

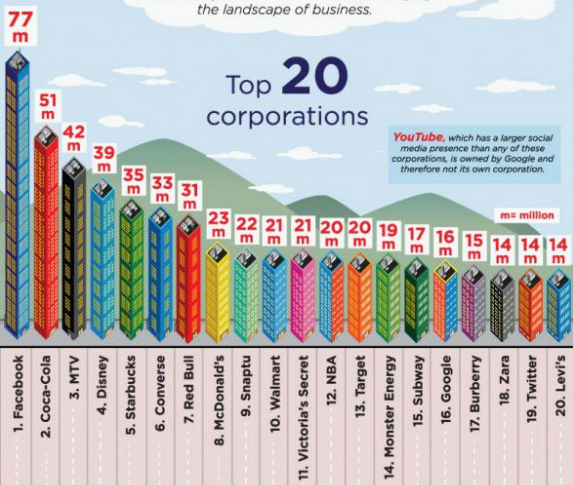
# BUSINESS

## THE SOCIAL MEDIA LANDSCAPE

While corporate America still measures success in revenue sheets and cash on hand, there's no question social media is changing the landscape of business.

### Top 20 corporations

YouTube, which has a larger social media presence than any of these corporations, is owned by Google and therefore not its own corporation.



### Didn't make the top 20

#### FAST FOOD

Taco Bell	9 million
Chick-fil-A	7 million
Burger King	5 million
Dairy Queen	5 million
KFC	5 million
Wendy's	3 million
Sonic	2 million
Arby's	1 million

#### AUTOMOTIVE

BMW	11 million
Ferrari	9 million
Mercedes-Benz	8 million
Audi	6 million
Porsche	5 million
Harley-Davidson	4 million
Lamborghini	4 million
Mini	3 million
Jeep	3 million
Honda	2 million
Aston Martin	2 million
Ford	2 million
Toyota	1 million
Volkswagen	1 million
Nissan	1 million

#### SPORTS

NBA	20 million
WWE	12 million
UFC	10 million
NFL	10 million
MLB	6 million
Olympics	5 million
NHL	4 million
NASCAR	4 million
Wimbledon	1 million

#### MEDIA

National Geographic	14 million
ESPN	13 million
Musica.com	13 million
Discover Channel	13 million
CNN Breaking News	13 million
History Channel	12 million
Nickelodeon	10 million
CNN	10 million
HBO	9 million
New York Times	8 million

#### RETAIL

H&M	14 million
Lacoste	10 million
Hello Kitty	10 million
Dove	10 million
Louis Vuitton	10 million
DC Shoes	10 million
Gucci	10 million
Adidas	9 million

#### AIRLINES

Southwest	5 million
JetBlue	2 million
KLM	2 million
AirAsia	2 million
Lufthansa (USA)	1 million

#### TECHNOLOGY

iTunes	26 million
PlayStation	26 million
Xbox	26 million
Windows Live Messenger	16 million
Google	16 million
Samsung Mobile USA	15 million
Twitter	14 million
Pixar	14 million
Intel	13 million
BlackBerry	13 million



Note: Rankings calculated using Facebook fans and Twitter followers totaling at least 1 million, according to fanpagelist.com; products excluded