



Twitter: Join the conversation

Listening Questions 1:

1. When did Twitter start?
2. What kind of service is it?
3. As of early 2014, how many monthly active Twitter users are there?
4. What percentage of Twitter accounts are registered outside of the US?

Listening Questions 2:

1. What was Twitter's stock price at the end of its first day of trading?
2. What was the company's net loss in 2013?
3. What percentage of Twitter users are mobile users?
4. What is the impact of Twitter on company websites and advertisements?

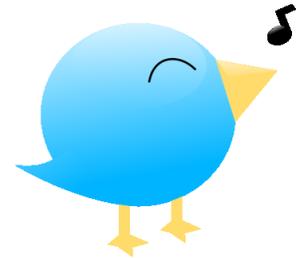
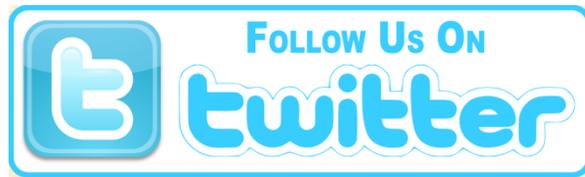
Transcript 1:

Twitter has been around since 2006 and it has quickly become a popular platform for people to find out the latest news and share their thoughts. It is a social networking/microblogging service that limits users to 140 characters per post, which is known as a 'tweet.'

Users commonly follow friends, family members, celebrities, and companies, which means they can see any tweets sent by those people. Tweets are searchable by keywords that users can attach to tweets by using hashtags. Adding hashtags is simple; you just write the hash symbol (#) followed by whatever keywords you like.

As of early 2014, Twitter had over 240 million monthly active users who send over 500 million tweets a day.

The company is based in San Francisco, USA, but 77% of accounts are registered outside of the US and the company supports over 35 languages.



Transcript 2:

In September 2013, Twitter announced its IPO and on its first day of trading on November 7th, the company's share price jumped from \$26 to \$44.90.

As of early 2014, the success of Twitter's stock had been based on potential. In 2013, the company's revenue was \$665 million, which was up 110% year-over-year. However, its net loss for the year was \$511 million, which was not as bad as it sounds. The vast majority of that amount was the value of stock issued to employees. Most of Twitter's revenue comes from advertising, in particular, mobile advertising. 76% of Twitter users are mobile users. It also generates revenue by licensing its data.

The impact of Twitter is easy to see on websites and advertisements. You can commonly see buttons featuring the Twitter bird logo on websites, which lead to a person's or company's Twitter page. Ads also commonly encourage people to follow companies on Twitter.