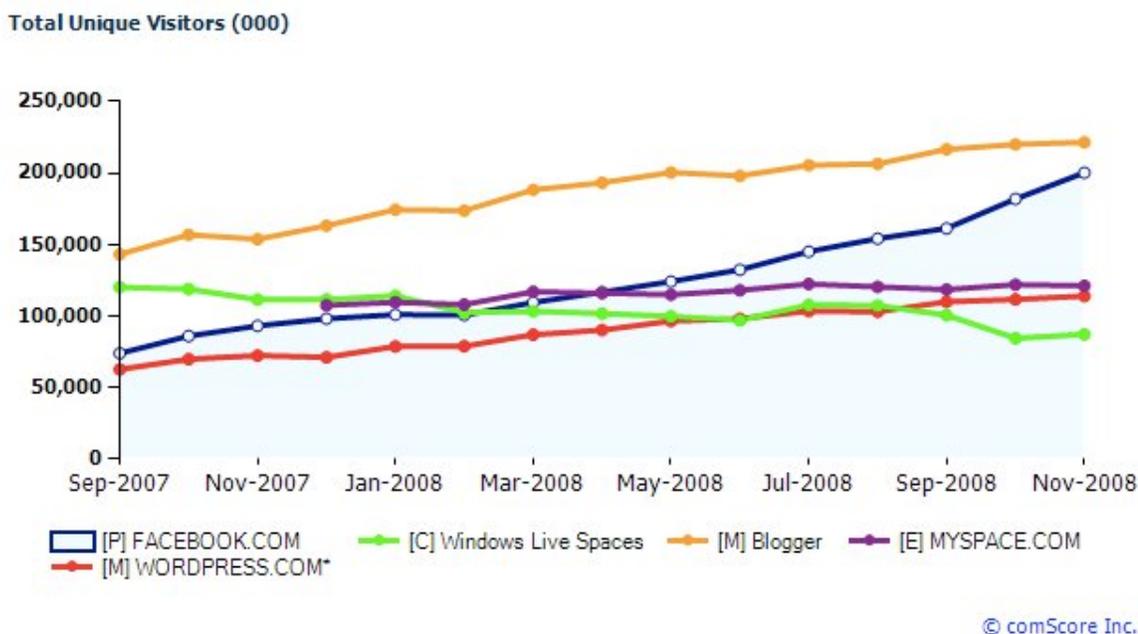


[Top Social Media Sites of 2008 \(Facebook Still Rising\)](#)

[175 Comments](#)

by [Erick Schonfeld](#) on December 31, 2008



What were the top social media sites of 2008? ComScore came out with its worldwide traffic stats for November a few days ago (so these don't include December). They are a mix of social networks and blogging platforms. Blogger, the orange line in the chart above, still rules the roost with an estimated 222 million unique worldwide visitors in November (up 44 percent from November, 2007). Facebook, the blue line, is on pace to pass it soon with 200 million unique visitors (up 116 percent). (Note, though, that this is more than the 140 million active users Facebook itself reports—go figure). MySpace is pretty steady at 126 million uniques. Wordpress is a close fourth and gaining with 114 million (up 68 percent). And Windows Live Spaces is down 22 percent to 87 million uniques.

ComScore keeps a list of what it calls “social networking” sites, but these include blogging platforms and other social media sites as well. While the audience for blogs is still showing healthy growth overall, Facebook stands out as the social gorilla taking share from not only other social networks but blogs and other social media as well.

Below are the top 20 sites on comScore's social networking list. It is really more of a social media site list, which is what I'm renaming it for this post. It is not definitive, but it gives a good lay of the land. (Here is a similar [ranking from 2007](#)). Note on this list the stubborn persistence of Yahoo's Geocities at No. 6, the rise of Yahoo's Flickr at No. 7, Six Apart at No. 10, and the presences of Chinese sites like Baidu Space and 56.com. The real surprise, though, is document-sharing site Scribd at No. 16, with nearly 24 million worldwide uniques.

Top Social Media Sites (ranked by unique worldwide visitors November, 2008; comScore)

1. Blogger (222 million)
2. Facebook (200 million)
3. MySpace (126 million)
4. Wordpress (114 million)
5. Windows Live Spaces (87 million)
6. Yahoo Geocities (69 million)
7. Flickr (64 million)
8. hi5 (58 million)
9. Orkut (46 million)
10. Six Apart (46 million)
11. Baidu Space (40 million)
12. Friendster (31 million)
13. 56.com (29 million)
14. Webs.com (24 million)
15. Bebo (24 million)
16. Scribd (23 million)
17. Lycos Tripod (23 million)
18. Tagged (22 million)
19. imeem (22 million)
20. Netlog (21 million)

Here's a screenshot of the actual data (as you can see, I rounded above):

Items 1 to 30 of 307
 First | Prev | [Next](#) | Last

Total Unique
 Visitors (000)

% Reach



		Total Unique Visitors (000)	% Reach
+ Total Internet : Total Audience		996,304	100.0
Social Networking		691,249	69.4
1 +	M Blogger	221,503	22.2
2 +	P FACEBOOK.COM	200,189	20.1
3 +	M MySpace Sites	126,168	12.7
4	M WORDPRESS.COM*	113,661	11.4
5 +	C Windows Live Spaces	86,760	8.7
6 +	C Yahoo! Geocities	69,159	6.9
7	M FLICKR.COM	63,866	6.4
8	P HIS.COM	58,069	5.8
9 +	M Orkut	46,446	4.7
10 +	P Six Apart Sites	45,606	4.6
11	C Baldu Space	40,276	4.0
12 +	P FRIENDSTER.COM	31,325	3.1
13	P 56.COM	29,171	2.9
14	M WEBS.COM	24,230	2.4
15 +	M Bebo	24,149	2.4
16	P SCRIBD.COM	23,524	2.4
17 +	C Lycos Tripod	23,350	2.3
18	P TAGGED.COM	22,300	2.2
19 +	P imeem	21,889	2.2
20	P NETLOG.COM	21,177	2.1