



FOR IMMEDIATE RELEASE: MAY 2007 DATA

28TH JUNE 2007

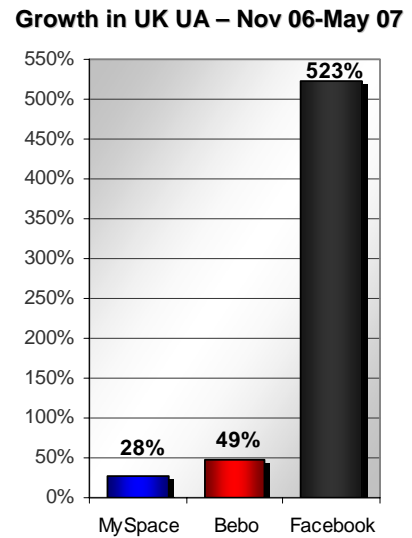
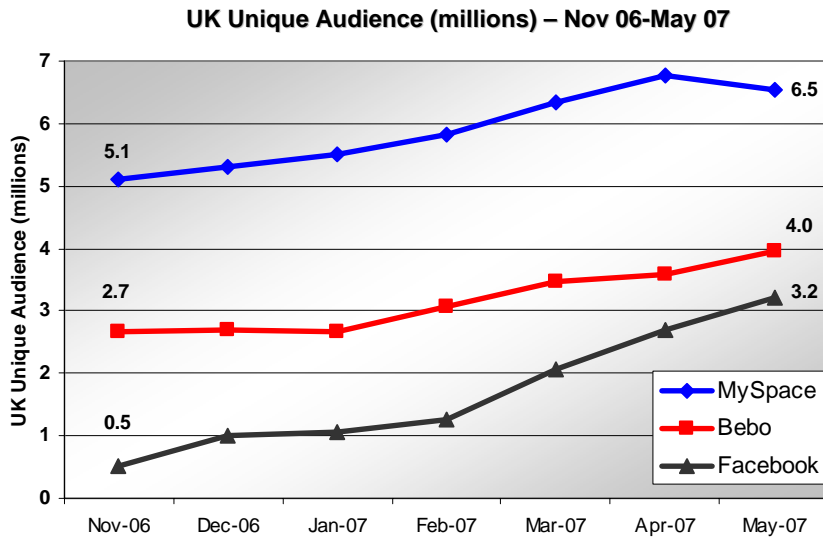
Facebook & Bebo: The Assault on MySpace

As MySpace records only its second monthly drop in traffic since November 2005, and Facebook becomes bigger in the UK than the US, a look at how the social networking super-brands are battling for supremacy in the web's hottest sector

Nielsen//NetRatings, a global leader in Internet media and market research, reveals how MySpace, Facebook and Bebo are performing in terms of growth, global popularity and the degree to which they share audiences.

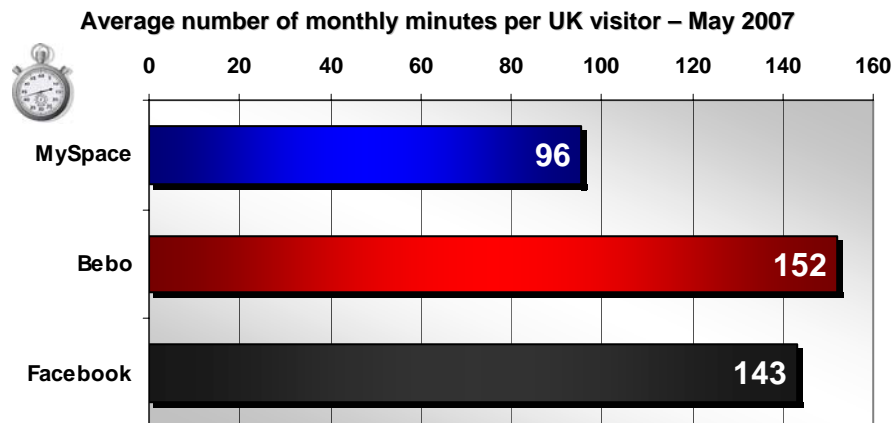
Will MySpace withstand the Facebook effect?

- With 6.5 million Unique Visitors in May 2007, MySpace remains the most popular social network in the UK, however, May saw the first monthly drop in traffic for the brand since June 2006 and only the second drop since November 2005
- Over the last six months, Facebook's audience has grown at 19 times the rate of MySpace's – 523% compared to 28%. Bebo has grown 49%



Source: Nielsen//NetRatings UK, home & work data. E.g. In May 07, MySpace had 6.5 million Unique UK Visitors – 28% more than in Nov 06.

