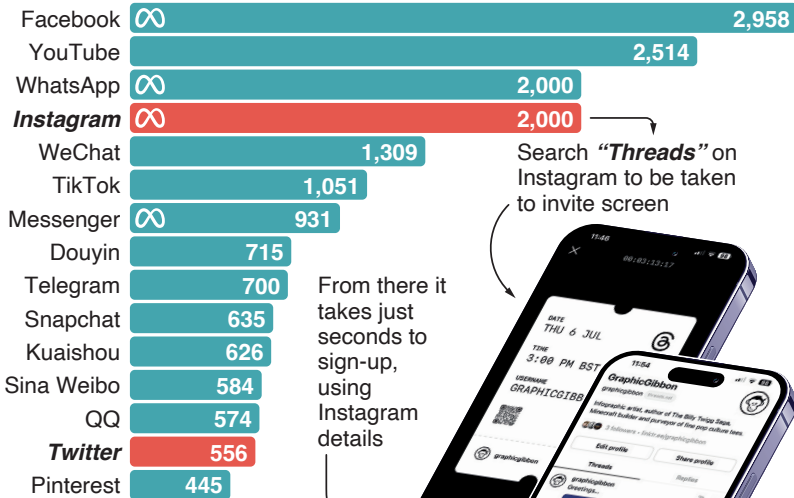


Threads could be problem for Twitter

Mark Zuckerberg claims millions of people have signed up to Meta's *Threads* in the first few hours – a new app designed specifically to mimic Twitter, which is losing popularity under Elon Musk

MOST POPULAR SOCIAL NETWORKS

Ranked by number of active monthly users (millions)



∞ – Owned by Meta

With many Twitter users disenchanted with recent changes to platform, Threads could be seen as attractive alternative. If millions switch, so too may advertisers