



FOR IMMEDIATE RELEASE

6<sup>TH</sup> FEBRUARY 2005

## A COMMUNITY UPRISING

Nielsen//NetRatings, the leading provider of Internet research, today reveals the extraordinary success of online member communities and how they are shaping both the future of the Internet and potentially society itself:

- Almost 1.8 billion web pages are viewed each month in member community sites = over 57 million every day!
- Member community sites now attract over half of the UK Internet population every month
- Friends Reunited is the most popular member community with over 1.8 million visitors each month

### Top 10 Social Networking & Community Brands

Rank	Brand	Unique Audience (000's) Dec 05	Web Pages Viewed (000's) Dec 05
<b>All Member Communities</b>		13,433	1,770,859
1	<b>Friends Reunited</b>	1,844	70,862
2	<b>Blogger</b>	1,655	8,866
3	<b>bebo</b>	1,530	237,331
4	<b>MySpace</b>	1,371	537,094
5	<b>Genes Reunited</b>	714	56,894
6	<b>Ringo</b>	567	9,852
7	<b>Faceparty</b>	532	377,374
8	<b>Tickle</b>	490	5,230
9	<b>WAYN</b>	475	13,675
10	<b>Ancestry.co.uk</b>	438	98,942

*E.g. 1.8 million people visited Friends Reunited in Dec 05, viewing 70.9 million web pages in total*

*Source: Nielsen//NetRatings UK NetView, including Internet applications*

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says "Whilst most of the talk about the future of the web revolves around which of the giant media companies will win the battle to enable people to watch TV through the Internet, a revolution of more immediate substance is already underway.

The popularity of social networking and community sites in the UK are growing day by day – particularly amongst the young who, after all, will be responsible for the future of the Internet. Sites such as MySpace, bebo and MSN Spaces dominate those most likely to be visited by the teenage market. The future of online to the young is about what the Internet is best at – communicating and interacting - not watching TV."

Number of member community web pages viewed	Per...
1,770,859,000	month
57,124,000	day
2,380,000	hour
40,000	minute
660	second

The sheer volume in the way that people use these sites, whether it's finding friends, family or sharing their experiences and lives with others, is connecting and bringing people together in a way that was unimaginable before the Internet. It has fundamentally shifted, perhaps even created, the way in which new micro-societies are being formed and relate to each other. It will be interesting to see how these affect the general construction of society in the years to come as the web increasingly underpins more of our daily lives."

- Of all the sites visited by the UK Internet population Faceparty has the highest number of pages viewed per person – more than the pages viewed per person for Google, eBay and the BBC combined!

### Top 10 most popular brands by web pages viewed per person

(Community sites in bold italics)

Rank	Brand	Web Pages Viewed per person Dec 05	Unique Audience (000's) Dec 05
1	<b>Faceparty</b>	<b>709</b>	<b>532</b>
2	<b>MySpace</b>	<b>392</b>	<b>1,371</b>
3	eBay	298	11,580
4	Nickelodeon	229	981
5	<b>Ancestry.co.uk</b>	<b>226</b>	<b>438</b>
6	<b>bebo</b>	<b>155</b>	<b>1,530</b>
7	Google	112	17,836
8	Piczo	106	1,227
9	Yahoo!	100	13,980
10	<b>Genes Reunited</b>	<b>80</b>	<b>714</b>

E.g. In December 2005 the average visitor to Faceparty viewed 709 pages in total during the month  
Source: Nielsen//NetRatings UK NetView, including Internet applications

Burmester continues “Member communities are the most popular brands in the UK when you look at it in terms of the average number of web pages viewed per visitor. For example, if you consider that just the average Faceparty visitor views 23 pages within that site every day you can begin to comprehend how deeply ingrained the member community experience is in the lives of today’s online population.”

# 198,350 =

Number of web pages viewed in member community sites by UK surfers in the time it took you to read this release

#### 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.

For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)