

Social Networking Breakdown

Introduction

This report analyzes some of the most popular social networking sites. They are great targets for viral seeding as it is possible to target specific demographics, age groups etc. Social networking sites represent a great platform for encouraging WOM.

Name	Bebo	Faceparty	Friends Re-united	MSN Spaces	MySpace	Pizco
Date established	July 2005	2000	July 2000	December 2004	January 2004	2004
Based in	San Francisco, recently opened office in London	UK	UK	US	US	San Francisco
Owner	Independent	Independent	ITV	Microsoft	NewsCorporation	Independent
Market share	10.3%	4.3%	2.9%	5.6%	12.2%	6.1%
Community profile	Core demographic is university and school students, with 80% of members aged between 13 and 24-years-old	Pubbing and clubbing crowd	Over half of the UK's households with internet access are registered. The majority of visitors are aged 24-44	Two key target audiences are teens and 35-49-year-olds	Core demographic is 16-25-year-olds. Over 70% of its audience is between 18 and 40	50% of users are girls under 18
Unique features	Focuses on schools and colleges	Subs only. Has life offline with music events	Subs based. Reunites long-lost school / college friends	Integrated with Messenger. Includes tools like Windows Media Player	Media content, particularly music	Users create highly customised sites based around their photos
Bottom line	With its recent cash injection and a focus on user experience, Bebo is here for the long haul	Faceparty has cleaned up its act since an investigation into pornographic images on the site, but it still has a slight image problem	Keeping its head above the scum of youth-focused social networking sites, Friends Re-united continues to expand its brand and proposition	It feels a little me-too and has come in for some criticism. But with 100m unique users world wide and the power of Microsoft behind it, it's not to be underestimated	User experience could be better but MySpace is still the daddy of social networking, with a one stop-shop brand that stands above the rest	Is pop-ups are a turn off and its options limited. But if it spends a recent influx of VC cash wisely it could be well placed to increase share

Total net population	MySpace	Classmates	Facebook	YouTube	MSN	Xanga	Flickr	Yahoo! 360%	LiveJournal	MyYearbook
172,120,000	51,441	14,792	14,069	12,669	9,566	7,146	5,163	4,936	3,904	3,048