

In the top 10 rankings, besides top site Facebook, only Twitter increased its user number in the last two years – two new entries in top 10

- rounded-

Number of people who visited the site ... at least once		Change in comparison with Q1 2010
*.facebook.com	35 million	(+20 million)
*.stayfriends.de	11 million	(-3 million)
*.wer-kennt-wen.de	7 million	(-4 million)
*.twitter.com	6 million	(+1 million)
*.xing.com	4 million	+/- 0
*.jappy.de	4 million	New in top 10
*.meinvz.net	3 million	(-3 million)
*.myspace.com	3 million	(-3 million)
*.badoo.com	2 million	New in top 10
*.studivz.net	2 million	(-3 million)

... visited the
site...

Number of visits to...		Change in comparison with Q1 2010
*.facebook.com	1,917 million	(+1,587 million)
*.stayfriends.de	64 million	(-43 million)
*.wer-kennt-wen.de	146 million	(-192 million)
*.twitter.com	23 million	(+3 million)
*.xing.com	20 million	(-5 million)
*.jappy.de	124 million	New in top 10
*.meinvz.net	112 million	(-83 million)
*.myspace.com	5 million	(-28 million)
*.badoo.com	13 million	New in top 10
*.studivz.net	34 million	(-89 million)
Total	2,458 million	

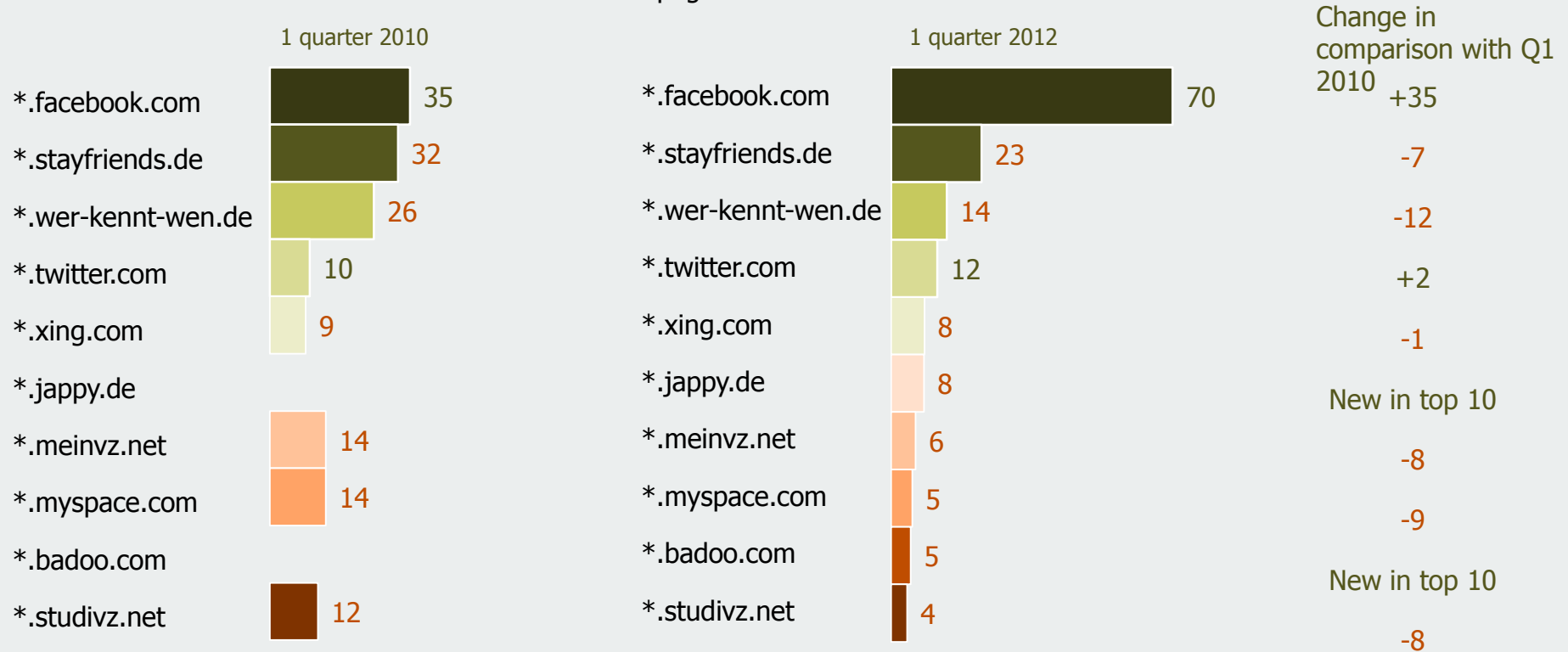
Basis 2012: around 49 million individuals over the age of 6 who have been online privately at least once in past three months (2010: around 44 million).

