

Value chain of content creation (with examples of the ecosystem in Argentina)

36 MILLION ARGENTINES SPEND AN AVERAGE OF 3H 22M PER DAY ON SOCIAL MEDIA

REDES SOCIALES	USERS IN MILLIONS
YOUTUBE	36,36
FACEBOOK	31,8
INSTAGRAM	27,35
TIKTOK	23,4
LINKEDIN	16,22
PINTEREST	11
TWITTER	7,09
SNAPCHAT	7,55
	2,15

USERS IN MILLIONS

AUDIENCES

- Create content
- Follow and recommend
- Views, reproductions, remixes
- Contribute feedback about content appropriateness

