History of twitter reliability

1. ~~created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams [14~~~~th~~ ~~URL]~~
2. Launched in July. [14th URL]
3. ~~Twttr 2005-2006 prototype~~ [42nd URL]

1. ~~Twitter 2006–2010~~ [42nd URL]





1. 2010–2012 [42nd URL]
2. 2012–present [42nd URL]



1. twitter reliability of Twttr 2005-2006 prototype

2006 - *Dorsey published the first Twitter message at 9:50 PM Pacific Standard Time*

*(PST): "just setting up my twttr."* [87 page -47th url]

*~~The first Twitter prototype was used as an internal service for Odeo employees and the full version was introduced publicly on July 15, 2006.~~* [87 page -47th url]

*In October 2006, Biz Stone, Evan Williams, Dorsey, and other members of Odeo*

*formed Obvious Corporation and acquired Odeo and all of its assets–including Odeo.com and Twitter.com–from the investors and shareholders.* [87 page -47th url]

### *~~February 2006: Twttr is founded~~* [44th url]

*~~March 2006 – launched as twttr.com to private accounts~~* [46th url]

### *~~July 2006 - Twttr is available to the public [44~~~~th~~ ~~url]~~*

*September 2006: Twitter introduces its API* [44th url]

*~~October 2006 – rebrands as Twitter.com~~* [46th url]

### *October 2006: Sign Up for Twitter without your phone number* [44th url]

~~In some cases, Twitter has sought to be integrated with this larger ecosystem. So, for example, the early adoption in September of 2006 of RSS (machine-readable) feeds and permalinks (stable~~

~~URLs that allow individual tweets to be hyperlinked) no doubt owed some of their impetus to users’ familiarity with blogging.~~ [45th url]

*Although blogs have been called a conversational medium* (Efimova & de Moor, 2005), *they do not resemble conversations in the traditional sense*. *Even so, the ability to explicitly link to an addressee means that the back-and-forth turntaking of a conversation can proceed asynchronously. Twitter’s open design means that there is no obvious way to respond to someone in the space. It is not even easy to know whether any other user shares a view of the comment stream you see.* [45th url]

*Since its launch in March 2006, Twitter has steadily added documents that regulate*

*how users can interact with its service.* [45th url]

*Twitter brought together two subcultures, new media coding culture as well as radio scanner*

*and dispatch enthusiasm.* [45th url]

*Jack Dorsey, Noah Glass and a German contract developer Florian Weber presented Jack’s idea of a new system to the Odea company. You were able to send a text to one number and it would be broadcasted to all friends subscribed to it. This was the founding of Twttr which eventually became Twitter.* [44th url]

1. Reliability of Twitter 2006–2010

Since 2006 was already mentioned above…

2007:- ***Business model - at one year and one month****: Twitter is spun out of Obvious and becomes its own*[*separate company*](http://web.archive.org/web/20070420132827/http:/blog.obvious.com/2007/04/twitter-inc.html)*in April of 2007.  
Read more at* [*http://vator.tv/news/2016-04-19-when-twitter-was-young-the-early-years#YUwE5idVJmk2sYdD.99*](http://vator.tv/news/2016-04-19-when-twitter-was-young-the-early-years#YUwE5idVJmk2sYdD.99)[44th url]

***Traction - at one year and nine months****: By the end of 2007, the company later says that users were Tweeting*[*5,000 times a day*](https://blog.twitter.com/2010/measuring-tweets)*.  
Read more at http://vator.tv/news/2016-04-19-when-twitter-was-young-the-early-years#YUwE5idVJmk2sYdD.99*[44th url]

*The tipping point for Twitter's popularity was the 2007 South by Southwest (SXSW) festival*. [47th URL]

*Feb 2007 – 140 character limit is introduced* [46th URL]

*When compared with other innovations, hashtags have largely been left out of the process of becoming integrated with the Twitter platform. There was an alternative proposal presented by Twitter in 2007 called ‘tracking’ that allowed for SMS tracking of keywords, but this made little impact. Third-party applications integrated hashtags early on, allowing for easy grouping of tweets by topic, and hashtags were eventually made clickable on the Twitter website as well.* [45th URL]

