



Nielsen Online

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News Release

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Time Spent on Facebook up 700 Percent, but MySpace.com Still Tops for Video, According to Nielsen

NEW YORK, NY – June 02, 2009 – As theories circulate about the actual dollar value of sites like Facebook and Myspace—just last week analysts placed Facebook’s worth at \$10 billion—there is no question that people continue to gravitate towards social networking and blog sites. In the U.S. alone, total minutes spent on social networking sites has increased 83 percent year-over-year. In fact, total minutes spent on Facebook increased nearly 700 percent year-over-year, growing from 1.7 billion minutes in April 2008 to 13.9 billion in April 2009, making it the No. 1 social networking site for the month.

“We have seen some major growth in Facebook during the past year, and a subsequent decline in MySpace. Twitter has come on the scene in an explosive way perhaps changing the outlook for the entire space. The one thing that is clear about social networking is that regardless of how fast a site is growing or how big it is, it can quickly fall out of favor with consumers,” said Jon Gibs, vice president, online media and agency insights. “Remember Friendster? Remember when MySpace was an unbeatable force? Neither Facebook nor Twitter are immune. Consumers have shown that they are willing to pick up their networks and move them to another platform, seemingly at a moment’s notice.”

Top 10 Social Networking and Blog Sites Ranked by Total Minutes for April 2009 and Their Year-over-Year Percent Growth (U.S., Home and Work)

Site	Apr-08 Total Minutes (000)	Apr-09 Total Minutes (000)	Year-over-Year Percent Growth
Facebook	1,735,698	13,872,640	699
Myspace.com	7,254,645	4,973,919	-31
Blogger	448,710	582,683	30
Tagged.com	29,858	327,871	998
Twitter.com	7,865	299,836	3712
MyYearbook	131,105	268,565	105
LiveJournal	54,671	204,121	273
LinkedIn	119,636	202,407	69
SlashKey	N/A	187,687	N/A
Gaia Online	173,115	143,909	-17

Source: Nielsen NetView

Myspace Visitors Love Videos--Make it No. 1 Social Networking Site when Ranked by Video Streams

While the popular consensus is that Facebook has become the top dog in the social networking space—April was the fourth month in a row that Facebook held the top spot in both unique visitors and total minutes—Myspace has been winning in one arena: online video. With 120.8 million video streams, Myspace.com was the No. 1 social networking destination when ranked by streams and total minutes spent viewing video. Myspace visitors spent 384 million minutes viewing video on the site, with an average of 38.8 minutes per viewer. In comparison, Facebook visitors spent only 113.5 million minutes viewing video in April, with an average of 11.2 minutes per video viewer.

Top 5 Social Networking and Blog Sites Ranked by Total Video Streams for April 2009 (U.S., Home and Work)

Site	Total Video Streams (000)	Time Spent Viewing (000)
Myspace.com	120,793	384,030
Facebook	41,537	113,502
Stickam	19,617	54,522
FunniestStuff.net	10,206	34,456
Funny or Die	6,503	17,725

Source: Nielsen VideoCensus

“So maybe the better question to ask is who does each site reach--not who is ‘winning.’ What audiences are they drawing and how are they building for the future to maintain the loyalty of their visitors, who to this point have shown little long-term loyalty to any specific platform,” commented Gibs.

About Nielsen Online:

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online and mobile audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and mobile marketing strategies. For more information, please visit www.nielsen-online.com.

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