

Social Networking - Ireland - May 2014

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This report looks at the following areas:

- What are the most popular social and media networking sites in Ireland?
- Are consumers receptive to advertising on social and media networking sites?
- What type of activities are Irish consumers doing on social and media networking sites?
- How have the recent privacy revelations affected Irish consumers' use of social networks?
- What are Irish consumers looking for when using social and media networking sites?

The growth in Irish consumers engaging with brands on social networking sites suggests that these platforms are a key channel through which companies can reach them to promote their value proposition. However, increasing levels of Irish consumers are claiming to be annoyed by advertising on social networks.

This report examines the online social networking sector in Ireland, and highlights the social and media networking sites that Irish consumers are using, how often they are accessing them, the activities that consumers perform on these sites and their attitudes towards online social and media networks.



"With Irish consumers becoming increasingly annoyed with advertising on social networking sites, these platforms could consider introducing a subscription-based advertising-free service akin to Spotify Premium."

– James Wilson, Research Analyst

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