

Mobile Messaging App Line Claims 2M New Users In 24-Hour Period After WhatsApp Outage

Natasha Lomas

@riptari / 6 years



When your biggest rival [sells to Facebook for \\$19 billion](#), then you're going to seize every opportunity to make some noise of your own, especially if it's at the expense of the very same company.

Mobile messaging platform [Line](#), a WhatsApp rival that's very popular in Japan but is also gunning for global growth, has claimed it acquired 2 million new registered users in a 24-hour period after [WhatsApp's recent 210-minute service outage](#).

"Our growth strategy has always included providing a strong network that can handle unplanned and unexpected increases in network traffic," said Jeanie Han, CEO of LINE Euro-Americas in a statement replete with implicit criticism of WhatsApp's platform (presumably) falling over after an influx of new users, following the acquisition news.

"We pride ourselves on providing a safe, secure platform that will always work when our users need it the most," she added, further indulging the *schadenfreude*.

Line said the record 2 million sign-ups-in-one-day figure is five times its usual user acquisition rate outside its home region of Asia, and specifically in North America, South America and Europe — which presumably makes the business-as-usual figure for signing up new users across those regions around 400,000 per day.

Line has been on a registered-users growth tear recently, reporting [300 million global registered users](#) back in November and saying it's targeting 500 million this year. The latest registered users figure is 360 million; however it's worth noting that none of these numbers refers to monthly active users — a figure Line has never officially confirmed.

Line rival WhatsApp does report active users — announcing just this week it's [hit 465 million](#) monthly actives (and 330M *daily* active users). Yesterday, WhatsApp's new parent,

Facebook's Mark Zuckerberg, told the audience at his [Mobile World Congress keynote](#) that he's confident the service is on a course to reach a billion active users, as Facebook did — and as very few other online services ever have.

Line has never officially broken out a MAU figure but common sense says it will be substantially lower than its 360 million registered users figure. Bottom line: app downloads (and even app registrations) \neq equal active app users.

Line is not the only messaging app to be benefitting from a WhatsApp-related boost. Mobile messaging app Telegram, for instance, saw its user acquisition rate [spike 3x after WhatsApp's Facebook acquisition](#) was announced – propelling it to the top of the App Store rankings and bringing it some 8 million new users in a handful of days.

In that instance the growth was presumably related to mistrust of **Facebook** ⓘ or to WhatsApp selling to a larger company, rather than irritation at a lengthy service outage. But the WhatsApp outage that benefitted Line was likely linked to its raised profile, post-Facebook acquisition, so all these service spikes for other mobile messaging apps can be traced back to Zuck's big spending.