

Social Media Measurement

September 23, 2009





MySpace is one of the largest websites...

127M unique visitors worldwide and 21% growth over the last two years

- 31 local sites launched in 17 languages
- 11 percent of the world's Internet users are on MySpace

64M unique international visitors

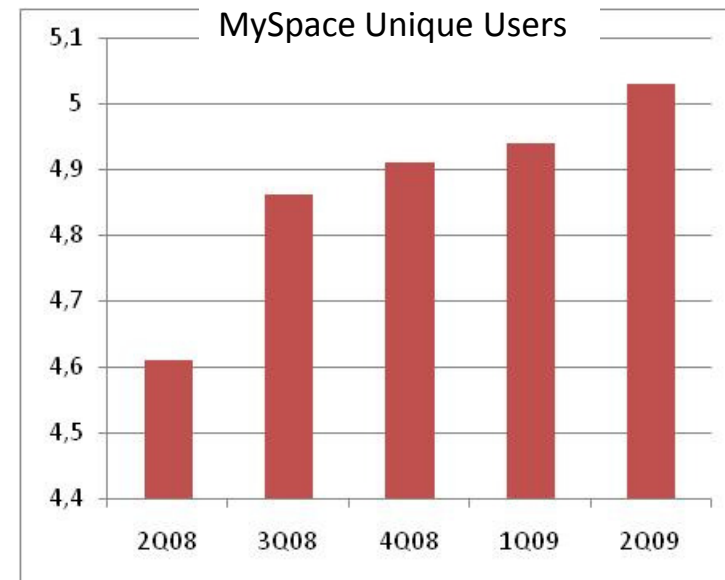
- Represents 50 percent of worldwide unique visitors

Access to key demo segments around the world

- 88 percent of MySpace's international visitors are 18+
- 59 percent of MySpace's international visitors are 15-34

Source: Comscore

...and shows strong growth in Germany



Source: AGOF [Note: AGOF is the official reach measurement in Germany. Figures differ from Nielsen/ComScore]

WHAT DEFINES SUCCESS IN SOCIAL MEDIA?



Awareness

Authority

Attention

Connectivity

Consumption

Contribution

Influence

Networking

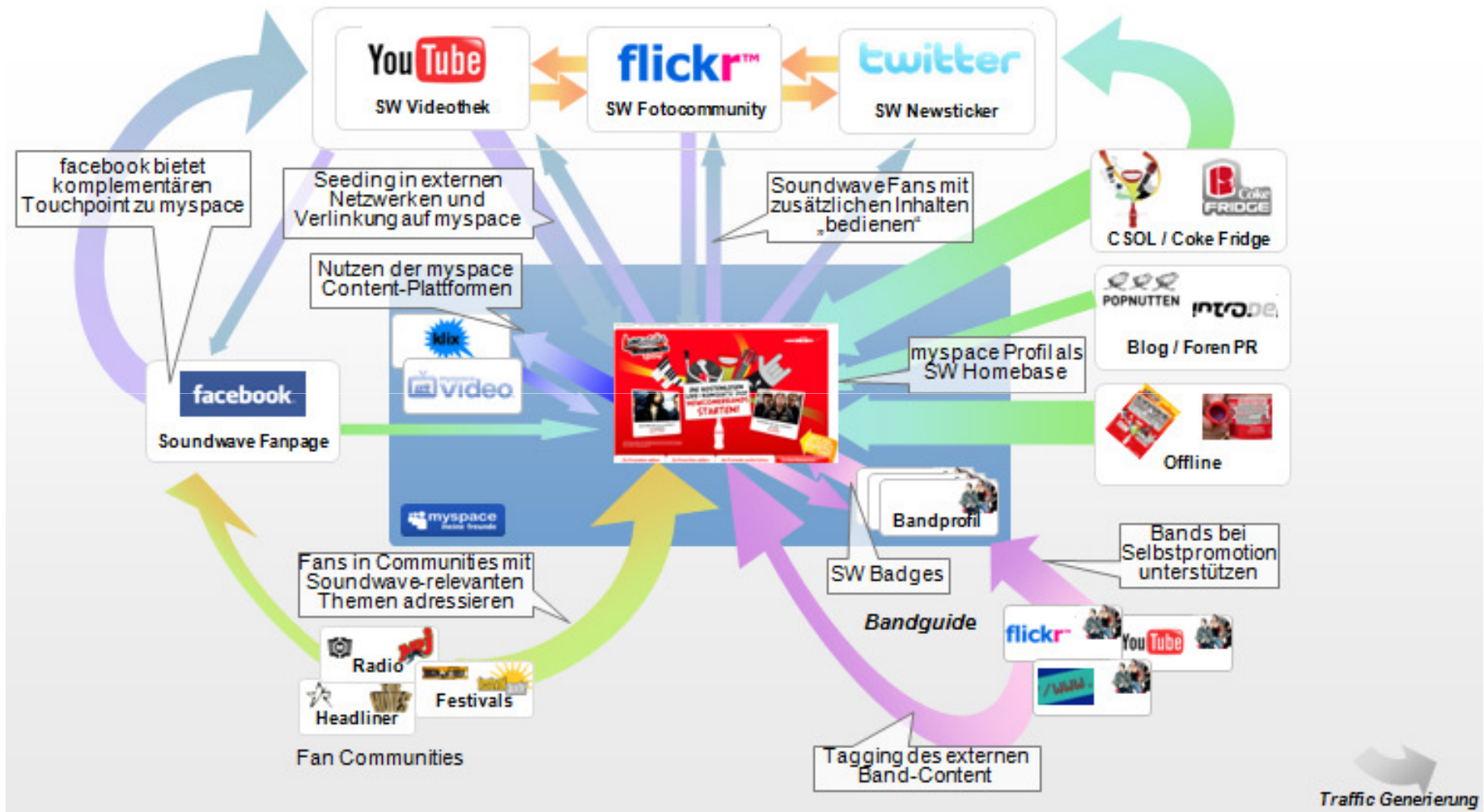
Participation

Reach

Recommendation

Satisfaction

...AND HOW TO ACCOUNT FOR COMPLEXITY?