Source: GfK Media Efficiency Panel (GfK WebValue 1 quarter 2012 & 1 quarter 2010), German households with private internet use (n=15.000).

With the exception of Facebook and Twitter, the reach of all other social media sites has dropped

Reach in %: number of individuals who visited the page ... at least once

- in % -



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Intensive cross-user behavior in social communities: Facebook is virtually unavoidable for social networkers, StayFriends is also quite popular

Cross usage: ...% of ... visitors also visit ...

- in % -

Example:

27% of Facebook visitors also visited StayFriends in the first quarter of 2012; 85% of StayFriends visitors also visited Facebook

Cross usage	facebook.com	stayfriends.de	wer-kennt-wen.de	twitter.com	xing.com	jappy.de	meinvz.net	myspace.com	badoo.com	studivz.net
facebook.com	X	85	88	95	91	93	92	96	94	94
stayfriends.de	27	X	33	37	38	36	37	36	48	30
wer-kennt-wen.de	17	20	X	22	19	24	20	20	28	17
twitter.com	16	19	18	X	28	25	20	38	30	27
xing.com	11	14	11	20	X	13	12	24	18	21
jappy.de	11	13	14	17	13	X	24	19	26	14
meinvz.net	8	10	9	10	9	18	X	13	12	22
myspace.com	7	8	8	17	15	12	11	X	11	17
badoo.com	7	10	10	13	10	16	10	10	X	9
studivz.net	5	5	5	9	10	7	14	13	8	x

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www.gfk-compact.com

On average, each Facebook user spent twice as much time on the site as in 2010; time spent on meinVZ also increased

Average time on site per visitor

- in hours in 1 quarter of 2012 -



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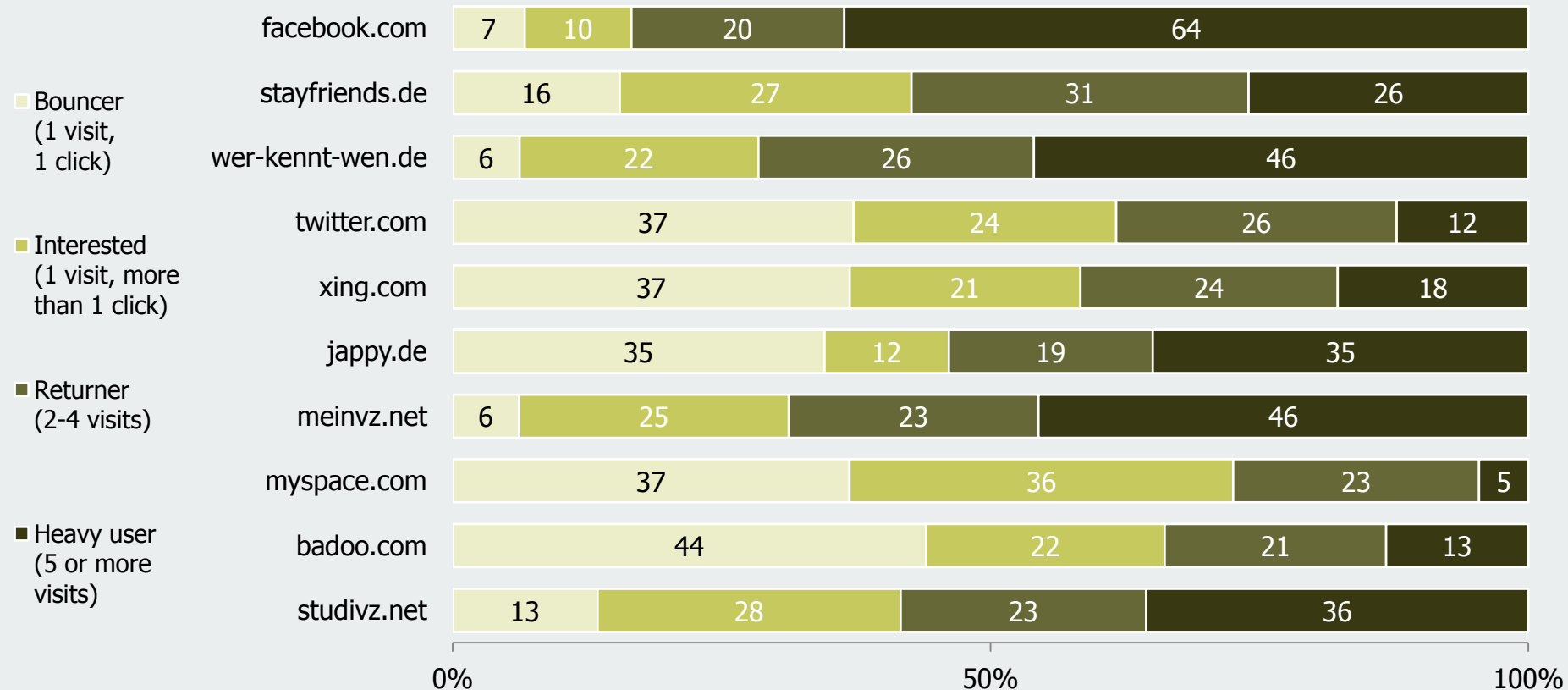
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Alongside Facebook, wer-kennt-wen and meinVZ have the most “intensive” users

