

FOR IMMEDIATE RELEASE: AUGUST 2007 DATA

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All sources: Nielsen//NetRatings, UK, home & work data, including Internet applications

Facebook is now UKs most popular social network

Facebook overtakes MySpace for the first time in the UK in terms of Unique Visitors but it is no longer the fastest growing social network; that honour across 2007 goes to Perfspot.com

Latest figures published from Nielsen//NetRatings, a global leader in Internet media and market research, reveal the most popular, most engaging and fastest-growing social networks in the UK.

The UKs most popular Social Networks

- Facebook received 6.5 million Unique Visitors in August 2007 compared to 6.4 million for MySpace – both are now visited by one in every five Britons online
- Since December 2006, Facebook's audience has grown by 541% compared to 20% for MySpace
- Almost half (48%) of Britons online (15.3 million people) visited at least one of the ten most popular social networks in August 2007

Most popular social networks in the UK – August 2007 – and growth across 2007

Rank	Social Network	Unique Audience (000s)	Active Reach	Unique Audience change since Dec 06
1	Facebook	6,506	20%	541%
2	MySpace	6,379	20%	20%
3	Bebo	4,449	14%	64%
4	Windows Live Spaces	2,333	7%	-1%
5	Friends Reunited	2,112	7%	1%
6	BBC Communities	1,545	5%	27%
7	Flickr	1,276	4%	20%
8	Piczo	851	3%	-40%
9	Yahoo! Groups	828	3%	-1%
10	WAYN	669	2%	80%

E.g. In August 07, 6.5 million Britons (20% of all active Britons online) visited Facebook; 541% more than did so in Dec 06

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings says, "Three months ago I predicted Facebook would catch MySpace in September this year but it's continued phenomenal growth meant it only took until August to achieve this feat. This is particularly extraordinary considering that at the end of 2006 Facebook was one fifth the size of MySpace.

However, even in the fickle sphere of social networking, MySpace has managed to maintain more than six million visitors in each of the last six months – it will be interesting to see if Facebook can achieve this level of audience retention."

The UKs fastest growing Social Networks* across 2007

- Perfspot.com had no recorded figures until April 2007; since then it has grown by 756% in just four months - making it the fastest growing social network in 2007 ahead of Facebook, which has grown by 541% across the eight months from December 2006 – August 2007
- Three of the ten fastest growing social network brands are formed around specific interest groups – business, travel and music

Ten Fastest growing social networks table overleaf

Fastest growing social networks* in the UK across 2007

Rank	Social Network	Unique Audience growth since Dec 06	UA (000s) Aug 07	UA (000s) Dec 06	Community type
1	PerfSpot**	756% (since Apr 07)	274	32 (Apr 07)	General
2	Facebook	541%	6,506	1,015	General
3	LinkedIn	194%	385	131	Business
4	Orkut	182%	175	62	General
5	WAYN	80%	669	372	Travel
6	Imeem	79%	125	70	Music
7	Bebo	64%	4,449	2,706	General
8	BBC Communities	27%	1,545	1,215	General
9	Friendster	24%	128	103	General
10	Tagged	24%	301	243	General

*Minimum requirement of 125,000 Unique Visitors in August 2007. **PerfSpot had no recorded figures until April 2007
E.g. Facebook's audience grew 541% from 1 million in Dec 2006 to 6.5 million in Aug 2007

"The suspicion that the next big thing in social networking could always be just round the corner is illustrated by PerfSpot. It wasn't even on the social network radar until April of this year but in the last four months its visitor numbers have grown at a greater rate than Facebook has across the last eight months.

Some, however, have theorised the future of social networking will revolve around specific interest-groups as opposed to the general behemoths that dominate today. The fact that a number of the fastest-growing networks concern specific interest areas, such as business (LinkedIn), travel (WAYN) or music (Imeem), seems to add credibility to this theory."

The most engaging social networks amongst UK audiences

- Amongst social networks, Facebook accrued the most total time spent by Britons (991 million minutes) followed by Bebo (600 million minutes) and MySpace (540 million minutes)
- Virtual world Second life is the leading social network in terms of monthly time per visitor (5 hours 29 minutes) followed by teen community Habbo (3 hrs 6 mins) and Tagged.com (2 hrs 40 mins)

Most engaging social networks by total time and time per person* – August 2007

Rank	Social Network	Total minutes (millions)	Unique Audience (000s)	Rank	Social Network	Time per person*	Unique Audience (000s)
1	Facebook	991	6,506	1	Second Life	5hs 29ms	109
2	Bebo	600	4,449	2	Habbo	3hs 06ms	293
3	MySpace	540	6,379	3	Tagged	2hs 40ms	301
4	Habbo	55	293	4	Facebook	2hs 32ms	6,506
5	Tagged	48	301	5	Bebo	2hs 15ms	4,449
6	Friends Reunited	41	2,112	6	MySpace	1h 25ms	6,379
7	Second Life	36	109	7	Faceparty	1h 05ms	476
8	Faceparty	31	476	8	Netlog	50ms	205
9	Yahoo! Groups	28	828	9	Orkut	48ms	175
10	Piczo	26	851	10	LinkedIn	43ms	385

*Minimum requirement of 100,000 Unique Visitors in August 2007.

E.g. Britons spent 991 million minutes in total on the Facebook. The average visitor to Second Life spent 5 hours 29 minutes there during Aug 07

"Not surprisingly, the most popular social networks tend to rack up the most total time amongst Britons online. Bebo, although less popular than MySpace, accrues more total minutes due to a much higher average time per visitor.

However, one has to look away from the 'Big 3' to find the most engaging social networks. The average Second Life visitor spends an astonishing five and a half hours there – over twice as long as the average visitor to Facebook and almost four times as long as the average visitor to MySpace."

-ENDS-



EDITOR'S NOTES

Please note that the social networking list is a custom list created by the Nielsen//NetRatings PR department and is not an official Nielsen//NetRatings category.

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