Mark Zuckerberg says Threads has more than 100 million daily active users

Threads now has more than 100 million daily active users, Meta CEO Mark Zuckerberg announced on Monday. It’s a notable milestone not just because it’s a big number; it’s also the first time Meta has a daily active user figure publicly.

In recent weeks, Meta has been very vocal about Threads’ growth after a lot of people flocked to Bluesky. While Bluesky tracker says that that platform currently has a little over 25 million total users, Zuckerberg shared Monday that Threads has more than 300 million monthly active users. It’s not an apples-to-apples comparison, but it’s clear that Threads is still much larger than Bluesky.

https://www.theverge.com/2024/12/16/24322947/mark-zuckerberg-meta-threads-100-million-daily-active-users