Visitor profiles

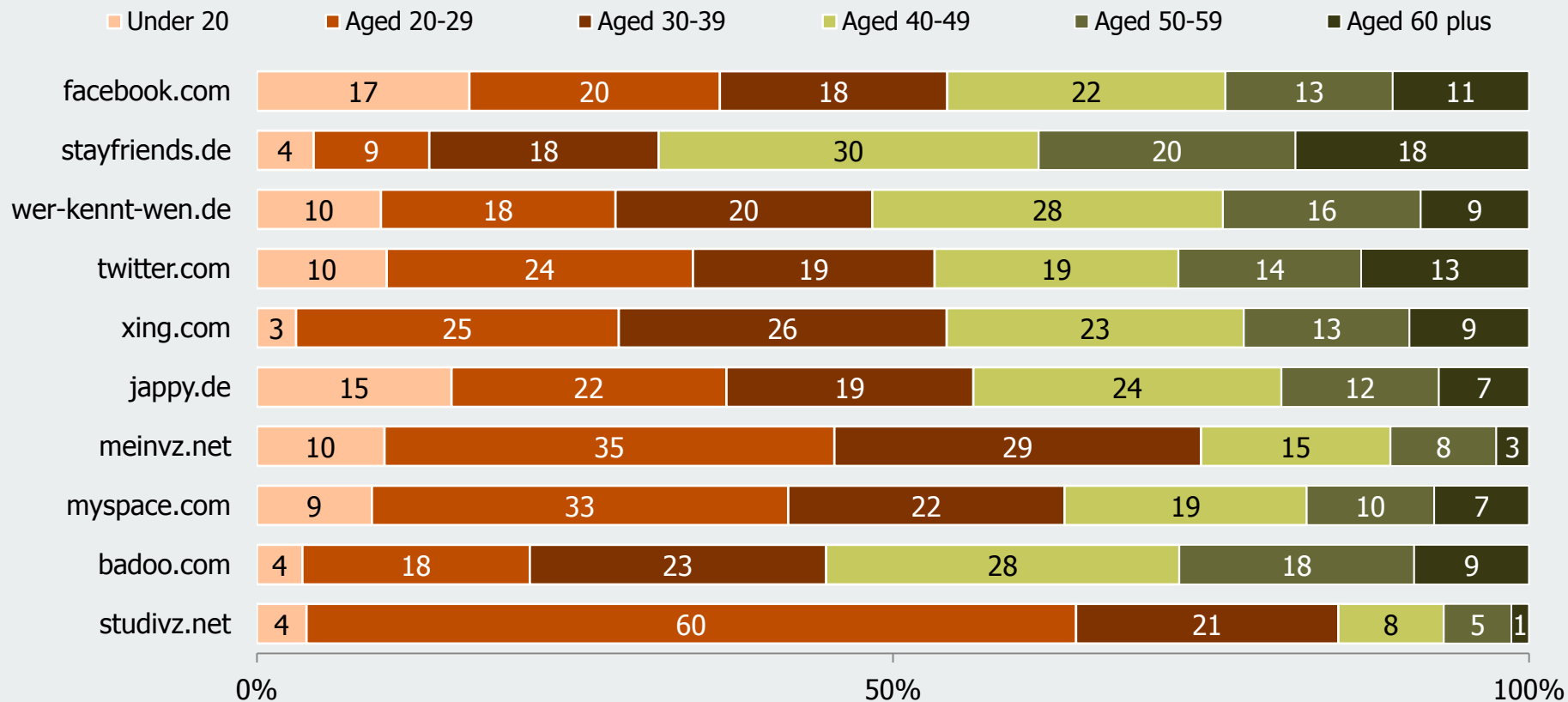
- in % -



Social media portals not only attract younger users; especially on StayFriends, more than a third of users are aged 50 plus

Age group

- in % -



The distribution of women visiting friend” portals (meinVZ, studiVZ, wer-kennt-wen, StayFriends and Facebook) is above average

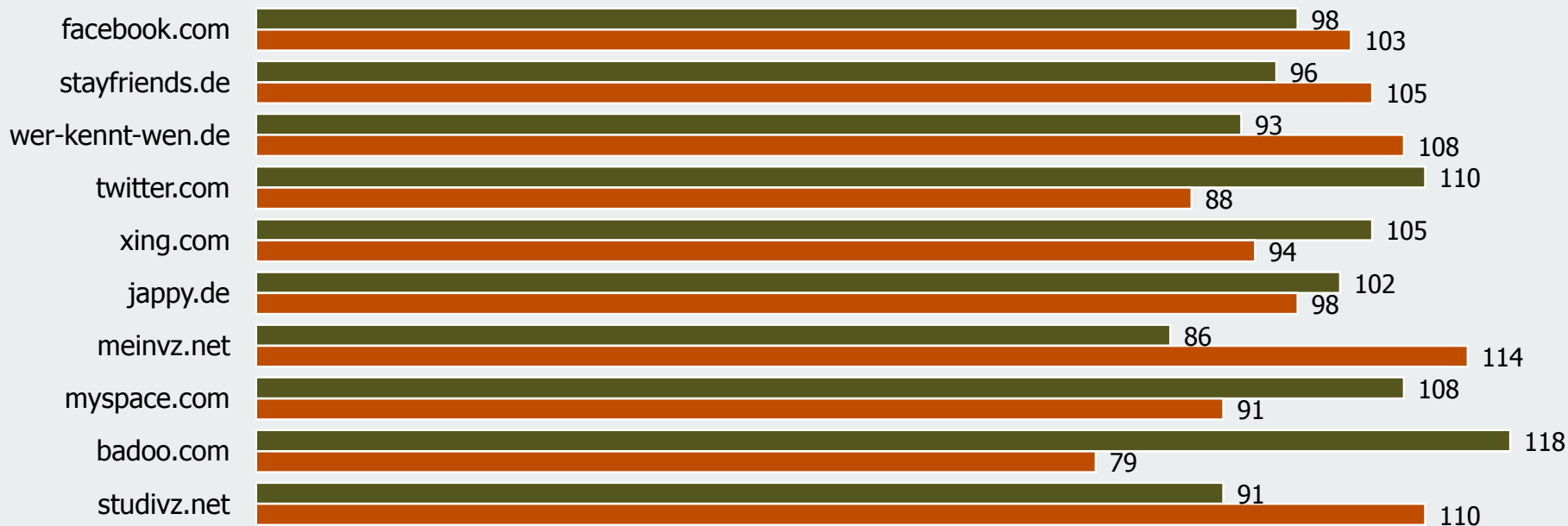
Sex

- Index-

Example:

Index 103: Facebook has 3% more male users than internet users overall

■ Male ■ Female



Overall distribution of internet users: 54% male and 46% female