

EXHIBIT M

- [Home](#)
- [Contact](#)
 - [About Me](#)
 - [Advertise](#)
 - [Subscribe](#)
- [Brand Marketing](#)
- [Case Studies](#)
- [Social Media Marketing](#)
- [Subscribe](#)

[Social Media Optimization](#)

Merging of Traditional Media, SEM and Social Marketing

Top Twenty Five Social Networking Sites – Feb 2009

[February 17, 2009](#)

Interesting information from [Compete.com](#) that shows Facebook surging past MySpace in Monthly Unique Visitors and that Twitter has moved from #22 to #3 in the rankings of the top 25 social networking sites by monthly visits.

Facebook is now the most visited social network, with nearly 1.2 billion visits in January 2009. That is an increase of 36% over December, and 256% over the previous twelve months. MySpace slipped into second place at the end of 2008 and since September of that year has been seeing visits levelling at about 810 thousand a month.

The big winner in the social networking area has been Twitter which jumooed from the 22nd most visited social network at the start of 2008, to third most visited in January. A growth of 1,227% in 12 months.

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



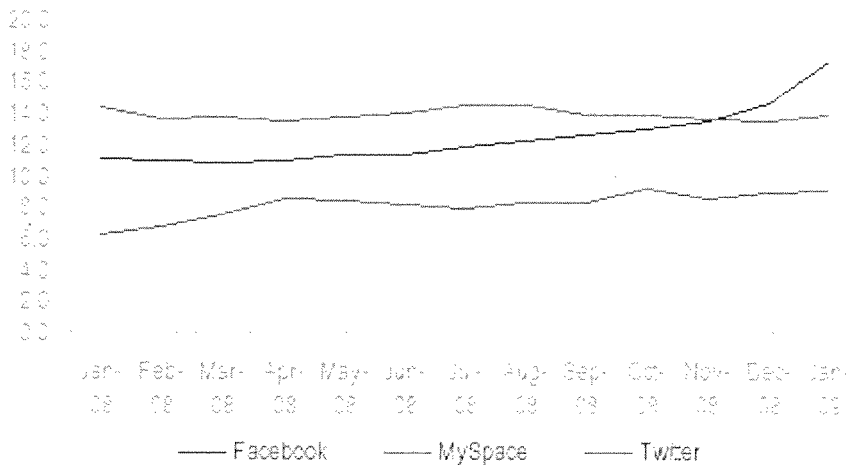
Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	flixfster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	zckle.com	96,155	109,492	18

So Twitter.com is the big mover in the last twelve months, gaining 19 spots. Other big winner was Flixster (up 12 spots) a social movie review site. Two social networking sites that are going backwards are Bebo and Hi5.

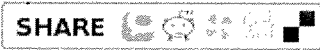
One of the key metrics that Compete measures revolves around the activity of the user base – visits per unique visitor and time on site. While Facebook has excelled in both areas, MySpace has remained flat or fallen off, with new hot property Twitter climbing the ranks.

Sessions per Monthly Unique Visitor

(Aug '07 - Jan '09)



MySpace is still the clear number two player in the big categories, but its trends in some key areas aren't quite so dominating and, at least in those areas, they could be looking up at more than Facebook soon.



TWITTER DRS [Tweet This Post](#)

{ 13 trackbacks }

[A COMPLETE NEW WORLD !! » Blog Archive » Top Twenty Five Social Networking Sites - Feb 2009 — Social Media ...](#)

February 17, 2009 at 11:08 pm

[Rockstars Facebook & Twitter Dominate Top Social Networking Sites | Gino Cosme](#)

February 18, 2009 at 2:06 am

[Studentenblog Monitor » Maurice: weekopdracht 3](#)

April 1, 2009 at 1:11 pm

[Studentenblog Monitor » Online attention economy](#)

April 2, 2009 at 6:16 pm

[Studentenblog Monitor » Weekopdracht 3 - Nick van der Pijl](#)

April 2, 2009 at 7:18 pm

[Studentenblog Monitor » Weekopdracht 3](#)

April 3, 2009 at 2:32 am

[Innovation by Invitation - GoInnovate!](#)

May 13, 2009 at 7:19 am

[Twitted by paulmanea](#)

May 24, 2009 at 5:20 pm

[Social Media Milestone: Twitter makes it to the Time Cover Page!](#)

June 7, 2009 at 12:16 pm

[Flowertown Consulting » Internet Marketing](#)

August 5, 2009 at 8:39 pm

[A Day in the Life of a Job Search Fanatic | CareerAlley](#)

September 2, 2009 at 5:00 am

[Promotium » Social Networking](#)

September 19, 2009 at 7:50 pm

[TransGlobe and Social Networks | Tylo Times](#)

October 28, 2009 at 1:43 pm

{ 32 comments... read them below or [add one](#) }



[Ryan Lewis](#) February 17, 2009 at 1:05 pm

Great Posting. Lots of good information and it is amazing to see the growth of Twitter. I can see twitter getting much more formalized and organized for businesses to build on their platform. I also see an explosion of features coming out of their recent 35 million infusion of cash.

[Reply](#)



[JustinSMV](#) February 17, 2009 at 5:06 pm

I am glad to see Facebook reigning King for now but sadly as we all know in the web 2.0 world this might change very soon and with contenders like Twitter it might become a reality one day.

