

Sourcing: Please source all data to Nielsen Online.

For more information about our sourcing guidelines, go to www.netratings.com

Source: Nielsen Online
US, Home and Work
Month of December 2008

This is a custom list compiled by the Nielsen Online PR team with the help of our media analysts. While this list is

Top 20 Social Network Sites, December 2008

	Dec-08		Dec-07		YOY Growth	
Site	Unique Audience (000)	Time per Person (hh:mm:ss)	Unique Audience (000)	Time per Person (hh:mm:ss)	Unique Audience	Time per Person
Myspace.com	58,418	1:40:17	60,104	2:21:33	-3%	-29%
Facebook	55,217	2:07:58	22,574	1:09:03	145%	85%
Classmates Online	15,143	0:07:27	10,748	0:09:43	41%	-23%
LinkedIn	11,814	0:13:11	4,804	0:10:11	146%	29%
Reunion.com	11,733	0:04:53	4,090	0:04:26	187%	10%
Windows Live Home	10,833	0:03:29	8,856	0:07:12	22%	-52%
Club Penguin	6,835	0:37:46	6,358	0:10:40	8%	254%
AOL Community	4,775	0:12:48	4,069	0:40:23	17%	-68%
Tagged.com	3,884	0:46:53	745	0:11:15	421%	317%
Flixster	2,923	0:03:04	3,097	0:04:00	-6%	-23%
Ning	3,017	0:13:07	748	0:09:50	303%	33%
Twitter.com	2,665	0:07:46	349	0:09:35	664%	-19%
Imeem	2,545	0:09:52	2,335	0:22:46	9%	-57%
Last.fm	2,527	0:04:01	832	0:05:03	204%	-20%
MyYearbook	2,427	1:49:49	2,063	0:41:05	18%	167%
Bebo	2,368	0:09:04	2,088	0:13:30	13%	-33%
hi5	2,137	0:10:10	1,469	0:35:48	45%	-72%
Meetup.com	2,110	0:07:38	2,260	0:08:44	-7%	-13%
Care2.com	2,002	0:03:30	1,403	0:04:33	43%	-23%
Gaia Online	1,709	2:09:54	1,391	2:39:10	23%	-18%

* Blue data indicates these estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.



not meant to be exhaustive, it should give you a good idea of the significant players in each space. We

periodically review the list and add new sites, so the results may change accordingly.