



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

Media Alert

Media Contacts:

Suzy Bausch (415) 617-0181

Michelle McGiboney (408) 941-2930

pr.us@nielsen.com

Nielsen Online Provides Fastest Growing Social Networks for September 2008

Twitter.com, Tagged.com and Ning Lead in Year-Over Year Audience Growth

NEW YORK– October 22, 2008 - Nielsen Online, a service of The Nielsen Company, provides September's fastest growing U.S. social networking sites. They are ranked by year-over-year unique audience growth in September (see Table 1).

Please see analysis of these results at the Nielsen Online blog, "[Connecting the Dots.](#)"

Table 1: Top 10 Fastest Growing Social Networking Sites for September 2008 (U.S., Home and Work)

Site	Sept-07 UA (000)	Sept-08 UA (000)	YOY Growth
Twitter.com	533*	2,359	343%
Tagged.com	898	3,857	330%
Ning	842*	2,955	251%
LinkedIn	4,075	11,924	193%
Last.fm	850	1,879	121%
Facebook	18,090	39,003	116%
MyYearbook	1,422	3,056	115%
Bebo	1,299	2,418	86%
Multiply	592	941	59%
Reunion.com	4,845	7,601	57%

Source: Nielsen Online

* These web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

Nielsen Online also provides September's top U.S. social networking sites. They are ranked by unique audience and rounded to the nearest thousand, so Myspace.com had 59.4 million unique visitors in September 2008, growing one percent over September 2007.



Table 2: Top 10 Social Networking Sites for September 2008 (U.S., Home and Work)

Site	Sept-07 UA (000)	Sept-08 UA (000)	YOY Growth
Myspace.com	58,581	59,352	1%
Facebook	18,090	39,003	116%
Classmates Online	13,313	17,075	28%
LinkedIn	4,075	11,924	193%
Windows Live Spaces	10,275	9,117	-11%
Reunion.com	4,845	7,601	57%
Club Penguin	3,769	4,224	12%
AOL Hometown	7,685	3,909	-49%
Tagged.com	898	3,857	330%
AOL Community	4,017	3,079	-23%

Source: Nielsen Online

Please note that these are custom lists compiled by the Nielsen Online PR team with the help of our media analysts. While these lists are not meant to be exhaustive, they provide a good idea of the significant players in each space.

We periodically review the lists and add new sites, so the results may change accordingly. Please source data to Nielsen Online.

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 behavior, 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. Also, visit our blog at www.nielsen-online.com/blog.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.