

## News Release

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### FACEBOOK ACCOUNTS FOR THE THREE FASTEST GROWING ONLINE BRANDS

**Social network related services, spurred on by the take-up amongst young women, dominate the fastest growing online brands in the UK over the last year**

**London – November 27<sup>th</sup>, 2007** – Nielsen Online, a service of The Nielsen Company, today reveals how five of the ten fastest growing online brands over the last year in the UK relate to social and professional networking.

- RockYou! – providing applications and widgets for social networks – was the fastest growing online brand over the last year, its audience increasing 2,106% between Oct 06 & Oct 07
- Facebook was the second fastest growing – up by 1,646% – followed by another provider of applications and widgets for social networks, Slide, whose audience grew 649%
- Overall, the ten fastest growing online brands contain three social networking tools, one social network and one professional network (LinkedIn)

#### 10 fastest growing online brands by UK Unique Audience (UA)\*: October 2006 - October 2007

Rank	Brand	UK Unique Audience Growth Oct 06-Oct 07	UK UA Oct 07	UK UA Oct 06	UK Active Reach Oct 07	Nature of service
1	RockYou!	2,106%	1,900,189	86,139	5.8%	Social network tool
2	Facebook	1,646%	7,825,148	448,211	23.9%	Social network
3	Slide	649%	3,164,590	422,445	9.7%	Social network tool
4	HOT or NOT	503%	866,300	143,658	2.7%	Face rating / dating
5	Veoh	399%	659,877	132,367	2.0%	Videos
6	TravelRepublic	313%	557,231	135,007	1.7%	Travel agency
7	Metro Lyrics	306%	426,679	105,005	1.3%	Music lyrics
8	Bunnyhero Labs	297%	551,305	138,737	1.7%	Social network tool
9	LinkedIn	282%	461,212	120,705	1.4%	Professional network
10	About.com	265%	582,359	159,673	1.8%	Information / reference

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2006-October 2007

\*Minimum requirement: Oct 06 Unique Audience ≥ 85,000. E.g. between Oct 06 & Oct 07, RockYou!'s UK Unique Audience grew by 2,106% from 86,139 to 1.9 million (now visited by 6% of Britons online)

Alex Burmaster, Internet Analyst, Nielsen Online, comments, “The phenomenal success of social networks has had a knock-on effect for providers of applications and widgets that personalise the web experience further. Services like RockYou! and Slide are heavily used by Facebookers – particularly 18-24 year old women – to organise photo slideshows whilst Bunnyhero is particularly popular amongst 12-17 year old girls, allowing them to adopt animated pets that live on their Bebo webpage.

The success of these applications is very much dependent on that of the social networks. For example, 98% of Bunnyhero’s audience are ‘Beboers’ whilst 89% of RockYou!’s audience and 79% of Slide’s audience are ‘Facebookers’.”

### Growth amongst the most popular online brands

- YouTube and Wikipedia, the two fastest growers amongst the ten most popular brands, enter the top ten at the expense of Real Network and AOL Network. The six most popular brands remain the same
- Manufacturers Apple (-6%) and Microsoft (-3%) are the only brands amongst the current top ten to experience a drop in audience

10 most popular online brands by UK Unique Audience (UA) ranked by UA growth October 2006 – October 2007

Overall Rank	Brand	UK Unique Audience Growth Oct 06 - Oct 07	UK UA Oct 07 (millions)	UK UA Oct 06 (millions)	Overall Rank Change (Oct 06 - Oct 07)
8	YouTube	84%	9.9	5.4	↗6
10	Wikipedia	50%	9.5	6.3	↗3
7	Amazon	21%	11.8	9.7	↗1
1	Google	19%	27.8	23.4	→
5	BBC	8%	16.1	14.9	→
2	MSN/Windows Live	7%	21.7	20.2	→
4	Yahoo!	5%	16.3	15.6	→
6	eBay	4%	14.4	13.8	→
3	Microsoft	-3%	17.0	17.5	→
9	Apple	-6%	9.6	10.2	↘2

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2006-October 2007  
E.g. between Oct 06 & Oct 07, YouTube’s UK Unique Audience grew by 84% from 5.4 million to 9.9 million (now ranked 8<sup>th</sup>, up 6 places from 14 in Oct 06)

Burmaster comments, “The story of the last year has, undoubtedly, been the phenomenal growth in user-generated content so it’s not surprising to see this reflected in the leading brands. Gone are traditional powerhouses like Real and AOL, being replaced by signature ‘web 2.0’ brands such as YouTube and Wikipedia.

The other leading players have experienced mixed fortunes over the last year. Whilst Amazon and Google have experienced good growth (21% and 19%, respectively), brands like the BBC, MSN, Yahoo! and eBay are reaching less of the online population than they did a year ago as their audiences have grown at a lower rate than that of the total online population (12%).

The manufacturers, particularly, have had a tough time online during the last year despite big product launches. Microsoft and Apple’s websites are marginally less popular than a year ago despite, respectively, the launch of Vista and the buzz preceding the iPhone’s UK launch early this month.”



## EDITOR'S NOTES

Please source all information to [Nielsen Online](#) (Nielsen Online is the new name for services previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands)

### **Methodology**

All figures in this release come from NetView - the Nielsen//NetRatings panel of around 45,000 UK Internet users who have opted in to download a meter which records all their PC, online and application usage on a continual and ongoing basis.

*\*Note that to appear in the list the brand must have had at least 85,000 Unique Visitors in October 2006. Furthermore, the audience growth must be organic as opposed to growth caused by acquisition of other online brands or rolling up other brands in a company's portfolio into a single 'network' brand.*

### **About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

### **About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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