

Tech Buyouts by the Numbers

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The Instagram sale is pretty much what every tech site has been talking about, so why not take a look back at some other famous tech company purchases to see how the Instagram sale stacks up. [Wired takes a look at how this sale compares to ones before and breaks it down into charts.](#)

Instagram's billion-dollar sale to Facebook raised eyebrows Monday, renewing cries of a new tech bubble. But relative to other major acquisitions, turns out it's a pretty good deal and not the least bit inflationary.

To put the acquisition in perspective I pulled together data from a selection of 30 notable internet acquisitions over the last 10 years, from Broadcast.com to OMGPop to see if Facebook/Instagram for \$1 billion was as crazy as everyone thinks. (I left out companies without public purchase prices or user stats.)
