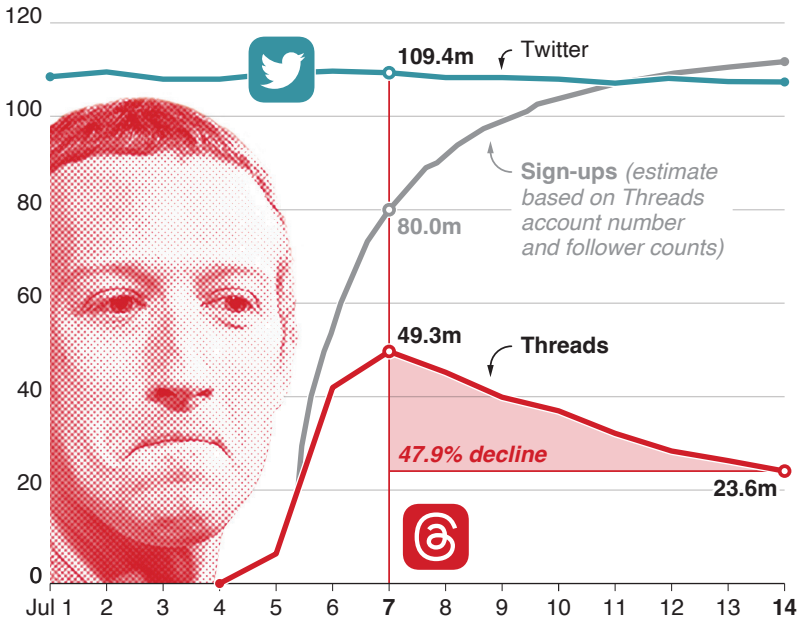


Threads usage drops by half

After a spectacular start Threads has reportedly lost half of its active users in a week, with early reviews calling the app “boring”

GLOBAL DAILY ACTIVE USERS (DAU, millions)*



Poor reviews for Threads stem from heavy-handed content moderation which, unlike Twitter, bans trolling and political discourse

*Most statistics based on Android usage – numbers for Apple iOS yet to be released

Sources: Bloomberg, Fortune, Similarweb, Quiver Quantitative Picture: Getty © GRAPHIC NEWS