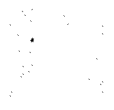
[Reply](#)



[Scott Baxt](#) February 19, 2009 at 1:14 pm

Interesting post. I wonder where twitter would be if it counted all those who use outside applications rather than actually visiting the site (like twhirl, tweetdeck, etc.). Still a way to go to catch MySpace and FB, but I would assume it would give it some padding over the next batch of sites.


[Reply](#)



[Casper](#) February 27, 2009 at 11:26 am

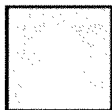
Nice Information about Social Marketing sites.

[Reply](#)

 Debbie March 1, 2009 at 12:43 am

Great intro into social networking.

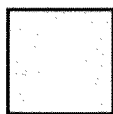
Reply



David Wilson March 1, 2009 at 10:31 pm

Thank you Debbie. I appreciate it


Reply



jame March 2, 2009 at 9:58 am

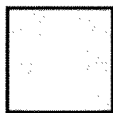
Nice i appreciate this thankyou and giving a detaild information Social Marketing sites.

Reply

 james March 7, 2009 at 11:16 am

nice...FACEBOOK got first...im goverwhelmed....i belong!! thanks ☺

Reply



Ben Silverstein April 12, 2009 at 9:32 pm

This is a great article for work. Thanks for the post

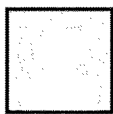
Reply



Mitoman April 15, 2009 at 6:58 pm

wow, Twitter, jumped to #3, they are not really a social networking site, more like a chatroom 2.0

Reply



DWEST July 7, 2009 at 5:32 am

Orkut still at 15. Good improvement for twitter.com

Reply



joe July 10, 2009 at 12:20 pm

As youtube and facebook become more commercial we have noticed the freedoms it once had is diminishing hence the reason we have started our own user run social network. If you agree a change is in order please support us by uploading your videos on our website and sharing your views with others in other ways such as blogs, articles, forums and more with us. "Change we can believe in"

Gathering Of Watchers

<http://gatheringofwatchers.com/>

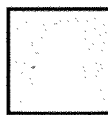
Reply



Stacey July 21, 2009 at 6:58 pm

I am so hooked to emotionr.com – I think that is the next twitter in the world of social networking sites...

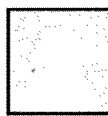
Reply



Adam October 1, 2009 at 7:25 am

Twitter is fine but i think facebook is a bit more attractive

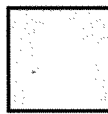
Reply



bayilik November 1, 2009 at 11:50 am

I am using Linked In as active. For me the best one is Linked In for marketing as corporate.

Reply



Truelovespoint November 11, 2009 at 6:23 am

Twitter is getting popularity day by day. Classmates get the big loss. Classmates get most of the

user by paid advertising. But Twitter, facebook , myspace get the user by mouth publicity of users.

[Reply](#)

Leave a Comment

Name *

E-mail *

Website

Most Popular Posts

[Top 25 Social Networking Sites](#)

[The Graying of Facebook](#)

[A Successful Facebook Marketing Campaign](#)

[A Failed Facebook Marketing Campaign](#)

[Twitter Case Study Reputation Monitoring Using EasyTweets](#)

- [David R Wilson on twitter](#)
- [David Wilson on facebook](#)
- [David Wilson on linkedin](#)
- [SMO rss feed](#)

• [Subscribe to my feed](#)

EasyTweets

Easy Twitter
Marketing

• [Sign Up Now](#)

• Recent Posts

- [How the Boston Celtics are using Social Media](#)
- [Social Media Basics: Ignore Digg like you would Google](#)
- [Don't Forget Search](#)
- [Social Media Basics: Web Site v Blog](#)
- [Top 15 Brands Social Media Presence](#)
- [How Coke uses Social Media](#)
- [Reputation Management TSA Style](#)
- [Social Media and Small Business Not Connecting](#)
- [Retailers Love Facebook and Twitter](#)
- [Too tweet or not to tweet, that is the question](#)

• Categories

- [Brand Marketing](#)
- [Case Studies](#)
- [Demographics](#)
- [Interviews](#)
- [Podcasting](#)
- [Reputation Management](#)
- [SEO](#)
- [Social Media Marketing](#)
- [Social Media Optimization](#)
- [Social Retailing](#)

•

follow davidwilson at <http://twitter.com>

- [To search, type and hit e](#)

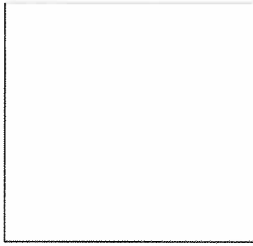
• Advertisers



SoccerTicketsOnline.com

• Outsourcing 101

- [Great post on how to leverage outsourcing to grow your business. Outsourcing 101](#)



- **Blogroll**

- [Ask Shane](#)
- [Blogging Experiment](#)
- [Braveheart Design Inc.](#)
- [Buzz Networker](#)
- [Customized Marketing](#)
- [Emergence Media](#)
- [Internet Marketing Company](#)
- [SMO Blog](#)
- [SMogger Social Media Blog](#)
- [SocialMedia.biz](#)
- [Urban Clothing](#)
- [Viperchill](#)

[WordPress Admin](#)