

Instagram Announces a New Milestone

In a blog post on Tuesday, Instagram, the photo sharing social media platform, announced that it has reached a new milestone of 400 million users. Interestingly, the social media service has gained over a 100 million users just this year!

Kevin Systrom and Mike Krieger created Instagram in 2010, launching it as a free mobile application. Needless to say, it quickly gained popularity and had 100 million users in the first quarter of 2012. By the end of 2014, the app had reached over 300 million users.



Facebook acquired Instagram in April 2012 for \$1 billion. What is particularly noteworthy is the fact that according to a report in the year 2013, after the acquisition, Facebook only grew 3% while Instagram had grown at an astounding rate of 23%!

This year has been no less significant for Instagram.

For those who are still unsure of what Instagram exactly is, it is an online mobile service that allows and facilitates the sharing of videos and photos. The app can be defined as a social media service that allows users to take pictures and videos, and then share them on various social media platforms.

A recent statistic also reveals that Instagram attracts over 75% of its users from outside the US, with more than 50 million of the newest users residing in Europe and Asia.

Indonesia, Brazil, and Japan happen to be the biggest contributors in this latest addition of users.

Facebook has so far been slow in monetizing from their deal with Instagram. However, it was recently announced that the social media giant has expanded its platform for all advertisers. In 2017, eMarketer expects this change to make \$2.8 billion in advertising revenue for Facebook.

Will Instagram's userbase eventually outgrow Facebook? Are Instagram and other picture and video platforms redefining how we consume media? Let us know what you think by sharing your comments below.