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Media Alert

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Nielsen's Social Media Quick Takes: June 2009 Data

TRAFFIC TO MYSPACE MUSIC GROWS 190 PERCENT SINCE SEPTEMBER 2008 LAUNCH, ACCORDING TO NIELSEN

Twitter Leapfrogs from 48th to 4th Place in Top Social Media Sites in One Year

- As Myspace.com continues its strategic move toward becoming an “[entertainment portal](#),” the growth to Myspace Music should help cement their presence in this space. Since the site's launch in September 2008, unique visitors to the music.myspace.com subdomain have increased 190 percent -- growing from 4.2 million unique visitors to 12.1 million in June 2009. Year-over-year traffic to the URL has increased 1,017 percent
- When comparing unique visitors of the music.myspace.com subdomain to other sites within the music category in June, it ranked third behind AOL Music and Yahoo! Music and ahead of popular music sites like MTV Networks Music and Pandora.com (see Chart 1)

Chart 1: Top Online Music Destinations Ranked by Unique Audience

Site	Unique Audience (000)
AOL Music	22,686
Yahoo! Music	20,571
music.myspace.com	12,130
MTV Networks Music	11,177
MSN Music	8,095
Pandora.com	4,658
Rhapsody	4,429
Live Nation Network	4,321
Sony Music Entertainment	3,932

Source: Nielsen NetView, June 2009, U.S. Home and Work

- People between the ages of 12 and 17 were 2.4 time more likely than the average active Internet user to visit music.myspace.com. Visitors between 18 and 24 were 2.2 more likely than the average Internet user to visit the site in June (see Chart 2)

Chart 2: Unique Audience Composition Index for music.myspace.com

Age Group	Composition Index by Unique Audience	Unique Audience(000)
2 - 11	42	421
12 - 17	235	2,334
18 - 24	219	2,403
25 - 34	125	2,198
35 - 49	89	3,105
50-64	49	1,341
65+	31	327

Source: Nielsen NetView, June 2009, U.S., Home and Work

Twitter Continues to Leap toward the Top

- Among the top 10 social media sites, Twitter.com was again the fastest growing, increasing 1,928 percent year-over-year, from 1 million unique visitors in June 2008 to 21 million unique visitors in June 2009--making Twitter the fourth most visited member communities site in June (see Chart 3)
- Facebook continued to lead as the No. 1 U.S. social networking site for the sixth month in a row, with 87.3 million unique visitors in June 2009 (see Chart 3)

Chart 3: Top Online Member Communities Destinations Ranked by Unique Audience

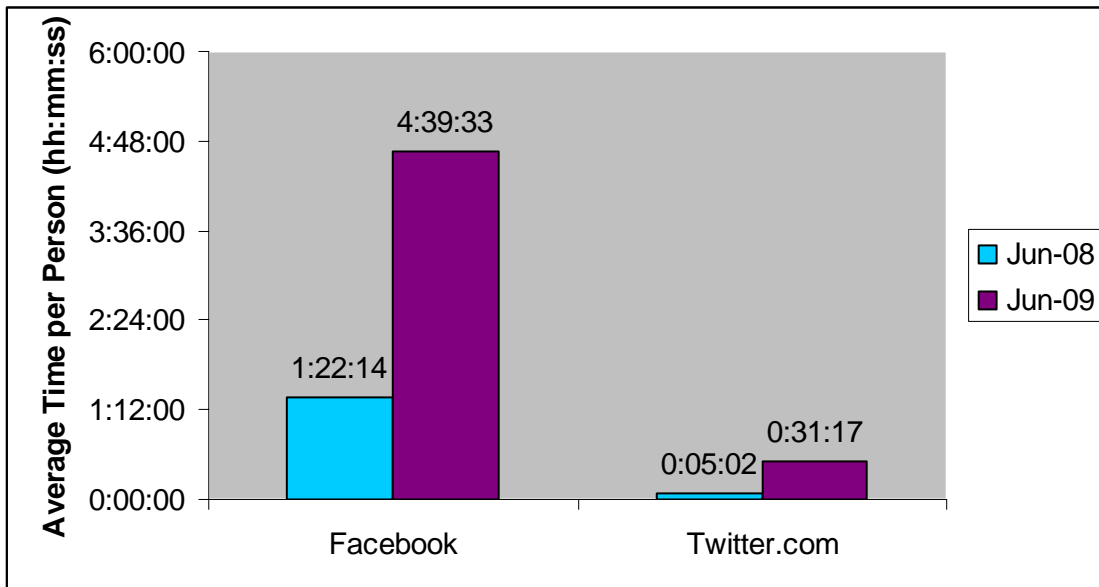
Site	Jun-08	Jun-09	Y-O-Y*
Member Communities Category	108,341	138,635	28%
Facebook	29,292	87,254	198%
Myspace.com	59,549	62,831	6%
Blogger	40,553	42,922	6%
Twitter.com	1,033	20,950	1,928%
WordPress.com	17,201	16,922	-2%
Classmates Online	15,474	16,224	5%
LinkedIn	9,583	11,417	19%
Six Apart TypePad	11,189	10,079	-10%
Yahoo! Groups	9,801	8,364	-15%
Tagged.com	2,867	7,625	166%

Source: Nielsen NetView, June 2009, (U.S. Home and Work)

Facebook No. 1 when it Comes to Time

- Facebook was also the No. 1 social networking site among the top 10 when ranked by average time per person, with visitors spending an average of 4 hours and 33 minutes on the site in June. This is a 240 percent year-over-year increase (see Chart 4)
- The average time per person on **Twitter** increased 522 percent year-over-year, from 5 minutes and 2 seconds in June 2008 to 31 minutes and 17 seconds in June 2009, making it the fastest growing by time per person among the top 10 (see Chart 4)

Chart 4: Average Time per Person for Facebook and Twitter.com



Source: Nielsen NetView, June 2009, U.S., Home and Work

- With 120.1 million total video streams, Myspace.com was the No. 1 social media site when ranked by streams for June 2009. It was also the No. 1 social networking site when ranked by unique viewers of video content, with 12.9 million viewers for the month (see Chart 5)
- Facebook was the fastest growing social media site by both total video streams and unique viewers of video. Total streams increased 434 percent year-over-year, from 10.1 million streams to 54 million streams. Unique viewers of video increased 397 percent, from 2.4 million in June 2008 to 12 million in June 2009

Chart 5: Top Member Communities Sites Ranked by Total Video Streams

Site	Total Streams (000)	Unique Viewers (000)
Myspace.com	120,077	12,861
Facebook	54,016	12,023
Stickam	13,868	459
FunniestStuff.net	11,030	673
Ning	5,500	1,094

Source: Nielsen VideoCensus, June 2009, U.S., Home and Work

**Note:* Effective with June 2009 data reporting, Nielsen has made several enhancements to the NetView and VideoCensus services, including a panel that is 8 times larger, more granular reporting and improved accuracy and representativeness. These enhancements provide the highest quality data to our clients and the marketplace. For some sites, trending of previously-reported data with current results may show percentage differences attributable to these product enhancements and should only be compared directionally.



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Editor's Note: Please source all data to Nielsen.