(I) BVDW INITIATIVE TO DEFINE KPIS



Four Key Areas of Social Media Measurement

Consumption:

view, use, download,..

Networking:

connect, invite

Contribution:

upload, rate, comment, create, ...

Recommendation:

link, post, forward,...



(II) BENCHMARK STUDY: ROI IN SOCIAL MEDIA

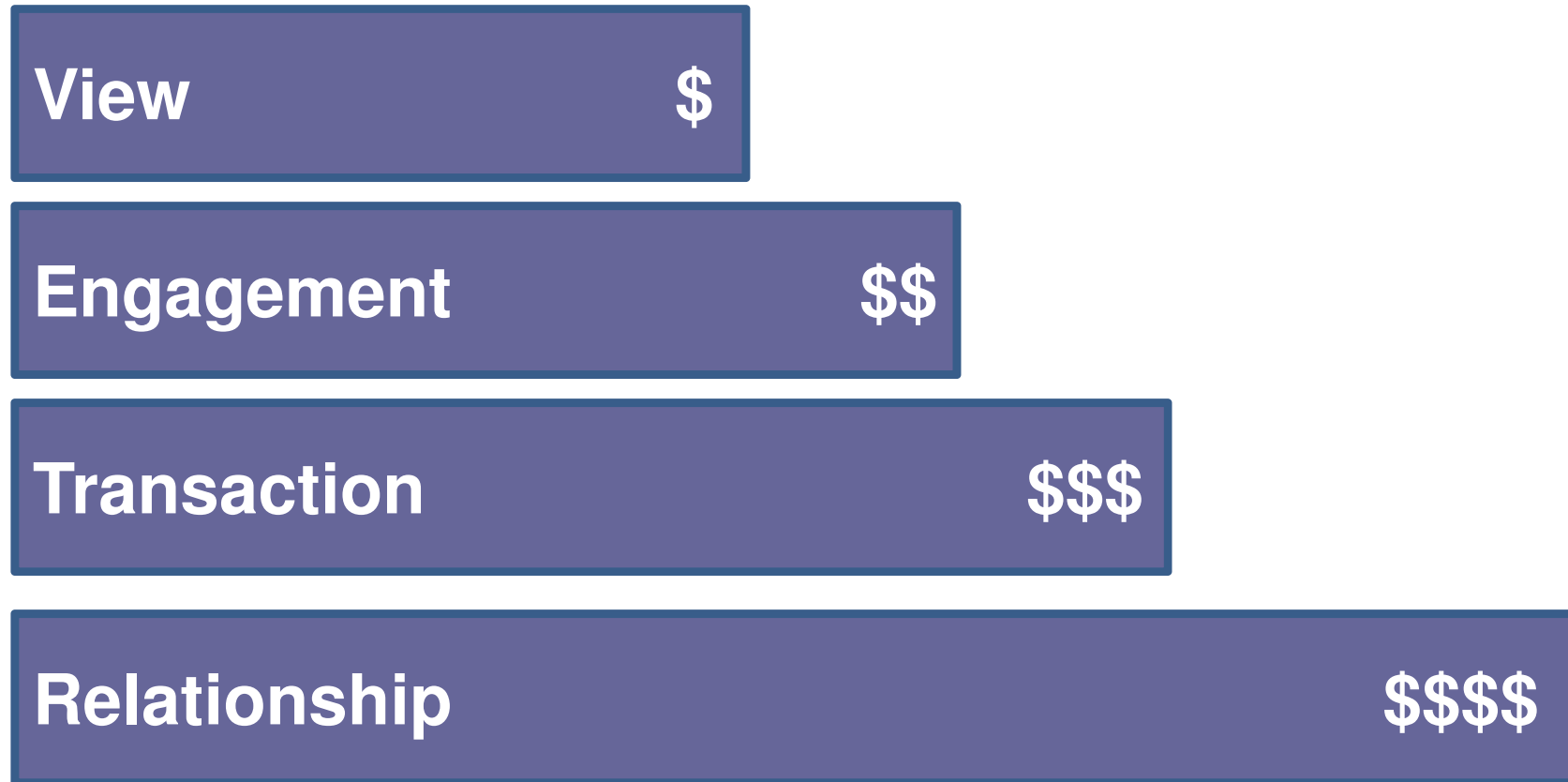


- Measure impact of advertising in different groups within social media
- Rate the quality of contact in social media
- Develop parameters to compare social media and classic campaigns

Participants: 2 Social Networks (incl. MySpace)
 2 FMCG brands
 1 Research/Consulting firm

Timing: 1Q10

ADVERTISERS WILL REWARD MEDIA PARTNERS FOR HIGHER LEVELS OF DELIVERY



Social Media Measurement

September 23, 2009

Joel Berger
MySpace/Fox Interactive Media
jberger@myspace.com
myspace.com/joelberger

