Publication

Twitter Annual Report inspired by the current events that Twitter helped shape.
**KEY METRICS**

We review a number of metrics, including the following key metrics, to evaluate our business, measure our performance, identify trends affecting our business, formulate business plans and make strategic decisions.

**Monthly Active Users (MAUs):** We define MAUs as Twitter users who logged in or were otherwise authenticated and accessed Twitter through our websites, mobile websites, desktop or mobile applications, SMS or registered third-party applications or websites in the 30-day period ending on the date of measurement. Average MAUs for a period represent the average of the MAUs at the beginning and end of the period, adjusted by the absolute number of days in the period, divided by two. MAUs are a measure of the size of our logged-in or otherwise authenticated active user base. In the three months ended December 31, 2017, we had 333 million average MAUs, which represents an increase of 30% from the three months ended December 31, 2016. The growth in average MAUs was driven by a combination of organic growth, marketing, and product improvements, including the ongoing benefits of improved relevance in search, push notifications and the timeline. In the three months ended December 31, 2017, we had 68 million average MAUs in the United States and 262 million average MAUs in the rest of the world, which represent increases of 21% and 34%, respectively, from the three months ended December 31, 2016. For additional information on how we calculate MAUs and factors that can affect this metric, see the section titled “Note Regarding Key Metrics.”

MAU growth has historically seasonally weak in the fourth quarter. In addition, a recent change was made to Seller’s integration with third-party applications including Twitter that resulted in a decrease of approximately 2 million MAUs that accessed Twitter by using registered third-party applications when those applications automatically contact our servers for regular updates with real-time user-generated content, which we refer to as third-party auto-publishing MAUs. However, we do not serve ads to this subset of MAUs and as a result, no revenue is generated from this group.

Monthly Active Users: Worldwide

[Graph showing monthly active users worldwide]

Monthly Active Users: United States

[Graph showing monthly active users in the United States]

Monthly Active Users: International

[Graph showing monthly active users internationally]

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**ITEM 7.**

**MANAGEMENT’S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS**

The following discussion and analysis of our financial condition and results of operations should be read in conjunction with the consolidated financial statements and related notes thereto included in Item 8 “Financial Statements and Supplementary Data” in this Annual Report on Form 10-K. This discussion contains forward-looking statements that involve risks and uncertainties. Our actual results could differ materially from those discussed below. Factors that could cause or contribute to such differences include, but are not limited to, those identified below and those discussed in the section titled “Risk Factors” included elsewhere in this Annual Report on Form 10-K.

**FY 2017 OVERVIEW AND HIGHLIGHTS**

Total revenue was $2.24 billion, a decrease of 3% compared to 2016.

- Advertising revenue totaled $2.11 billion, a decrease of 6% compared to 2016.
- Data licensing and other revenue totaled $333.3 million, an increase of 14% compared to 2016.
- U.S. revenue totaled $1.41 billion, a decrease of 10% compared to 2016.
- International revenue totaled $1.03 billion, an increase of 7% compared to 2016.
- Total ad engagements increased 96% year-over-year.
- Cost per engagement decreased 57% year-over-year.

Net loss was $108.1 million, a decrease of 76% compared to 2016.

Non-GAAP net income was $238.9 million, an increase of 29% compared to 2016.

Adjusted EBITDA was $683.0 million, an increase of 15% compared to 2016.

Cost of sales and amortization of intangible assets and other intangibles included in cost of sales increased $440 million from December 31, 2016.

Average monthly active users were 330 million for the three months ended December 31, 2017, an increase of 4% compared to the three months ended December 31, 2016.

Average daily active usage for the three months ended December 31, 2017 grew 12% year-over-year.

"Coming Out as Gay Superheroes"

That month also saw the first issue of "Holding Water," which features superheroes that are gay and lesbian — and Marvel.

"The industry is moving on pretty quickly to the fact that diversity can improve sales of comics," Josh Sigal, founder of Geek Out, wrote in an email. "Publishers are evolving. Their lines of books to showcase queer characters is a number of interesting ways.

Geek Out seeks to build a fan community from a shared passion for pop culture. In June, the group organized Panea Gay in Brooklyn.

"Both the characters and supporting cast members are more openly queer in many comics, allowing stories to explore different kinds of queer themes," Mr. Sigal wrote.

And while superheroes' thanks to their longevity and their exploitation in animation, television series and high-budget films — may often hog the spotlight,


The growing visibility of LGBTQ characters comes at a research of queer people's experiences and the efforts by publishers to attract broader audiences. Gay fans have long idealized the impossible perfect bodies and chiseled features of their heroes and felt a kinship with some like the X-Man, who fought for acceptance in a world that found and held them simply for being queer.
In July, there was a dust-up uncovering the sample of the literal book heroes. Some believe it is licentious and were justifiably upset and threatening. However, the relationship with the text was a different issue.

