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NetRatings, Inc.

Suzy Bausch (408) 941-2965

TEENS WHO VISIT BOTH MYSPACE AND FACEBOOK DRIVE TIME SPENT AT THE SOCIAL NETWORKING SITES, ACCORDING TO NIELSEN//NETRATINGS

Facebook 12-17 Demographic Grew 122 Percent in August

NEW YORK – September 20, 2007 – Nielsen//NetRatings, a global leader in Internet media and market research, announced today that among U.S. visitors aged 12-17, visitors to both MySpace and Facebook spend more time at each site than those who visit just one or the other. In August, teens who visited both sites spent on average 20 percent more time on MySpace than MySpace visitors alone. Facebook benefited to an even greater degree from dual visitors, who spent on average 26 percent longer at the site than exclusive Facebook visitors.

Table 1: Average Minutes per Person age 12-17 at MySpace and Facebook, August 2007 (U.S., Home only)

Site	Average Min. for Exclusive Visitors	Average Min. for Dual Visitors	Percent Difference
MySpace	331 minutes	398 minutes	20%
Facebook	74 minutes	93 minutes	26%

Source: Nielsen//NetRatings

“Teens who enjoy social media are intensive users and highly engaged. They are venturing onto multiple networks to experience new features and broaden their connections,” said Jason Lee, media analyst, Nielsen//NetRatings. “This demographic is typically drawn to what’s new, and since they are growing up online, they are not afraid of learning the latest Web technologies.”

Growth of 12-17 Demographic at Facebook

Since Facebook’s registration was opened to the public last year, the site has seen triple digit traffic growth, increasing 117 percent from 8.9 million unique visitors in August 2006 to 19.2 million unique visitors in August 2007. The growth rate among visitors 12-17 has been even higher, increasing 122 percent year over year. The majority of these new Facebook visitors are not likely social networking novices - more than 80 percent of Facebook visitors in August also went to MySpace.

“MySpace introduced a lot of people, especially young people, to social networking, and that forum continues to be overwhelmingly popular,” said Lee. “But Facebook’s innovative features, many born out of partnerships with third party developers, are driving user growth. Teens continue to interact with friends on MySpace, but have not hesitated to follow their peers to the latest social networking brand. At this point, each site has a unique offering, and teens are happily visiting both.”

About Nielsen//NetRatings

Nielsen//NetRatings, a service of The Nielsen Company, delivers leading Internet media and market research solutions. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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Editor’s Note: Please source all data to Nielsen//NetRatings.