media Sharing	67				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	Saudi Arabia	Linkedin.com	Social Networking Service	68		0.8M		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/docu ments/linkedin-api-resource-map
Region: Middle East/Northern Africa	Saudi Arabia	Blogger.com	Blogging	85				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Saudi Arabia	Netlog.com	Social Networking Service	231	Professionals	97M globally		YES	YES		API Documentation: netlog.com/go/developer/do cumentation
Region: Middle East/Northern Africa	Saudi Arabia	Jeeran.com	Social Networking Service	>500				NO	NO		
Region: Middle East/Northern Africa	Saudi Arabia	Arabfriendz.com	Social Networking Service	Not ranked				YES	NO		
Region: Middle East/Northern Africa	Saudi Arabia	Tamtem.com	Social Networking Service	Not ranked		UNK	In Arabic	NO	NO		
Region: Middle East/Northern Africa	Syria	Wordpress.com	Blogging	74				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Syria	Blogspot.com	Blogging	No info available				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Syria	Facebook.com	Social Networking Service	No info available		356K (2011)		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Syria	Manjam.com	Social Networking Service	No info available	Homosexuals			NO	NO		Explicit gay male social network and dating website

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
Region: Middle East/Northern Africa	Syria	Twitter.com	Micro-blogging	No info available		40K (2011)		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Syria	YouTube.com	Media Sharing	No info available		UNK		YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Tunisia	Facebook.com	Social Networking Service	1		3.4 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	Tunisia	YouTube.com	Media Sharing	2				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	Tunisia	Blogspot.com	Blogging	6				NO	NO		
Region: Middle East/Northern Africa	Tunisia	Twitter.com	Micro-blogging	17		12K		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Tunisia	Blogger.com	Blogging	27				YES	YES		API Documentation: developers.google.com/blog ger
Region: Middle East/Northern Africa	Tunisia	Dailymotion.co m	Media Sharing	32				YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Tunisia	Wordpress.com	Blogging	39				YES	YES	JSON	API Documentation: developer.wordpress.com/do cs/api
Region: Middle East/Northern Africa	Tunisia	4shared.com	Social Networking Service	57				NO	YES		API Documentation: 4shared.com/developer/docs
Region: Middle East/Northern Africa	Tunisia	Tagged.com	Social Networking Service	59				YES	YES	JSON, XML	API Documentation: tagged.com/api/spec.html
Region: Middle East/Northern Africa	Tunisia	Over-blog.com	Blogging	70				YES	NO		
Region: Middle East/Northern Africa	Tunisia	Badoo.com	Social Networking Service	71				NO	NO		
Region: Middle East/Northern Africa	Tunisia	Inchallah.com	Social Networking Service	82				NO	NO		
Region: Middle East/Northern Africa	Tunisia	Viadeo.com	Social Networking Service	83				YES	YES	JSON, XML	API Documentation: dev.viadeo.com
Region: Middle East/Northern Africa	Tunisia	Vkontakte.ru (vk.com)	Social Networking Service	Not ranked				YES	YES	JSON, XML	API Documentation: vk.com/developers.php?oid= -1&p=Open_API
Region: Middle East/Northern Africa	UAE	Facebook.com	Social Networking Service	1		3.3 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/do cs/reference/api/
Region: Middle East/Northern Africa	UAE	YouTube.com	Media Sharing	4				YES	YES	JSON	API Documentation: developers.google.com/yout ube
Region: Middle East/Northern Africa	UAE	Linkedin.com	Social Networking Service	7		1.1M		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/docu ments/linkedin-api-resource- map
Region: Middle East/Northern Africa	UAE	Twitter.com	Micro-blogging	10		263K		YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle	UAE	Blogspot.com	Blogging	11				YES	YES		API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa											developers.google.com/blogger
Region: Middle East/Northern Africa	UAE	Pinterest.com	Media Sharing	32				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
Region: Middle East/Northern Africa	UAE	Tumblr.com	Blogging	33				YES	YES	JSON	API Documentation: tumblr.com/api
Region: Middle East/Northern Africa	UAE	Instagram.com	Media Sharing	38				YES	YES	JSON	API Documentation: instagram.com/developer
Region: Middle East/Northern Africa	UAE	Blogger.com	Blogging	47				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	UAE	Dailymotion.com	Media Sharing	80		UNK	Watch, publish and share videos.	YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	UAE	Wordpress.com	Blogging	83				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	UAE	Jeeran.com	Social Networking Service	>500			1.5M Globally	NO	NO		
Region: Middle East/Northern Africa	Yemen	Facebook.com	Social Networking Service	1		0.5 M		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
Region: Middle East/Northern Africa	Yemen	YouTube.com	Media Sharing	3		5,907 (Mar. 2012)		YES	YES	JSON	API Documentation: developers.google.com/youtube
Region: Middle East/Northern Africa	Yemen	Blogspot.com	Blogging	5				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Yemen	Twitter.com	Micro-blogging	8				YES	YES	JSON, XML	API Documentation: dev.twitter.com
Region: Middle East/Northern Africa	Yemen	Blogger.com	Blogging	40				YES	YES		API Documentation: developers.google.com/blogger
Region: Middle East/Northern Africa	Yemen	Wordpress.com	Blogging	43				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
Region: Middle East/Northern Africa	Yemen	Linkedin.com	Social Networking Service	73	Young professionals			YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
Region: Middle East/Northern Africa	Yemen	Dailymotion.com	Media Sharing	76		UNK	Watch, publish and share videos.	YES	YES	JSON, XML	API Documentation: dailymotion.com/doc/api
Region: Middle East/Northern Africa	Yemen	Badoo.com	Social Networking Service	>500				NO	NO		
Region: Middle East/Northern Africa	Yemen	yemen4all.com	Blogging	>500				YES	NO		
Region: Middle	Yemen	Bambuser.com	Social Networking	Not ranked			Live video	YES	YES	JSON, XML	API Documentation:

