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Facebook Ranks as Top Social Networking Site in the Majority of European Countries

Facebook Captures #1 Ranking in Spain for the First Time in February

Reston, VA, April 15, 2009 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released an analysis of Facebook’s growth in Europe during the past year. As the popular social networking site has increasingly focused its attention on global expansion and increased penetration across countries and regions, the site has catapulted to the #6 ranked Web property worldwide with 275 million visitors in February, a 175-percent increase versus year ago. One of the global regions that best illustrates Facebook’s growth is Europe, where the site has seen a 314-percent increase to nearly 100 million visitors.

Not only does Facebook have a growing audience, it is also a highly engaged audience with the average user spending three hours per month on the site. One year ago, Facebook usage accounted for 1.1 percent of all minutes spent online in Europe, but by February 2009 that number had increased to 4.1 percent of all minutes. Facebook also accounts for a full 30.4-percent of minutes spent in the social networking category, up from 12.3 percent a year earlier.

Facebook Share of Time Spent in Europe		
February 2009 vs. February 2008		
Total Europe, Age 15+ - Home and Work Locations		
Source: comScore World Metrix		
	Share of Minutes	
	Feb-08	Feb-09
Share of Total Internet Minutes	1.1%	4.1%
Share of Social Networking Minutes	12.3%	30.4%

“Facebook has very quickly taken a leading position across most of the European social networking market despite having a strong foothold in just a few European countries one year ago,” said Mike Read, comScore Managing Director of Europe. “Over the course of the past year, it has climbed the rankings in virtually every market and taken over the top position in several. Most recently, Facebook grabbed the top position in Spain after nipping at the heels of a leading local player for the past several months.”

Facebook Leads in Spain, Most of the Rest of Europe

Facebook has taken a leading position in the social networking category across the majority of countries in Europe in recent months. Of the 17 European countries individually reported by comScore, Facebook owned the top position in the social networking category in 11 of them. The site’s audience is largest in the U.K. with 22.7 million visitors (up 75 percent versus year ago), followed by France with 13.7 million visitors (up 518 percent) and Turkey with 12.4 million visitors (year ago data not available).

Most recently, Facebook captured the top spot in the Spanish market in February with 5.7 million visitors, representing a dramatic tenfold increase versus year ago. It has also soared in Italy, growing more than 2,700 percent to 10.8 million visitors.

Facebook Growth in Europe				
February 2009 vs. February 2008				
Total Europe, Age 15+ - Home and Work Locations				
Source: comScore World Metrix				
Facebook.com	Unique Visitors (000)			
	Feb-08	Feb-09	Percent Change	Rank in Social Networking Category in Feb-09
Europe	24,118	99,776	314%	1
United Kingdom	12,957	22,656	75%	1
France	2,217	13,698	518%	1
Turkey*	N/A	12,377	N/A	1
Italy	382	10,764	2721%	1
Spain	515	5,662	999%	1
Germany	680	3,433	405%	4
Belgium	327	2,308	607%	1
Sweden	1,211	2,298	90%	1
Denmark	533	2,022	279%	1
Switzerland	282	1,690	499%	1
Norway	819	1,479	81%	1
Finland	555	1,341	142%	1
Netherlands	236	1,031	337%	2
Austria	112	663	491%	2
Ireland	203	512	153%	2
Russia	117	478	309%	7
Portugal	72	193	169%	3

**Turkey is a newly reported individual country in comScore World Metrix; year ago data not available*

The only countries in which Facebook does not hold the #1 or #2 position in the social networking category are Germany, where it ranks fourth, Russia (#7) and Portugal (#3).

About comScore

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