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Instagram . DEAN instagram() .2010 (Kevin Systrom) (Burbn) . 50 . (Mike Krieger) . 2010 10 6 iOS . Instant camera Telegram . [7] 2.5 12 100 . 2011 1 . 2011 2 2,000 700 A [8] 9 2.0 1,000 . 2012 4 iOS 3,000 , Android 100 . . 5 5 B . [9] , 10 , [10] [11] [12] [13] 2013 12 , " 8% 4 2017 12% . ( 3 ... SNS , , 2018 . 2 . 20 . ) 10 7 . (10 7 , , , 2017 7 10 ) 2014 12 , 3 ( ) , 7,000 . 2015 EXIF XMP . . 2015 8 . 2016 5 . . . ( png " , 2016 5 12 . ) 2016 6 21 , 5 [A] . 3 9,500 . 80% , 9,500 . . 2016 144% 15 3,000 ( 1 7,700 ) . 85% 2016 8 2 [15] 2017 1 6 Adobe RGB DCI P3 . 2016 iPhone . . sRGB JPEG . 2018 6 1,000 ( 111 ) 100 . 2018 9 2 Facebook (vice president of product) 10 1 [16] 2 . . Facebook 4 . 2020 . . / 2 . [17] 2020 . 2022 . . PC , 2021 6 25 PC 8-9 PC . 2024 8 , 10 20 . 2025 1 , 4:5 A/B . 3 : PNG, JPEG, BMP, GIF : 1440 x 1800( ) AI JPEG . JPEG EXIF XMP . 1440 1440 . 640 . (Display P3, 640x640) Apple Display P3 . . sRGB TinyRGB (c2) . . . 1440X1800, 1440X1440, 1440X1200, 16:9 . . . . . 14 Ultra HDR Image , JPEG JPEG HDR HDR [18] : H.264 (Main Profile High Profile) 8 . HEVC 10 HDR [19] . LC-AAC : 1090 x 1920 . MP4, MOV[20] : 1 ( ) , 15 (IGTV) , 60 (IGTV) 2013 6 . 1 . IGTV 1 . IGTV 1 . 2 . 4 IGTV 4 2023 10 , IGTV . . . . . 2022 6 . PC , PC . . . . . ( ) . 2010 . . [21] . . . . . # , # , # . insta . @ . . Instagram SNS Instagram SNS . . # , # , #03 . . . . . 2024 . . . . . 20 . . . . . 400x400 . . . . . [22] . . . . . 160 . . . . . Threads . Meta . . SNS " (Direct Message) " DM " . . . . . 2010 . . . . . DM . DM ID . DM . . . . . 2020 . . . . . Meta . Instagram DM, GIF, GIF . . . . . Bubble . Weverse . . . . . 24 . . . . . PC . . . . . 24 . 3.6 [ ] . . . . . 24 . . . . . 48 . 24 . . . . . Threads . DM 1 , 2025 4 " . . . . . iOS Apple . . . . . SNS . . . . . (Social) . . . . . 2023 . ( @ ) . DM . . ( ) . UX, UI . . 2020 . . . . . 2023 5120 42% 2167 . 2010 . 2023 1 . 100 . 2023 55.7% , 44.3% . 2023 48.2% 51.8% . . . . . 10-20 . 2015 3 . . . . . LG, SK . . IT . . . . . 3 . (Repost) . . . . . URL . . 6 8 [24] 2 . 2 . 2 . 2 . . . . . SNS SNS . . . . . Instagram . . . . . 4.9 . [ ] . / 2025 1 22 18 . 18 . 1 . 10-7 . [25] , DM . . . . . " , " . . . . . & . . . . . " . . . . . / SNS . 2016 6 . " . . . . . " . . . . . 2016 " 2019 . 2020 9 . 2016 " " CP . . . . . " . . . . . 2021 4 . . . . . ( ) . / ( ) . / [26] . 2018 " 2019 . 20 . . . . . DM . . . . . ( ) ( 24 ) . . . . . X ( ) . 13 10 . . . . . VPN . . . . . 3 . . . . . DM . 2024 4 , 6.7 136 . . . . . ( ) (RH) . . . . . [27] "ooga booga" . . . . . "ooga booga" "hooga booga" . . . . . A B . . . . . . SBS 2017 " . . . . . # , # . . . . . SNS . . . . . [A] 1.1 1.2 1.3 2023 Artifact 2024 1 [3] [4] [5] 2024 4 . . . . . 2022 165 [6] [7] . [8] [9] . . . . . [10] 2005 . . . . . 10 10 [11] 7,000 . . . . . [12] . 5 . [13] . . . . . [15] 3 . . . . . [16] 5 . [17] 2 . [18] , HDR OLED LED HDR [19] iOS HDR [20] iOS [21] # . [22] 2 [23] " . [24] 1 5 [25] [26] . . . . . [27] 2023 2022 . 1 . ( iOS ) " " . 2 . ( ) . 3 . . . . . ( ) . . . . . 5 . . . . . 1 . . . . . ( DM ) . 2 " " . 3 . ( ) . 4 . ; + . 3 ( ) . SNS . . . . . ( ) . 5 . . . . . Ramin Ahmari FINESSE CEO . FINESSE . . FINESSE CEO (Ramin Ahmari) . . . . . 1+ . . . . . 2 . 3 . . . . . 3 . . . . . 4 . . . . . 11 . . . . . 5 . 6 . " " . 7 . . . . . " " . 8 . 1 . . . . . ( ) . . . . . Ramin Ahmari . FINESSE CEO . FINESSE . 247,097 : | 247,097 . . . . . 2 . SNS . DM 2030 DM . PR . PC 2 . 14 . . ( ) 1 . . ( ) . . . . . 2 . 3 . 4 . 5 . 6 . 7 . 8 . 9 . 10 . 11 . 12 . 13 . 14 . 15 . . . . . 15 . 16 . 17 . . . . . PC 1 . PC 2 . 3 . . . . . 4 . 5 . 6 . 7 . 8 . 9 . PC . 2 . PC . . . . . ( ) .

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