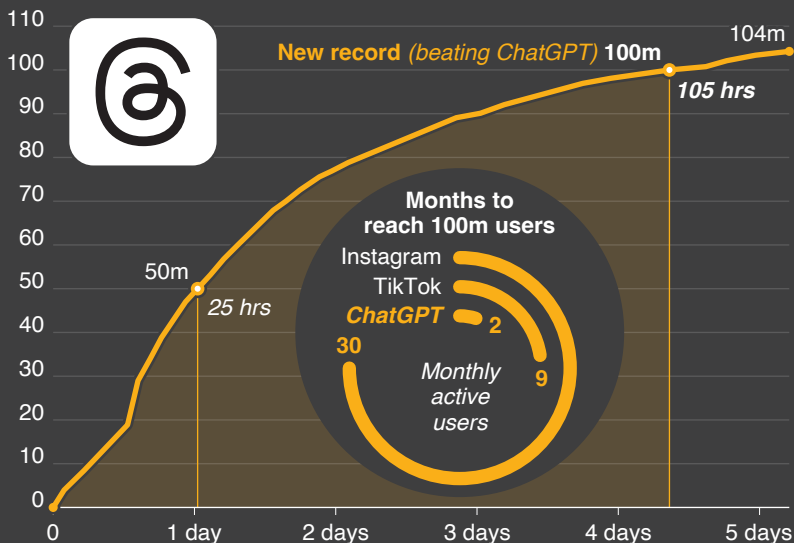


# Threads passes 100 million users

Meta's new social networking app, *Threads*, has surged past 100 million users in a record-breaking five days, with the company now looking to add new features

## THREADS USERS (millions)



## HOW THREADS COMPARES TO TWITTER

App	Threads	Twitter
Owner	Mark Zuckerberg	Elon Musk
Post length	500 characters	280 characters*
Links	Yes	Yes
Photos	Yes	Yes
Video	5 minutes	2 minutes 20 seconds*
Verification	Yes (via Instagram)	No*
Delete	Yes	Yes
Edit	Due in update	No*
Direct messaging	Not yet	Yes
Trending stories	Not yet	Yes
Hashtags	Not yet	Yes

Note: User numbers and timings estimated from Threads account numbers shown on Instagram

\*Twitter Blue paying subscribers offered extra services including longer posts and videos

Sources: The Verge, Gizmodo, Quiver Quantitative, Yahoo! Finance, BBC

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