*Since the introduction of hashtags to Twitter in mid-2007 (Messina, 2007), these organic, categorical markers have become the primary means to mark, contextualise, and participate in the informational, social practices of the popular microblogging platform. Frequently, Twitter users use hashtags, though keywords, images, and URLs are also employed, in order to spread so-called “memes”—units of cultural information, akin to their biological equivalent, genes, that develop iteratively as they move from individual to individual, like jokes, rumours, and iconic artifacts of popular culture (Dawkins, 1976). While traditionally the meme concept has referred to any iterative piece of culture, Internet users and subcultures have adopted and adapted the term to apply to rapidly spreading, momentarily salient in-jokes; recognisable images (and image forms); and other artifacts like viral videos: all of which have collectively .* [45th URL]

February 2007: Your Twitter username is in the center [44th URL]

~~March 2007: Twitter’s first tipping point at SXSW~~

~~During the SXSW conference in Austin, Texas, the usage of Twitter reaches a first tipping point. It increases from 20,000 daily messages to 60,000 daily messages.~~ [44th URL]

~~April 2007: Twitter gets incorporated~~ [44th URL]

~~May 2007: You can block others and Twitter gets a mobile site [44~~~~th~~ ~~URL]~~

~~May 2007: Twitter gets an @replies column [44~~~~th~~ ~~URL]~~

~~June 2007: Dell joins Twitter and paves the way for Twitter for businesses~~ [44th URL]

~~July 2007: Get Twitter “Followers”~~

~~From this date onwards your friends on Twitter were defined as followers. If you follow someone, you will receive their updates sent via Twitter. Pretty nifty, right~~ [44th URL]

*~~August 2007: Twitter Profile Search goes live~~*

*~~From then onwards you could search usernames based on criteria such as location, name and more. It wasn’t until later that search.twitter.com would go live.~~* [44th URL]

~~September 2007: Tracking Twitter alias #Hashtags goes live~~

~~A very interesting development from Twitter they back then called “Tracking”. Who would have ever guessed that this would become so popular and eventually turn into the powerful #hashtags? It used to only work on mobiles and you could “track” or “untrack” certain topics. Great feature. [44~~~~th~~ ~~URL]~~

*~~November 2007: Twitter appears in CSI [44~~~~th~~ ~~URL]~~*

*~~It had 400,000 tweets posted per quarter in 2007.~~* ~~[14~~~~th~~ ~~URL]~~

2008:-

*This grew to 100 million tweets posted per quarter in 2008* [47th URL]

*Twitter had a monthly growth of 1,382%, increasing from 475,000 unique visitors in February 2008 to 7 million in February 2009.* [47th URL]

*Since September 2008, Twitter has promoted hashtags and keywords that “trend” according to a specified combination of measures, such as most tweets, time period, and exclusiveness.* [47th URL]

*~~April 2008: Twitter launches in Japan :-~~* ~~Usage of Twitter in Japan soared very early after Twitter’s US launch. It was therefore no surprise that Twitter launched the first non-english version in Japan. [44~~~~th~~ ~~URL]~~

*July 2008: Twitter moves into their new HQ* [44th URL]

*September 2008: Twitter gets Trending Topics*[44th URL]

*~~Twitter has been there for most of the key events of the past three years from the ground-breaking November 2008 election of President Barack Obama~~, to the January 2009 crash of US airways  Flight 1549 into the Hudson River in New York.* [40th URL]

*During the Iran elections in June this year, thousands of Twitter users changed their profile pictures to a pale shade of green, to represent support for democracy in the country. This large scale display of global solidarity was simply never possible before Twitter came along.* [40th URL]

*~~Twitter has attracted attention for its role in the reporting of major events, such as the terrorist attacks in Mumbai in November 2008~~* ~~[1~~~~st~~ ~~URL]~~

2009:-

*By the end of 2008, users were Tweeting 300,000 times a day. The number would grow to 2.5 million in 2009, and 35 million by the start of 2010*. [49th URL]

*Twitter processed more than one billion tweets in December 2009 and averages almost 40 million tweets per day.* [47th URL]

*By the end of 2009, 2 billion tweets per quarter were being posted.* [47th URL]

