

Threads hits 100 million sign-ups within first week

Meta CEO Mark Zuckerberg said Monday that the company's new social media platform Threads hit 100 million sign-ups over the weekend, less than a week after the app's launch.

"Threads reached 100 million sign ups over the weekend. That's mostly organic demand and we haven't even turned on many promotions yet. Can't believe it's only been 5 days!" Zuckerberg said in a post on the new platform.

Threads saw some 30 million downloads in the first few hours it was live, and it reached 70 million by Friday, the Meta CEO said.

Meta, which is the parent company of Facebook and Instagram, has positioned Threads as an alternative to Twitter, the app bought out last year by Tesla and SpaceX CEO Elon Musk.

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