



Information flies when users forward content about brands or products. We don't know yet whether bad news travels faster, but we do know that 19% of global online users have forwarded a link to an article about a brand or product in the past month, a percentage that remains the same for the forwarding of links to a brand's or product's website. And, 15% globally have forwarded links to brand or product videos in the past month. The point is that, exponentially, more online users get exposure to information about your brands and products because of the forwarders. Depending on circumstances, that can be a very good thing. Or not!

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue[™] is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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