*In late 2009, the "Twitter Lists" feature was added, making it possible for users to follow (as well as mention and reply to) lists of authors instead of individual authors.* [47th URL]

*In March 2009, a Nielsen.com blog ranked Twitter as the fastest-growing website in the Member Communities category for February 2009.* [47th URL]

*According to a study by Sysomos in June 2009, women make up a slightly larger Twitter demographic than men — 53% over 47%. It also stated that 5% of users accounted for 75% of all activity, and that New York has the most Twitter users.* [47th URL]

17 December 2009 a hacking attack replaced the website's welcoming screen with an image of a green flag and the caption "This site has been hacked by Iranian Cyber Army" for nearly an hour. No connection between the hackers and Iran has been established. [47th URL]

~~On January 5, 2009, 33 high-profile Twitter accounts were compromised after a Twitter administrator's password was guessed by a dictionary attack. [89] Falsified tweets — including sexually explicit and drug-related messages — were sent from these accounts.[90] Twitter launched the beta version of their "Verified Accounts" service on June 11, 2009, allowing famous or notable people to announce their Twitter account name.~~ The home pages of these accounts display a badge indicating their status [47th URL]

Nielsen Online reports that Twitter has a user retention rate of 40%. Many people stop using the service after a month therefore the site may potentially reach only about 10% of all Internet users. [112] In 2009, Twitter won the "Breakout of the Year" Webby Award. [113] [114] During a February 2009 discussion on National Public Radio's Weekend Edition, Daniel Schorr stated that Twitter accounts of events lacked rigorous fact-checking and other editorial improvements. In response, Andy Carvin gave Schorr two examples of breaking news stories that played out on Twitter and said users wanted first-hand accounts and sometimes debunked stories.[115] In an episode of The Daily Show on February 26, 2009, guest Brian Williams described tweets as only referring to the condition of the author. Williams implied that he would never use Twitter because nothing he did was interesting enough to publish in Twitter format.[116] During another episode of The Daily Show on March 2, 2009, host Jon Stewart negatively portrayed members of Congress who chose to "tweet" during President Obama's address to Congress (on February 24, 2009) rather than pay attention to the content of the speech. The show's Samantha Bee satirized media coverage of the service saying "there's no surprise young people love it — according to reports of young people by middle-aged people."[117] In March 2009, the comic strip Doonesbury began to satirize Twitter. Many characters highlighted the triviality of tweets although one defended the need to keep up with the constant-update trend.[118] SuperNews! similarly satirized Twitter as an addiction to "constant self-affirmation" and said tweets were nothing more than "shouts into the darkness hoping someone is listening". [47th URL]

~~During the 2009 school shooting in Winnenden, students tweeted live from the scene of the killings [45~~~~th~~ ~~URL]~~

As noted on [Compete.com](https://en.wikipedia.org/wiki/Compete.com), Twitter moved up to the third-highest-ranking [social networking](https://en.wikipedia.org/wiki/Social_networking) site in January 2009 from its previous rank of twenty-second [14th URL]

When American singer [Michael Jackson](https://en.wikipedia.org/wiki/Michael_Jackson) died on June 25, 2009, Twitter servers crashed after users were updating their status to include the words "Michael Jackson" at a rate of 100,000 tweets per hour. [14th URL]

On November 29, 2009 Twitter was named the Word of the Year by the [Global Language Monitor](https://en.wikipedia.org/wiki/Global_Language_Monitor), declaring it "a new form of social interaction". [14th URL]

2010:-

By the end of 2008, users were Tweeting [300,000 times a day](https://blog.twitter.com/2010/measuring-tweets). The number would grow to 2.5 million in 2009, and 35 million by the start of 2010.   
Read more at http://vator.tv/news/2016-04-19-when-twitter-was-young-the-early-years#s3OFkyUwlvicsPwm.99 [49th URL]

On September 14, 2010, Twitter launched a redesigned site including a new logo [47th URL]

By March 2010, Twitter recorded over 70,000 registered applications, according to the company. [47th URL]