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings says, "MySpace is, by far, still the most popular social network. However, if last month's growth rates were to remain consistent, both Bebo and Facebook would catch MySpace in September this year. Meanwhile, MySpace does trail the other two when it comes to user engagement. Bebo leads the way, with its average visitor spending just over an hour and a half on the site – almost ten more minutes than the average 'Facebooker' and almost a whole hour more than the average 'MySpacer'."



Source: Nielsen//NetRatings, UK, home & work data. E.g. in May 07, the average MySpace visitor spent 96 mins (1h36mins) on the site



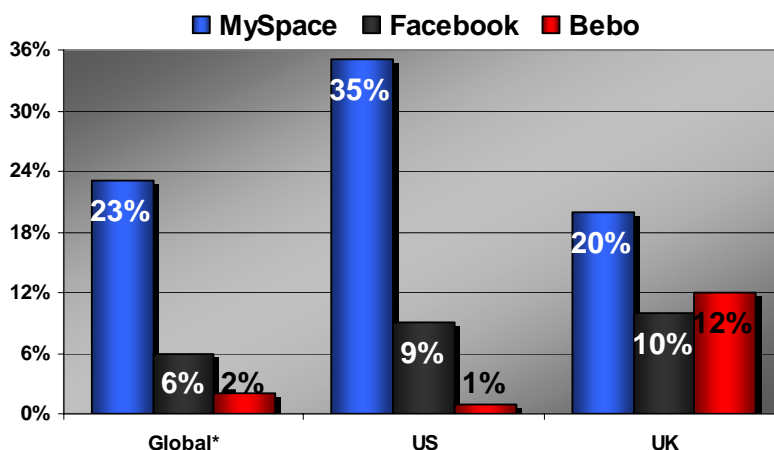
The Global Story – Facebook now has a greater reach in the UK than the US

- May 2007 saw US company Facebook become relatively more popular in the UK than the US for the first time – being visited by 10% of the UK Internet population compared to 9% of the US Internet population
- MySpace is far more dominant in the US than the UK – having four times the visitors of Facebook stateside, compared to twice the number of visitors in the UK
- Bebo's success is very much UK-based – being visited by 12% of Britons online compared to just 1% of the US online population

Unique Audience (millions) by region – May 2007

Unique Audience (millions)	Global*	US	UK
MySpace	74.7	56.6	6.5
Facebook	18.2	14.2	3.2
Bebo	5.8	1.2	4.0

Online Active Reach by Region – May 2007



Source: Nielsen//NetRatings, home & work data. E.g. In May 07, MySpace had 74.7 million Unique Visitors globally = 23% of the global Internet pop. *Global = USA, UK, France, Germany, Italy, Spain, Switzerland, Brazil and Australia

“It’s extraordinary to think that Facebook is now a relatively bigger phenomenon in the UK than in the US where it started out life in Harvard back in 2004. Bearing in mind that Facebook founder Mark Zuckerberg turned down a \$750 million buyout offer - supposedly holding out for \$2 billion – well before it made a significant footprint in the UK, one wonders what price he’d put on it now.”

UK Social networking promiscuity

- Almost half a million (444,000) Britons online visited all three (MySpace, Bebo and Facebook) in May 2007
- In May 2007, over half (53%) of Facebook’s UK visitors also visited MySpace, as did 43% of Bebo’s visitors
- Just over a quarter (26%) of UK MySpace visitors also visited Bebo, 26% also visited Facebook

UK Audience Overlap – May 2007

Brand	Bebo	Facebook	MySpace
Bebo		16%	43%
Facebook	20%		53%
MySpace	26%	26%	

Source: Nielsen//NetRatings, UK, home & work data. E.g. In May 07, 16% of UK Bebo visitors also visited Facebook, 43% also visited MySpace

“The figures show that there is a high degree of audience sharing going on, as Britons online satisfy their increasing appetite for social networking or decide on which network is best for them. The high degree of overlap also indicates the fickle nature of the online social-networker and it will be interesting to see when the dust settles who will come out on top – and whether they stay there for very long.”

-ENDS-



EDITOR'S NOTES

Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#)

Please note that ACNielsen and Nielsen Media Research are both separate companies and should **NOT** be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)

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