**Activity 11.5**

Complete the following table to examine the reach of each service. Using the most up-to-date data you can find, fill in this table and answer the questions below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Service** | **Nature of the media content** | **Total daily visits** | **Total users** |
| YouTube |  |  |  |
| Facebook |  |  |  |
| Twitter |  |  |  |
| Wikipedia |  |  |  |
| Instagram |  |  |  |
| eBay |  |  |  |
| Amazon |  |  |  |

1. Examine the table and determine the service that has the most users each day.

1. Determine which site has the greatest number of users.

1. Which service offers the widest range of services to its audience?

1. For each service, consider and list which broadcast-era media services it directly challenges.