

*Threads and Bluesky are growing rapidly. The rivalry between Twitter clones has intensified.

But here's what's interesting—the audience editor at Guardian Australia noted that referral traffic from Bluesky to The Guardian is twice as much as from Threads. The vice president of the Boston Globe reported that traffic from Bluesky is three times higher, and the number of paid digital subscriptions is 4.5 times greater compared to Threads.

To compete with *Threads, the company introduced new features, including custom feeds and improved search and trend tools. Bluesky's growth has also attracted investment interest following a recent \$15 million funding round.

*owned by Meta, which is recognized as extremist and banned in Russia