Some publishers found themselves in a situation about a publishing conflict. The rest of the story... was published by Image. The characters are also drawn by a protege, Hollogren, who was created by a comic mangaka. It was one of Passenger's highest-rated issues. And finally, the character’s origin story was... an origin story of an origin story of a character, and the other stories were also published in KOLUMN.

"This quest for diversity has not gone without some mistakes. Last December, the creative team of Bagatyr apologized for how it revealed that a villain impersonating the heroine was made..."

"Hoping to ensure the story was important to better represent ourselves and to prevent our work from being offensive or inappropriate for the reading public," she said.

"Every character has to carry the weight of everyone’s expectations, because we just can’t afford to represent a diverse range of races and experiences," said Andrew Wheeler, the editor in chief of Comix_Alliance, a website that covers the comic book industry.

"It’s important to be aware that we are not all speaking the same language and that some of our readers may not understand all the references we make. We are working hard to ensure that everyone feels included and represented in our stories."
BRANDING

Restaurant Brand consisting of coffee cup, coasters, name tag, uniform, and menu.
THE QUEEN’S BRUNCH
SERVING ATTITUDE & BREAKFAST FROM 10AM TO 4PM

PLACE A CHECK MARK BY YOUR CHOICES!

BASIC DRINKS
- Coca Cola: $2.65
- Diet Coke: $2.65
- Sprite: $2.65
- Water: $1.00

TEAS
- Passion Fruit Ice Tea: $3.65
- Orange Fruit Ice tea: $3.65

HOT DRINKS
- “Cinnamon Kiss” Latte: $2.65
- “The Hangover Cure” Coffee: $2.65

21+ DRINKS
- “Deliver Me To A Good Day” Orange Mimosa: $5.65
- “Family Is Visiting” Passion Fruit Mimosa: $5.65
- “I Just Got Paid” Grape Margarita: $7.35
- “Bills Are Due” Strawberry Margarita: $7.35

SIGNATURE DRINKS
- The Queen’s Very Berry Refresher: $5.65
- The Queen’s Vanilla Coffee: $2.65
- The Queen’s Chocolate Milkshake: $5.35

BREAKFAST

PANCAKE PLATES 8.49

- Caramel Blessing
  Water-based mixture pancakes, mixed in with eggs, brown sugar, Cinnamon powder, and topped with caramel syrup + strawberries sprinkled on top.

- Chocolate Blessing
  Water-based mixture pancakes, mixed in with eggs, chocolate powder and topped with white power sugar + strawberries sprinkled on top.

WAFFLE PLATES 7.89

- Cherry Angels
  Water-based mixture, mixed in with eggs, vanilla, and brown sugar (along with Cinnamon powder if desired) + Cherries sprinkled on top.

- Cinnamon Angels
  Water-based mixture, mixed in with eggs, vanilla, and brown sugar, Cinnamon powder + topped with Cinnamon Swirl Caramel.

- Vanilla Angels
  Water-based mixture, mixed in with eggs, vanilla, white sugar + white power sugar sprinkled on top.

EGG PLATES 9.49

- Sunrise Delight
  Two scrambled eggs mixed in with turkey ham, salami, and Puerto Rican seasoning Sofrito (optional), two toast with peach jelly, and two regular pancakes topped with warm syrup.

- Bacon Delight
  Two scrambled eggs mixed in with bacon bits, salami, and Puerto Rican seasoning Sofrito (optional), and two strings of bacon, and two regular pancakes topped with warm syrup.

- Avocado Delight
  Two scrambled eggs mixed in with salami, and Puerto Rican seasoning Sofrito (optional), and two strings of bacon, and two regular pancakes topped with warm syrup.

NAME: ________________________________
BRANDING

Association of Graphic Artists Brand consisting of business card, envelope, & letterhead.
BRANDING

Multi-Channel Marketing Campaign for Texas Tech Parking Services consisting of a Bus Wrap and an Instagram Ad that promotes the new semester’s new price line-up.
Series of 4 Protect The Planet themed posters inspired by DoSomething.org.
MORE THAN 3 MILLION CHILDREN UNDER AGE FIVE DIE ANNUALLY FROM ENVIRONMENTAL FACTORS

OVER 1 MILLION SEABIRDS AND 100,000 SEA MAMMALS ARE KILLED BY POLLUTION EVERY YEAR.

DON'T LET HER DINE!

PROTECT THE PLANET

PROTECT THE ANIMALS

TO GET INVOLVED VISIT Dosomething.org
Each year 1.2 trillion gallons of untreated sewage, stormwater, and industrial waste are dumped into us water.

Don't let her die.

To get involved visit Dosomething.org

Americans make up an estimated 5% of the world's population. However, the US uses 25% of the world's resources - burning up nearly 25% of the coal, 26% of the oil, and 27% of the world's natural gas.

Protect the water. Protege el agua.

Protect the air. Protege el aire.
Packaging

Tarot Card inspired album package.