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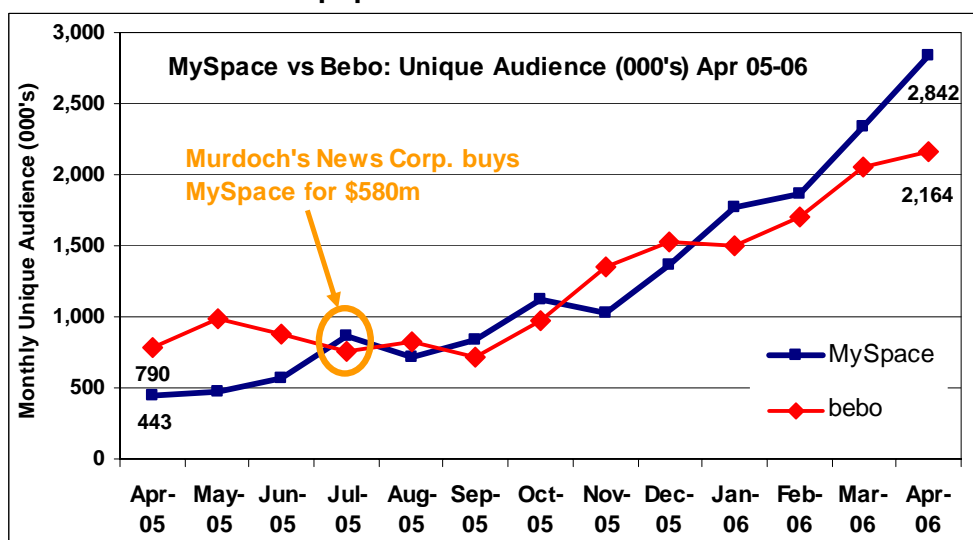
## BEBO VS. MYSPACE: THE BATTLE FOR UK AUDIENCE

Nielsen//NetRatings, the leading provider of Internet research, today reveals how the battle for audience in one of the UK Internet's most exciting sectors is really hotting up. Unlike many other Internet sectors where a particular brand dominates, 'Member Communities' in the UK have two leading brands going toe-to-toe. Bebo is looking to catch MySpace - the brand leader for much of last year – after receiving an £8m investment from Benchmark Capital, the venture capital fund behind Irish pay-TV group Setanta.

### MySpace vs. Bebo: what they say

- “Bebo is the next generation social networking site where members can stay in touch with their college friends, connect with friends, share photos, discover new interests and just hang out.” Free to use.
- “MySpace is an online community that lets you meet your friends' friends. Create a private community to share photos, journals and interests with your growing network of mutual friends!” Free to use.

### MySpace vs. Bebo: Who is the most popular in the UK?



Source: Nielsen//NetRatings NetView, UK Home & Work data including applications, April 2005-2006

- MySpace and Bebo are now the fifth and sixth biggest brands online in terms of total web pages viewed
- MySpace had 2.84 million visitors in April 2006 compared to Bebo's 2.16 million – 680,000 more
- Since Rupert Murdoch's News Corporation purchased MySpace their audience has grown 295% compared to Bebo's 162%
- Their growth is far outstripping the 'member community' category as a whole which has grown by 'only' 12% in comparison

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings explains “The six months after News Corp bought MySpace saw them and Bebo leapfrogging each other in the UK as the most popular of the member communities that centre on user-generated content. Although the last three months has seen MySpace lead the way, Bebo will be looking to swallow up this lead through the £8m investment and the opening of a London office.”

### Are social networkers 'MySpacers' or 'Beboers'?

- 698,000 UK people visited both brands in April 2006 – 1 in 3 of Bebo's visitors also visited MySpace and 1 in 4 of MySpace's visitors also visited Bebo



“The large appetite today’s online population has for social networking is shown by the degree of audience overlap. The fact that one in three Bebo visitors also visits MySpace shows that brand loyalty and the ability to pigeon-hole consumers into rival groups doesn’t really exist for social networking. By their very nature, boundaries are an anathema to social networkers!

## MySpace vs. Bebo: whose audience is most engaged?

- Both Bebo and MySpace engage their audience much more effectively than the member community category as a whole
- Despite having a smaller audience than MySpace, Bebo’s audience is more engaged – spending on average 27% longer and viewing 10% more pages on the site per month than MySpace visitors

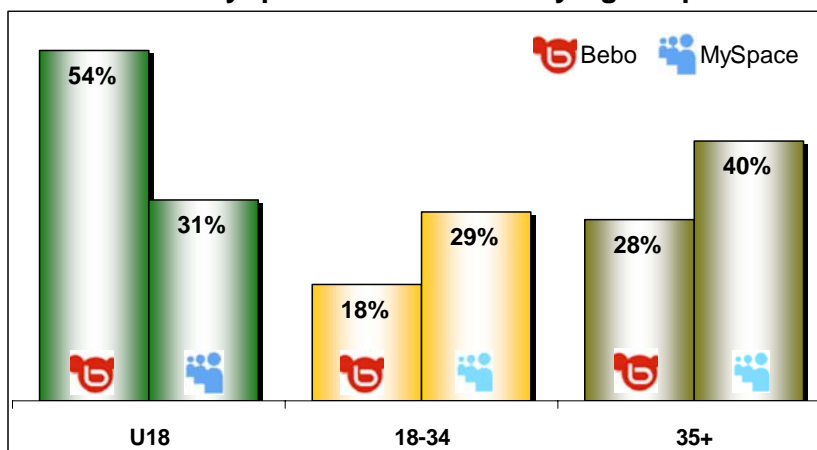
UK	PAGE VIEWS per person	TIME per person
All member communities	222	1 hour 04 mins
Bebo	429	1 hour 52 mins
MySpace	391	1 hour 28 mins

*Source: Nielsen//NetRatings NetView, UK, Home & Work data including applications, April 2006*

## MySpace vs. Bebo: Who are they most popular with?

- Being more targeted towards schools and universities Bebo is more popular with teenagers - 54% of its audience is under 18 compared to 31% for MySpace.
- This means that despite its smaller overall audience there were more under 18’s on Bebo (1.17 million) than on MySpace (0.89 million) in April 2006
- 40% of MySpace’s audience are over 35 compared to 28% of Bebo’s

### Bebo vs. MySpace: UK Audience by Age - April 06



*Source: Nielsen//NetRatings NetView, UK Home & Work data including applications, April 2006*

- Bebo is more likely to be popular with women – their audience is 56% female compared to MySpace’s 46%
- When it comes to actual size of the female audience they’re almost neck and neck. In April 2006 MySpace had a female audience of 1.31 million to Bebo’s 1.21 million

Burmester concludes “Whilst Bebo has a younger audience and is more female-centric, both services are currently free to use and it is likely that subscriptions or paid-for-services will be added to the mix to support current ad-revenue. MySpace has indicated it will do this and we’ll find out whether those investing in Bebo will want to see the same. In the early days of the web free content was eventually placed by subscription models that didn’t really work – take the online newspaper industry for example. So it will be interesting whether this turns out to be the case for the social networking brands - particularly with their differing audiences.”



## EDITOR'S NOTES

**Please source all information to Nielsen//NetRatings.**

**Please note that ACNielsen and Nielsen are both separate, unrelated 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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### **About Nielsen//NetRatings**

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

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