In February 2010 Twitter users were sending 50 million tweets per day.[26] In the first quarter of 2010, 4 billion tweets were posted. As of June 2010, about 65 million tweets are posted each day, equaling about 750 tweets sent each second, according to Twitter. [47th URL]

~~Twitter's usage spikes during prominent events. For example, a record was set during the 2010 FIFA World Cup when fans wrote 2,940 tweets per second in the 30 second period after Japan scored against Cameroon on 14 June Twitter 86 2010. The record was broken again when 3,085 tweets a second were posted after the Los Angeles Lakers' victory in the 2010 NBA Finals on 17 June 2010.~~ [47th URL]

Twitter acquired application developer Atebits on April 11, 2010. Atebits had developed the Apple Design Award-winning Twitter client Tweetie for Mac and iPhone. [47th URL]

As of August 31, 2010, third-party Twitter applications are required to use OAuth, an authentication method that allows users to use applications without having to give the applications their passwords. [47th URL]

On April 13, 2010, Twitter announced plans to offer paid advertising for companies that would be able to purchase "promoted tweets" to appear in selective search results on the Twitter website, similar to Google Adwords' advertising model. [47th URL]

November 2010 A number of accounts encountered a fault that resulted in them seeing the 'fail whale' when they tried to login to their accounts. [47th URL]

In May 2010, a bug was discovered by İnci Sözlük users that allowed Twitter users to force others to follow them without the other user's knowledge. For example, comedian Conan O'Brien's account which had been set to follow only one person was changed to receive nearly 200 malicious subscriptions.[92] In response to Twitter's security breaches, the Federal Trade Commission brought charges against the service which were settled on June 24, 2010. [47th URL]

On 21 September 2010, an XSS Worm became active on Twitter. When an account user held the mouse cursor over blacked out parts of a tweet, the worm within the script would automatically open links and re-post itself on the reader's account. [47th URL]

In August 2010, South Korea tried to block certain content on Twitter due to the North Korean government opening a Twitter account. [47th URL]

For example, in May 2010, Twitter announced plans to launch a feature, initially dubbed Points of Interest and subsequently relabeled Twitter Places (Ingram, 2010), which involved alliances with the location-based, mobile, social networking services Gowalla (now defunct) and Foursquare (Ingram, 2010). [45th URL]

For instance, in a 2010 interview with Wolf Blitzer on CNN’s “The Situation Room”, Biz Stone was asked if he could sum up the real point of Twitter. He responded: “the real point of Twitter is to help people discover and share what it is that is happening around them in the world . . . it really has become an information network that is focussed on real-time” (Blitzer, 2010). [45th URL]

To gain some idea of how common it is for Twitter bots’ profiles to appear human, in Matwyshyn & Mowbray (2012) we examined the profiles of 727 accounts (sampled by Nazareno Andrade) that sent tweets in April–May 2010 using unregistered clients [45th URL]

Furthermore, in 2010 the results of the German presidential election were “leaked” early on Twitter by a fake account using the name of actress Martina Gedeck, one of the electoral delegates. [45th URL]

In February 2010, Twitter users were sending 50 million tweets per day.[[37]](https://en.wikipedia.org/wiki/Twitter#cite_note-37) By March 2010, the company recorded over 70,000 registered applications.[[38]](https://en.wikipedia.org/wiki/Twitter#cite_note-38) As of June 2010, about 65 million tweets were posted each day, equaling about 750 tweets sent each second, according to Twitter [14th URL]

Twitter's usage spikes during prominent events. For example, a record was set during the [2010 FIFA World Cup](https://en.wikipedia.org/wiki/2010_FIFA_World_Cup) when fans wrote 2,940 tweets per second in the thirty-second period after Japan scored against [Cameroon](https://en.wikipedia.org/wiki/Cameroon_national_football_team) on June 14. The record was broken again when 3,085 tweets per second were posted after the [Los Angeles Lakers](https://en.wikipedia.org/wiki/Los_Angeles_Lakers)' victory in the [2010 NBA Finals](https://en.wikipedia.org/wiki/2010_NBA_Finals) on June 17, [14th URL]

