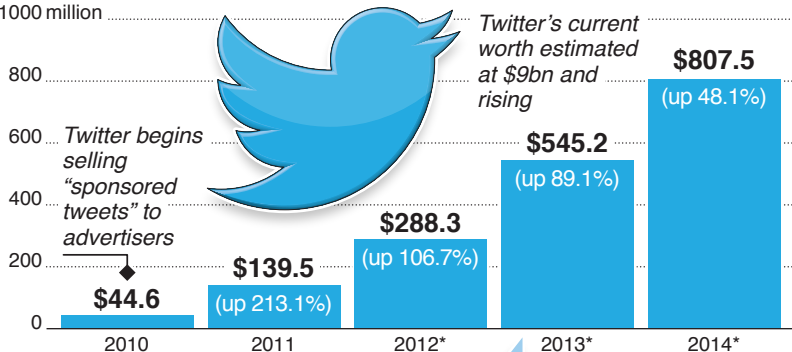


# Twitter IPO likely within months

Speculation is growing that social networking giant Twitter may file an *Initial Public Offering* (stock market launch) as early as August 2013

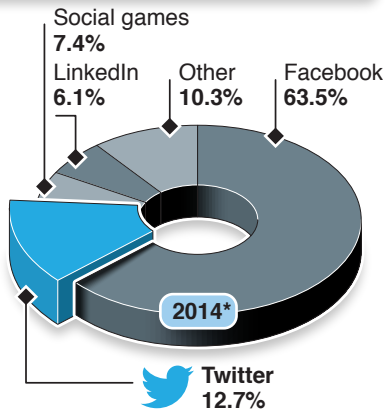
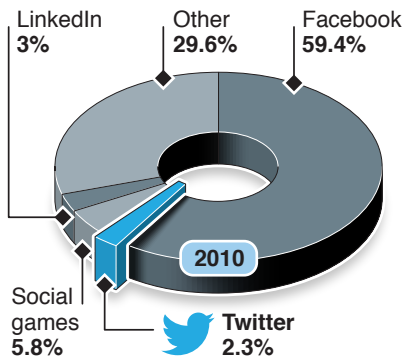
## TWITTER ADVERTISING REVENUES WORLDWIDE

\$1000 million



Twitter launched its **Application Programming Interface (API)** in Feb 2013. It allows developers to build apps powered by, or including, Twitter technology. Facebook launched its IPO six months after its API, leading to speculation Twitter may follow similar timeframe

## U.S. SOCIAL NETWORK ADVERTISING SPENDING SHARE



*Paid advertising only. Excludes spending by marketers that goes towards developing or maintaining social network presence. Numbers may not add up to 100% due to rounding. Data from Sep 2012.*

Sources: Wire agencies, emarketer.com \*Forecast

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