

SOCIAL MEDIA TRENDS 2013

WHAT'S IN THIS REPORT?



The Context

Social media in 2013

**Big data and social media
marketing**

**Going mobile and a look at
gaming / smart TV**

**Privatisation and overall
implications**

IF YOU ONLY HAVE A MINUTE...



- Social media growth continues, reaching into new territories and changing audiences.
- One of the big challenges will be finding the balance between those who want to take advantage of the 'big data' within social sites and those who want to retain a measure of privacy and control .
- Social media gets serious – this year we should see continued evolution of online advertising as social sites explore revenue streams and brands aim for more communication with consumers.
- Whatever direction social media travels in, mobile will be key. For something that is all about spontaneity and keeping up to date, an increasingly sophisticated connected device that is always with you is perfect.



SOCIAL MEDIA IN 2013 – WHERE ARE WE?

In the last few years Social Media has grown from something a niche group in society engaged with for fun, to become so mainstream that most companies now have marketing strategies built around it.

The growth in the sophistication and ownership of smartphones has helped to ensure it is something people can now dip into several times a day, wherever they are.

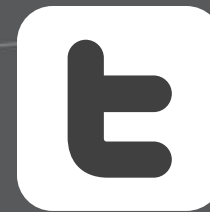


SOCIAL MEDIA USERS GLOBALLY

There are
1
Billion
Facebook users
in the world



800 million
users



500 million
users



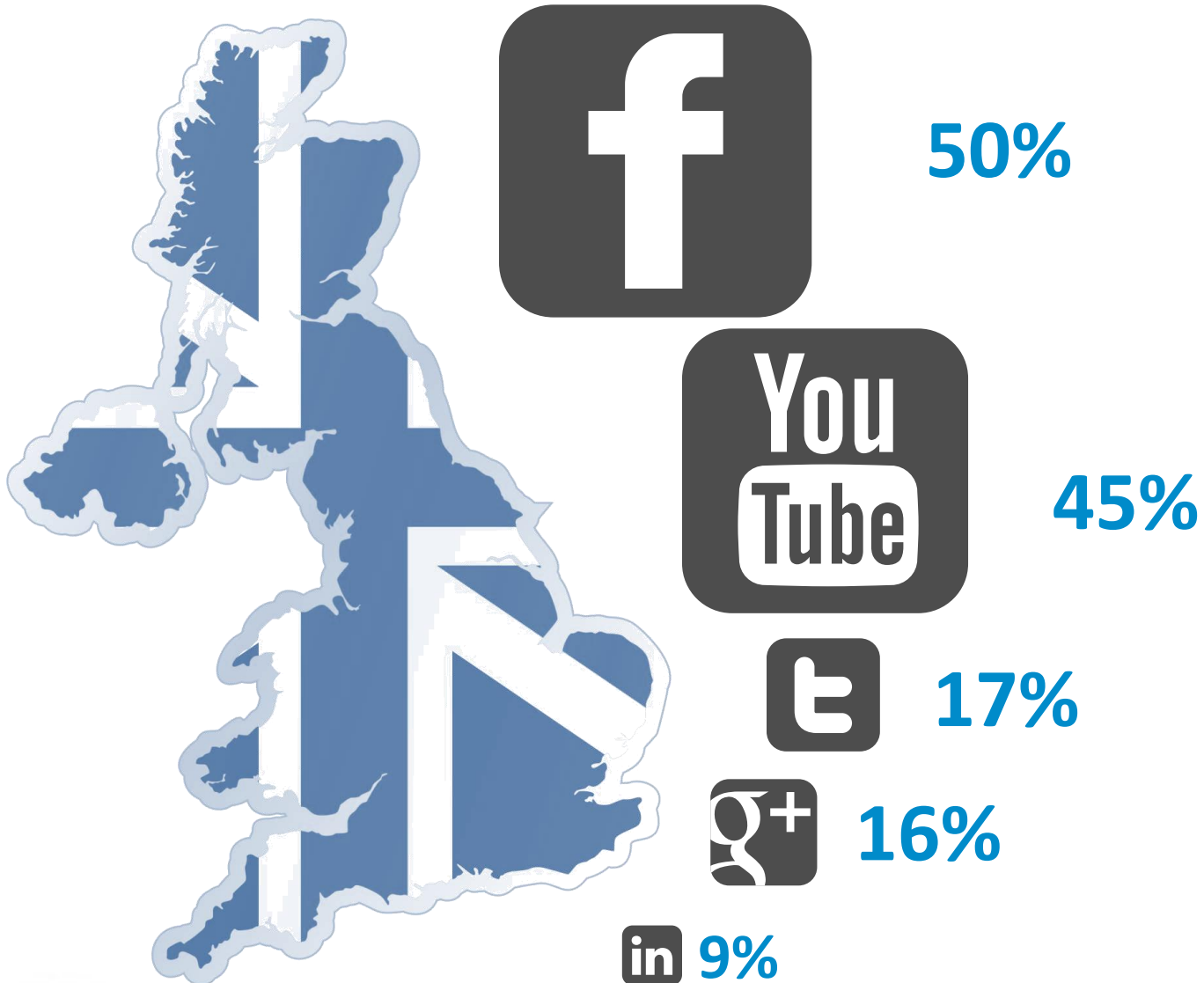
500 million
users



200 million users



50% of the UK population have used Facebook in the last 3 months



Source: [Tech Tracker Q4 2012](#), - based on UK adult population 15+



REPORT PREVIEW

Please register to download the full report

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TRENDS & FUTURES