

Facebook Sees Flood of New Traffic From Teenagers and Adults

Open Registration at Facebook.com Spurs 89 Percent Visitor Growth versus Last Year

RESTON, Va., July 5, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a study on the visitation to Facebook.com, which showed the site grew to 26.6 million unique visitors in the U.S. in May 2007, marking an 89-percent increase versus the same month last year. The dramatic growth comes on the heels of Facebook.com's decision in September 2006 to open up registration to the general public, a change from the previous policy requiring a valid email address from a university or a selected group of secondary schools and businesses.

Growth at Facebook Takes Off After Open Registration

In the months prior to allowing open registration, Facebook.com's traffic hovered at approximately 14 million visitors per month. However, after Facebook opened its doors to the general public, visitation accelerated to reach a level of 26.6 million visitors in May 2007, up 89 percent versus the same month last year and 100 percent versus September 2006.

Facebook.com Visitation Trends

May 2006 - May 2007

Total U.S. - Home/Work/University Locations

Source: comScore Media Metrix

Month	Facebook.com		
	Unique Visitors (000)	Pages Viewed (MM)	Average Minutes Per Visitor
May 2006	14,069	6,530	138
June 2006	13,752	6,093	127
July 2006	14,365	6,108	130
August 2006	14,782	6,463	134
September 2006	13,341	7,161	175
October 2006	15,108	9,437	187
November 2006	16,695	9,039	172
December 2006	19,105	9,064	150
January 2007	18,961	10,360	170
February 2007	16,737	10,779	200
March 2007	20,896	12,179	180
April 2007	23,042	14,997	196
May 2007	26,649	15,841	186
Percent Change (May 2007 vs. May 2006)	89%	143%	35%

Meanwhile, the number of pages of content viewed at Facebook.com in May 2007 increased to 15.8 billion, up 143 percent versus May 2006 and 121 percent versus September. Visitors averaged 186 minutes at the site in May 2007, which marked a 35-percent increase versus the same month last year. Interestingly, engagement levels peaked in February 2007 at 200 minutes per visitor, then leveled off slightly as the influx of new visitors (who tend to begin as lighter users) tempered the average.

Open Registration Brings Deluge of Teenagers and Young Adults to Facebook

Once a social networking haven for college students, Facebook's decision to open registration has helped attract new visitors from outside the 18-24 year old age segment. In fact, the 38-percent increase among 18-24 year olds was the lowest rate of growth of the age segments represented in the study. The most dramatic growth occurred among 25-34 year olds (up 181 percent), while 12-17 year olds grew 149 percent and those age 35 and older grew 98 percent.

Facebook.com Demographic Profile
 Unique Visitors(000)
 May 2007 vs. May 2006
 Total U.S. - Home/Work/University Locations
 Source: comScore Media Metrix

Age Segment	Facebook.com		Percent Change
	May-06 (000)	May-07 (000)	
Total Audience			
Unique Visitors (000)	14,069	26,649	89%
Persons: 12-17	1,628	4,060	149%
Persons: 18-24	5,674	7,843	38%
Persons: 25-34	1,114	3,134	181%
Persons: 35+	5,247	10,412	98%

"Given its roots as a college networking site, Facebook has historically shown very strong skews toward the 18-24 year old age segment," said Jack Flanagan, executive vice president of comScore Media Metrix. "However, since the decision to open registration to everyone, the site has seen visitors from all age groups flood the site. As the overall visitation to Facebook continues to grow, the demographic composition of the site will likely more closely resemble that of the total Internet audience."

About comScore

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