



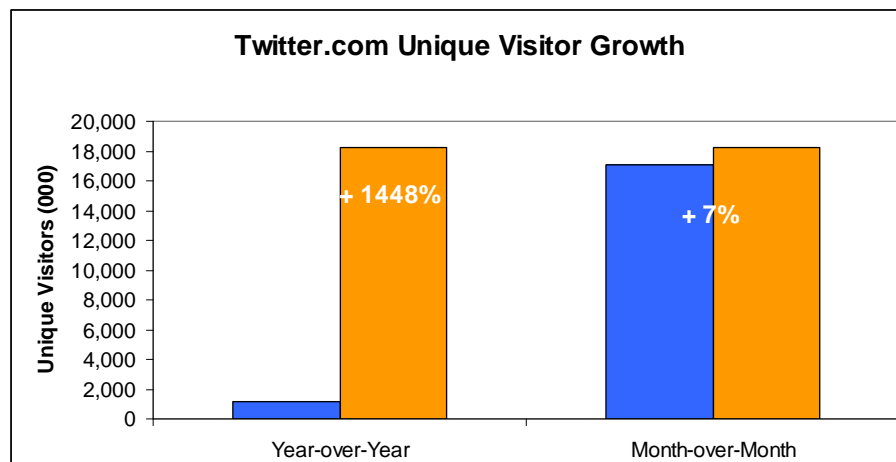
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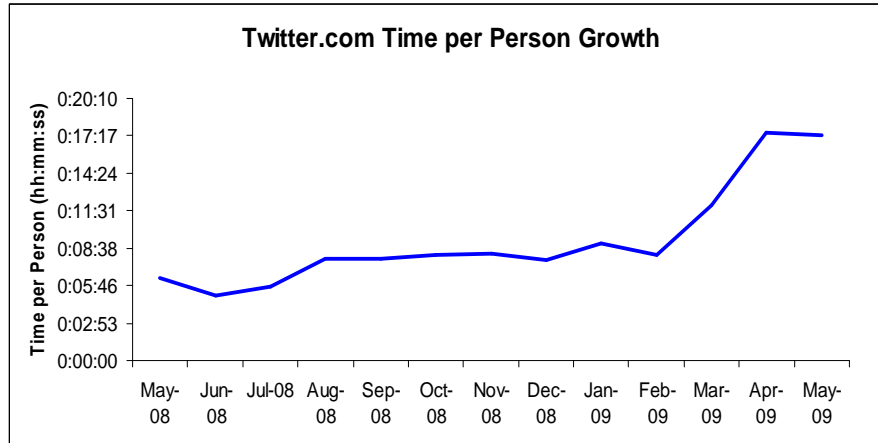
Nielsen's Social Media QuickTake: May 2009

- People continue to spend more time on social networking and blog sites than ever before, with total minutes increasing 82 percent year-over-year and the average time per person increasing 67 percent year-over-year in May 2009
- **Twitter.com** was the fastest-growing Web brand in May 2009, increasing 1448 percent year-over-year, from 1.2 million unique visitors in May 2008 to 18.2 million in 2009
- Despite being the fastest-growing brand year-over-year, **Twitter's** month-over-month growth has begun to slow, increasing 7 percent from April



Source: Nielsen NetView

- The average time per person on **Twitter** increased 175 percent year-over-year, from 6 minutes and 19 seconds in May 2008 to 17 minutes and 21 seconds in May 2009. However, month-over-month growth was flat, decreasing one percent from April 2009



Source: Nielsen NetView

- With 144.3 million unique visitors, **Facebook** was the **No. 1 global social networking** destination in May 2009—the 7th month in a row that Facebook has ranked No. 1
- May 2009 also marked the **5th month in a row** that **Facebook** has been the No. 1 social networking site in the U.S., garnering 75.4 million unique visitors—a 190 percent increase over May 2008

U.S. Unique Visitors (000) to Facebook

Site	May-08	Apr-09	May-09	YOY % Growth
Facebook	26,042	71,287	75,444	190%

Source: Nielsen NetView

- **Myspace.com** continued as the top social networking site when ranked by total video streams in May, with 116.1 million video streams
- Unique viewers of video content at **Myspace.com** increased 22.9 percent month-over-month, from 9.9 million in April 2009 to 12.2 million in May 2009.

About Nielsen:

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business decisions about their digital and mobile strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog

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