

1

MINECRAFT

2

Periscope

3

SOCIAL MEDIA

1. MINECRAFT

Minecraft: Pocket Edition, enabling users to build their own imaginative worlds, comes in on top for most downloaded game app.

2. LIFE IS A STREAM

Users broadcast their videos in real time with Periscope, the popular new live streaming app. Apple names it the iPhone® app of the year.

3. BOY BAND BEEF

One Direction fans are even more heartbroken when Zayn Malik launches a Twitter feud with his former band mates.

4. SELFIES 2.0

Snapchat launches Lenses, a suite of zany, animated special effects you can layer over your face.

5. CASH FOR CLANS

The small cost for exponentially increasing your ability to defend and combat opposing bases wins out over the wallet in the mobile app game, Clash of Clans. This top grossing app raked in an incredible \$1.56 million per day from users doling out real cash to develop virtual troops.

6. SILENT PROTEST

Taylor Swift refuses to put her 1989 album on Spotify and removes her older releases from the streaming service.

7. SNAPCHAT SURGES

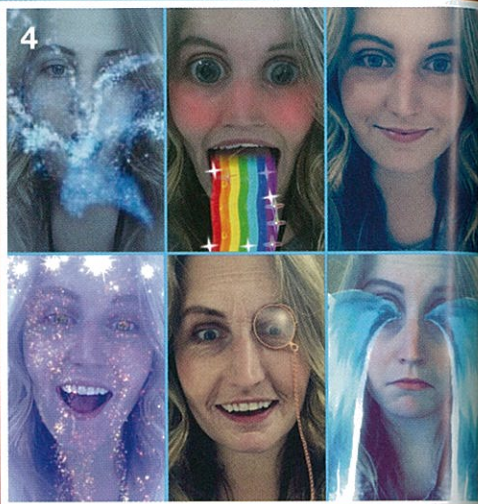
Evan Spiegel, then-23-year-old CEO of Snapchat, turned down a multi-billion dollar offer from Facebook. Now, usage reports hoist Snapchat second at 6 billion views per day to Facebook's 8 billion.

8. THE BILLION VIEW CLUB

One billion YouTube views, once rare, are becoming increasingly common. Wiz Khalifa's "See You Again" is the tenth and latest member of the club.

9. #THEDRESS

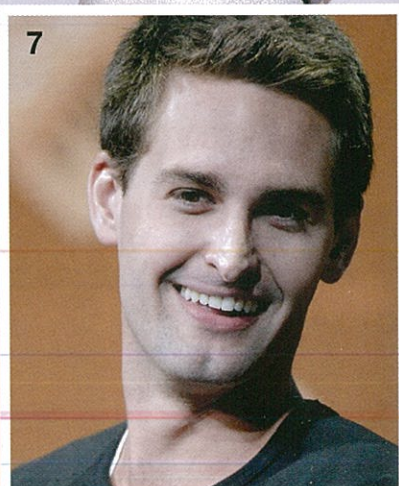
Is it blue and black or white and gold? Variations in human color perception go viral as a photo of a dress on Tumblr prompts heated debate. A BuzzFeed article about the dress attracts 37 million hits.



6



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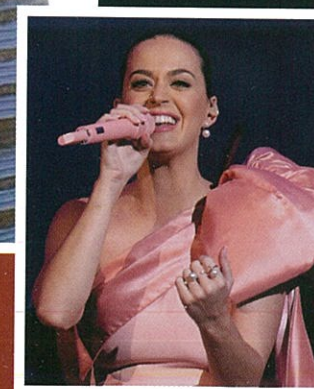


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FOLLOW THE LEADERS



Katy Perry is the most-followed celebrity on Twitter.

- 1. Katy Perry
- 2. Justin Bieber
- 3. Taylor Swift
- 4. Barack Obama
- 5. YouTube
- 6. Rihanna
- 7. Lady Gaga
- 8. Justin Timberlake
- 9. Ellen DeGeneres
- 10. Twitter

<http://www.clickz.com/uk/2015/10/30/30-essential-twitter-statistics-for-advertisers>