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
East/Northern Africa			Service				broadcasting via mobile phone and webcam				bambuser.com/api
South America	Argentina	Facebook.com	Social Networking Service	1				YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
South America	Argentina	YouTube.com	Media Sharing	3				YES	YES	JSON	API Documentation: developers.google.com/youtube
South America	Argentina	Twitter.com	Micro-blogging	9		1.6M (2011)		YES	YES	JSON, XML	API Documentation: dev.twitter.com
South America	Argentina	Taringa.net	Social Networking Service	11		16.2M	"The Social network" of the Argentinean internet community. Users create posts and the community comments and allots points.	YES	NO		
South America	Argentina	Linkedin.com	Social Networking Service	17	Professionals	470K		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
South America	Argentina	Wordpress.com	Blogging	19				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
South America	Argentina	Badoo.com	Social Networking Service	27	Dating	160M globally; 824K (2011)	Dating-focused site operating in 180 countries. Most active in Latin America, Spain, Italy and France.	NO	NO		
South America	Argentina	Blogspot.com	Blogging	32				YES	YES		API Documentation: developers.google.com/blogger
South America	Argentina	Poringa.net	Social Networking Service	37	Over 18.		Adult content.	NO	NO	Explicit	
South America	Argentina	Blogger.com	Blogging	50				YES	YES		API Documentation: developers.google.com/blogger
South America	Argentina	Tumblr.com	Blogging	61				YES	YES	JSON	API Documentation: tumblr.com/api
South America	Argentina	Flickr.com	Media Sharing	78				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
South America	Argentina	Pinterest.com	Media Sharing	95				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
											available as RSS
South America	Argentina	4shared.com	Media Sharing	96				NO	YES		API Documentation: 4shared.com/developer/docs
South America	Argentina	Metroflog.com	Social Networking Service	894		420K		YES	NO		
South America	Argentina	AshleyMadison.com	Social Networking Service	1412	Over 18. Singles and Swingers.	72K; 61% live in Buenos Aires; 33% women	Site aims to reach over 500K members in Argentina by the end of the year	YES	NO		Extramarital affair facilitation site
South America	Argentina	Fotolog.com	Media Sharing	Not ranked		2M (2011)		YES	NO		
South America	Argentina	Sonico.com	Social Networking Service	Not ranked		1M (2011)		NO	NO		App development: sandbox.sonico.com; Documentation: sandbox.sonico.com/app_dev_docs.php
South America	Argentina	YouTube.com.ar	Media Sharing	Not ranked				YES	YES	JSON	API Documentation: developers.google.com/youtube
South America	Brazil	Badoo	Social Networking Services	>100 Brazil				NO	NO		
South America	Brazil	Blogger.com	Blogging	23 Brazil				YES	YES		API Documentation: developers.google.com/blogger
South America	Brazil	Blogspot.com	Blogging	56 Brazil				YES	YES		API Documentation: developers.google.com/blogger
South America	Brazil	Facebook	Social Networking Service	3 Brazil	photos and videos account for 68% Brazilian posts	65M Brazilian		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
South America	Brazil	FaceGloria.com	Social Networking Service				Brazilian Evangelical Christians	No	No		
South America	Brazil	Google+	Social Networking Services								
South America	Brazil	Imgur.com	Media Sharing	83 Brazil			Public or private photo sharing site	YES	YES	JSON, JSONP, XML	API Documentation: api.imgur.com
South America	Brazil	Instagram	Media Sharing	14 Brazil				YES	YES	JSONP	API Documentation: instagram.com/developer
South America	Brazil	LInkedin	Social Networking Services	13 Brazil		20M Brazilian		YES	YES	XML	API Documentation: developer.linkedin.com/apis
South America	Brazil	NowMe	Social Networking Services				Dating App 30k-40k installs	No	No		nowme.com.br geo-enabled app
South America	Brazil	Orkut	Social Networking Services				Google shut down orkut 9/2014	No	No		Replaced by google+
South America	Brazil	Pinterest	Media Sharing	26 Brazil			Online/virutal	YES	REMOVE		API Announcement Sign-up

