

Reti sociali

Lorenzo Cantoni

Newmine.blogspot.com

Alcuni dati su Facebook (fonte: facebook.com)

- **Figures**
 - More than 200 million active users (If it were a country, it would be the fifth most populated country in the world, after China, India, United States and Indonesia, and before Brazil)
 - More than 100 million users log on to Facebook at least once each day
 - The fastest growing demographic is those 35 years old and older
- **User Engagement**
 - Average user has 120 friends on the site
 - More than 3.5 billion minutes are spent on Facebook each day (worldwide)
 - More than 20 million users update their statuses at least once each day
- **Applications**
 - More than 850 million photos uploaded to the site each month
 - More than 8 million videos uploaded each month
 - More than 25 million active user groups exist on the site
- **International Growth**
 - More than 40 translations available on the site, with more than 50 in development
 - About 70% of Facebook users are outside the United States
- **Platform**
 - More than 52,000 applications currently available in the Facebook Application Directory
 - More than 5,000 applications have 10,000 or more monthly active users
- **Mobile**
 - There are more than 30 million active users currently accessing Facebook through their mobile devices.
 - People that use Facebook on their mobile devices are almost 50% more active on Facebook than non-mobile users.
 - There are more than 150 mobile operators in 50 countries working to deploy and promote Facebook mobile products

Social networking websites Feb 09

(fonte comscore.com)

Property	February 2008 (000)	February 2009 (000)	Change (%)				
Total Internet audience	185,017	192,187	4				
Social networking audience	N/A	122,290	N/A				
MySpace.com	67,957	70,303	3	Twitter	340	4,033	1,085
Facebook	32,436	57,375	77	hi5 Networks	2,728	3,670	35
Classmates Online	13,051	16,247	24	CaringBridge	1,713	2,483	45
MyLife.com	N/A	15,345	N/A	BlackPlanet.com	2,030	2,381	17
Buzznet	5,230	8,661	66	Gaia Online	1,685	2,325	38
Yahoo Buzz	2,957	7,955	169	AddThis	407	2,020	396
AOL Community	76	7,261	9,513	SodaHead.com	777	1,801	132
LinkedIn	3,316	6,948	110	Multiply	1,139	1,754	54
AIM Profiles	7,960	6,928	-13	Friendster	2,496	1,689	-32
Digg	5,546	6,917	25	Xomba	967	1,591	65
Bebo	N/A	5,789	N/A	Propeller	2,489	1,464	-41
Tagged	1,704	5,396	217	MSN Groups	2,941	1,327	-55

Facebook in Europa (fonte comscore.com)

Facebook Growth in Europe, February 2009 vs. February 2008				
Total Europe, Age 15+ - Home and Work Locations				
Source: comScore World Metrix				
Facebook.com	Unique Visitors (000)			
	Feb-08	Feb-09	Percent Change	Rank in Social Networking Category in Feb-09
Europe	24,118	99,776	314%	1
United Kingdom	12,957	22,656	75%	1
France	2,217	13,698	518%	1
Turkey*	N/A	12,377	N/A	1
Italy	382	10,764	2721%	1
Spain	515	5,662	999%	1
Germany	680	3,433	405%	4
Belgium	327	2,308	607%	1
Sweden	1,211	2,298	90%	1
Denmark	533	2,022	279%	1
Switzerland	282	1,690	499%	1
Norway	819	1,479	81%	1
Finland	555	1,341	142%	1
Netherlands	236	1,031	337%	2
Austria	112	663	491%	2
Ireland	203	512	153%	2
Russia	117	478	309%	7
Portugal	72	193	169%	3

Temi “caldi”

- “Amici” ?
- Privacy
- Gestione del tempo /
“addiction”