Twitter acquired application developer Atebits on April 11, 2010. Atebits had developed the [Apple Design Award](https://en.wikipedia.org/wiki/Apple_Design_Award)-winning Twitter client [Tweetie](https://en.wikipedia.org/wiki/Tweetie" \o "Tweetie) for the [Mac](https://en.wikipedia.org/wiki/Macintosh) and [iPhone](https://en.wikipedia.org/wiki/IPhone). [14th URL]

From September through October 2010, the company began rolling out "New Twitter", an entirely revamped edition of twitter.com. Changes included the ability to see pictures and videos without leaving Twitter itself by clicking on individual tweets which contain links to images and clips from a variety of supported websites including [YouTube](https://en.wikipedia.org/wiki/YouTube) and [Flickr](https://en.wikipedia.org/wiki/Flickr), and a complete overhaul of the interface, which shifted links such as '@mentions' and 'Retweets' above the Twitter stream, while 'Messages' and 'Log Out' became accessible via a black bar at the very top of twitter.com. As of November 1, 2010, the company confirmed that the "New Twitter experience" had been rolled out to all users. [14th URL]

Since August 31, 2010, third-party Twitter applications have been required to use [OAuth](https://en.wikipedia.org/wiki/OAuth" \o "OAuth), an authentication method that does not require users to enter their password into the authenticating application. This was done to increase security and improve the user experience. [14th URL]

A "MouseOver" exploit occurred on September 21, 2010, when an [XSS Worm](https://en.wikipedia.org/wiki/XSS_Worm) became active on Twitter. When a user held the [mouse cursor over](https://en.wikipedia.org/wiki/Mouseover) blacked-out parts of a tweet, the worm within the script would automatically open links and re-post itself on the reader's account [14th URL]

~~In this article we explore the behavior of Twitter users under an emergency situation. In particular, we analyze the activity related to the 2010 earthquake in Chile and characterize Twitter in the hours and days following this disaster~~. [54th URL]

~~In the hours and days after this earthquake, Twitter was used to tweet time-critical information about tsunami alerts, missing people, deceased people, available services, interrupted services, road conditions, functioning gas stations, among other emerging topics related to the catastrophe~~. [54th URL]

2011-

the royal wedding of Prince William and Kate Middleton in 2011 [45th URL]

The bulk of the iceberg is likely to substantially outweigh the tip, in most cases (but is also considerably more difficult to delineate with any degree of exactness): over a period of five days following the March 2011 tsunami on the Japanese east coast, for example, we captured some 790,000 tweets containing the hashtag #tsunami, [45th URL]

During the 2011 south east Queensland flood [45th URL]

January 2011 during the Egyptian revolution, which allows the tweeting of a URL to voice recordings for those without an Internet connection by making a phone call to a designated number. [45th URL]

#royalwedding hashtag on 29 April 2011, as millions of people around the world watched Kate Middleton marry Prince William (Bruns, 2011 . [45th URL]

~~At the beginning of the season, in mid-2011, all ten A-League clubs had established their official Twitter accounts; one club, Adelaide United, changed its Twitter handle from @AUFC\_Official to @adelutd\_fc during the season. [45~~~~th~~ ~~URL]~~

We identified a significant peak in Twitter activity following Sony’s media release about the hacking incident—particularly on Wednesday, 28 April 2011, as people began retweeting the news to other users. [45th URL]

~~May 2011: Twitter launches the Follow Button [44~~~~th~~ ~~URL]~~

~~May 2011: Twitter launches its own photosharing service~~ [44th URL]

June 2011: Twitter gets integrated into iOS 5 [44th URL]

~~June 2011: Twitter launches its own link shortening service [44~~~~th~~ URL]

As of March 2011, that was about 140 million tweets posted daily [14th URL]

The record was set again during the [2011 FIFA Women's World Cup Final](https://en.wikipedia.org/wiki/2011_FIFA_Women%27s_World_Cup_Final) between Japan and the United States, when 7,196 tweets per second were published. [14th URL]

~~On September 7, 2011, Twitter announced that it has 100 million active users logging in at least once a month and 50 million active users every day. [14~~~~th~~ ~~URL]~~

On June 1, 2011, Twitter announced its own integrated photo-sharing service that enables users to upload a photo [14th URL]