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
							pin board. One of the fastest growing sharing sites.		D		Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
South America	Brazil	Pumpop	Social Networking Services				Location aware contact, chat, photos, games	No	No		pumpop.com, geo-enabled app
South America	Brazil	Tumblr.com	Blogging					YES	YES	JSON	API Documentation: tumblr.com/api
South America	Brazil	Twitter.com	Micro-blogging	10 Brazil	post primarily using laptop/desktop	14M Brazilian		YES	YES	JSON, XML	API Documentation: dev.twitter.com
South America	Brazil	WhatsApp	Social Networking Services				Messaging, Photo Sharing, Chat	No	No		
South America	Brazil	Wordpress.com	Blogging	21 Brazil				YES	YES	JSON	API Documentation: developer.wordpress.com/docs/api
South America	Brazil	YouTube	Media Sharing	4 Brazil		62M Brazilian		YES	YES	JSON	API Documentation: developers.google.com/youtube
South America	Venezuela	Facebook.com	Social Network Service	1		8.3M (2011 est.)		YES	YES	JSON, XML	API Documentation: developers.facebook.com/docs/reference/api/
South America	Venezuela	Youtube.com	Media Sharing	3		77% of population		YES	YES	JSON	API Documentation: developers.google.com/youtube
South America	Venezuela	Twitter.com	Micro-blogging	6		2.3M (2011 est.)		YES	YES	JSON, XML	API Documentation: dev.twitter.com
South America	Venezuela	Blogspot.com	Blogging	9				YES	YES		API Documentation: developers.google.com/blogger
South America	Venezuela	Taringa.net	Social Networking Service	26		16.2M	Users create posts and the community comments and allots points.	YES	NO		
South America	Venezuela	Badoo.com	Social Network Service	38	Dating	160M Globally; UNK Venezuela	Dating-focused site operating in 180 countries. Most active in Latin America, Spain, Italy and France.	NO	NO		
South America	Venezuela	Linkedin.com	Social Networking Service	42		Estated 14 M across Latin America; Venezuela UNK		YES	YES	JSON, XML	API Documentation: developer.linkedin.com/documents/linkedin-api-resource-map
South America	Venezuela	Tumblr.com	Blogging	77				YES	YES	JSON	API Documentation: tumblr.com/api

Continent/Region	Country	Site Name/URL	Type of Site	Alexa.com Popularity/ Rank*	Primary Audience, Demogs	Members	Key Features	RSS	Public API	Data Format(s)	API/Data Notes
South America	Venezuela	Scribd.com	Media Sharing	85				YES	YES		API Documentation: scribd.com/developers
South America	Venezuela	Instagram.com	Media Sharing	89				YES	YES	JSON	API Documentation: instagram.com/developer
South America	Venezuela	Pinterest.com	Media Sharing	90				YES	REMOVED		API Announcement Sign-up Form; Unofficial API Docs: tijn.bo.lt/pinterest-api; Both User and Board feeds available as RSS
South America	Venezuela	Flickr.com	Media Sharing	100				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api
South America	Venezuela	Plaxed.com	Social Networking Service	Not ranked		UNK	Built on freeware StatusNet.	NO	YES		
South America	Venezuela	Flickr.com	Media Sharing	120				YES	YES	JSON, XML, REST, SOAP	API Documentation: flickr.com/services/api

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