2012:-

~~February 21: Twitter announces a parternship with Russian search engine~~[~~Yandex~~](https://en.wikipedia.org/wiki/Yandex)~~. Yandex, a Russian search engine, finds value within the partnership due to Twitter’s real time news feeds. Twitter’s director of business development explained that it is important to have Twitter content where Twitter users go [43rd URL]~~

March 21: Twitter celebrates its sixth birthday while also announcing that it has 140 million users and sees 340 million tweets per day. The number of users is up 40% from their September 2011 number, which was said to have been at 100 million at the time [43rd URL]

April: Twitter announces that it is opening an office in [Detroit](https://en.wikipedia.org/wiki/Detroit), with the aim of working with automotive brands and advertising agencies.[[51]](https://en.wikipedia.org/wiki/Timeline_of_Twitter#cite_note-51)Twitter also expanded its office in [Dublin](https://en.wikipedia.org/wiki/Dublin). [43rd URL]

June 5: A modified logo is unveiled through the company blog, removing the text to showcase the slightly redesigned bird as the sole symbol of Twitter [43rd URL]

October 5: Twitter acquired a video clip company called [Vine](https://en.wikipedia.org/wiki/Vine_(app)) that launches (later) in January 2013.[[54]](https://en.wikipedia.org/wiki/Timeline_of_Twitter#cite_note-54)[[55]](https://en.wikipedia.org/wiki/Timeline_of_Twitter#cite_note-55) Twitter released Vine as a standalone app that allows users to create and share six-second looping video clips on January 24, 2013. Vine videos shared on Twitter are visible directly in users' Twitter feeds.[[56]](https://en.wikipedia.org/wiki/Timeline_of_Twitter#cite_note-56) Due to an influx of inappropriate content, it is now rated 17+ in Apple's app store [43rd URL]

December 18: Twitter announces it had surpassed 200 million monthly active users. Twitter hit 100 million monthly active users in September 2011 [43rd URL]

In 2012, more than 100 million users posted 340 million tweets a day,[[12]](https://en.wikipedia.org/wiki/Twitter" \l "cite_note-12) and the service handled an average of 1.6 billion [search queries](https://en.wikipedia.org/wiki/Web_search_query) per day. [14th URL]

On January 23, 2012, it was reported that Twitter would be acquiring [Dasient](https://en.wikipedia.org/wiki/Dasient" \o "Dasient), a startup that offers malware protection for businesses. Twitter announced plans to use Dasient to help remove hateful advertisers on the website.[[275]](https://en.wikipedia.org/wiki/Twitter#cite_note-275)[14th URL]

On January 26, 2012, Twitter began offering a feature which would allow tweets to be removed selectively by country. Twitter cited France and Germany as examples, where pro-[Nazi](https://en.wikipedia.org/wiki/Nazism) content is illegal. Deleted tweets used to be removed in all countries.[[276]](https://en.wikipedia.org/wiki/Twitter#cite_note-BBC_censor-276)[[277]](https://en.wikipedia.org/wiki/Twitter#cite_note-277) The first use of the policy was to block the account of German [neo-Nazi](https://en.wikipedia.org/wiki/Neo-Nazi) group [Besseres Hannover](https://en.wikipedia.org/w/index.php?title=Besseres_Hannover&action=edit&redlink=1" \o "Besseres Hannover (page does not exist)) ([de](https://de.wikipedia.org/wiki/Besseres_Hannover)) on October 18, 2012.[[278]](https://en.wikipedia.org/wiki/Twitter#cite_note-278) The policy was used again the following day to remove [anti-Semitic](https://en.wikipedia.org/wiki/Anti-Semitic) French tweets with the hashtag #unbonjuif ("a good Jew").[[279]](https://en.wikipedia.org/wiki/Twitter#cite_note-279) [14th URL]

On February 20, 2012, a [third-party](https://en.wikipedia.org/wiki/Third-party_software_component) [public-key encryption](https://en.wikipedia.org/wiki/Public-key_encryption) [app](https://en.wikipedia.org/wiki/Application_software) (written in [Python](https://en.wikipedia.org/wiki/Python_(programming_language)) and partially funded by a grant from the [Shuttleworth Foundation](https://en.wikipedia.org/wiki/Shuttleworth_Foundation" \o "Shuttleworth Foundation)[[280]](https://en.wikipedia.org/wiki/Twitter#cite_note-280)) for private messaging in Twitter, CrypTweet, was released.[[281]](https://en.wikipedia.org/wiki/Twitter#cite_note-281) [14th URL]

On May 17, 2012, Twitter announced it would implement the "[Do Not Track](https://en.wikipedia.org/wiki/Do_Not_Track)" privacy option, a [cookie](https://en.wikipedia.org/wiki/HTTP_cookie)-blocking feature found in [Mozilla](https://en.wikipedia.org/wiki/Mozilla_Foundation)'s [Firefox](https://en.wikipedia.org/wiki/Firefox) browser. The "Do Not Track" feature works only on sites that have agreed to the service.[[282]](https://en.wikipedia.org/wiki/Twitter#cite_note-282) [14th URL]

In December 2012, Twitter and Nielsen entered a multi-year agreement to produce social TV ratings, which are expected to be commercially available for the fall 2013 season as the [Nielsen Twitter TV Rating](https://en.wikipedia.org/w/index.php?title=Nielsen_Twitter_TV_Rating&action=edit&redlink=1). [14th URL]

A [selfie](https://en.wikipedia.org/wiki/Selfie" \o "Selfie) orchestrated by [86th Academy Awards](https://en.wikipedia.org/wiki/86th_Academy_Awards) host [Ellen DeGeneres](https://en.wikipedia.org/wiki/Ellen_DeGeneres) during the March 2, 2014 broadcast is the most retweeted image ever.[[250]](https://en.wikipedia.org/wiki/Twitter#cite_note-ellen_2014-250)[[448]](https://en.wikipedia.org/wiki/Twitter#cite_note-ertw-448) DeGeneres said she wanted to homage [Meryl Streep](https://en.wikipedia.org/wiki/Meryl_Streep)'s record 17 Oscar nominations by setting a new record with her, and invited other Oscar celebrities to join them. The resulting photo of twelve celebrities broke the previous retweet record within forty minutes, and was retweeted over 1.8 million times in the first hour.[[449]](https://en.wikipedia.org/wiki/Twitter#cite_note-bbcrt-449)[[450]](https://en.wikipedia.org/wiki/Twitter#cite_note-450)[[451]](https://en.wikipedia.org/wiki/Twitter#cite_note-latos-451) By the end of the ceremony it had been retweeted over 2 million times; less than 24 hours later, it had been retweeted over 2.8 million times.[[448]](https://en.wikipedia.org/wiki/Twitter#cite_note-ertw-448)[[449]](https://en.wikipedia.org/wiki/Twitter#cite_note-bbcrt-449) As of 18 March 2014, it has been retweeted over 3.4 million times.[[448]](https://en.wikipedia.org/wiki/Twitter#cite_note-ertw-448) The group selfie effort was parodied by [Lego](https://en.wikipedia.org/wiki/Lego), and [Matt Groening](https://en.wikipedia.org/wiki/Matt_Groening) with [The Simpsons](https://en.wikipedia.org/wiki/The_Simpsons).[[452]](https://en.wikipedia.org/wiki/Twitter#cite_note-452)[[453]](https://en.wikipedia.org/wiki/Twitter#cite_note-453) It beat the previous record, 778,801, which was held by [Barack Obama](https://en.wikipedia.org/wiki/Barack_Obama), following his victory in the [2012 presidential election](https://en.wikipedia.org/wiki/United_States_presidential_election,_2012).[[451]](https://en.wikipedia.org/wiki/Twitter#cite_note-latos-451)[[454]](https://en.wikipedia.org/wiki/Twitter#cite_note-454)[[455]](https://en.wikipedia.org/wiki/Twitter#cite_note-455) [14th URL]

By March 2012, it reported 140 million active users and 340 daily million messages (Twitter, [**2012**](http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12074/full#jcc412074-bib-0045)). Hermida ([**2010**](http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12074/full#jcc412074-bib-0018)) has described the flows of news and information on Twitter as ambient journalism. [1st URL]