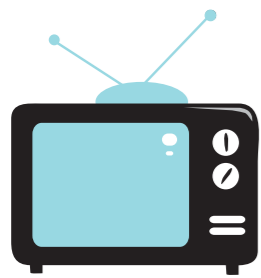


**SOCIAL  
MEDIA  
DEMOGRAPHICS**

# Years to Reach 50 Million Users



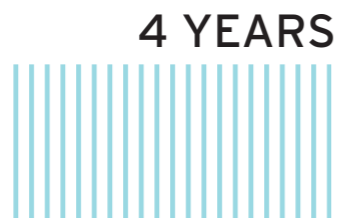
RADIO



TV



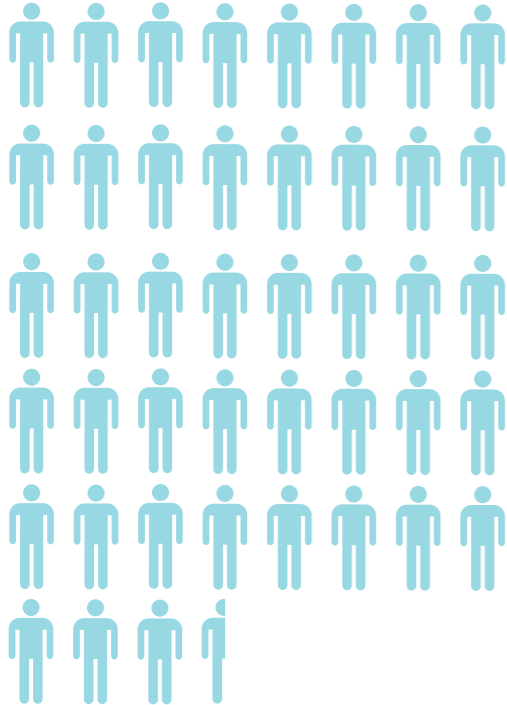
INTERNET



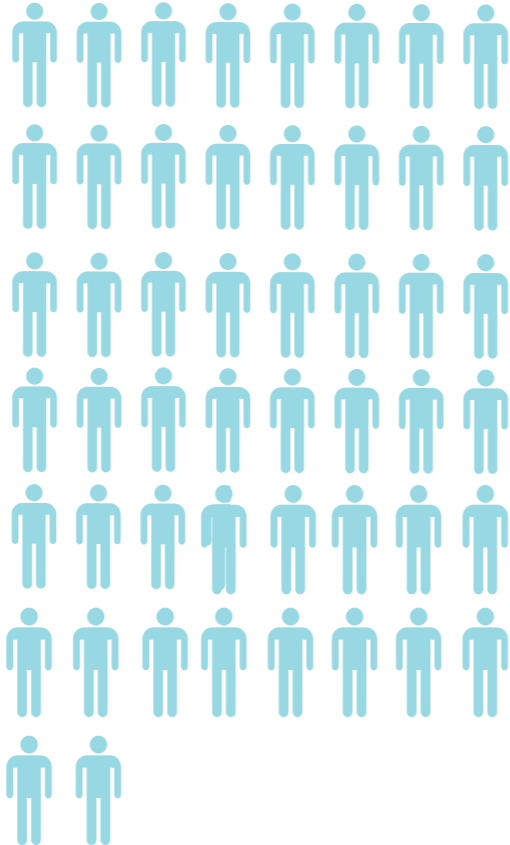
# Number of Users Worldwide



346 MILLION USERS



400 MILLION USERS



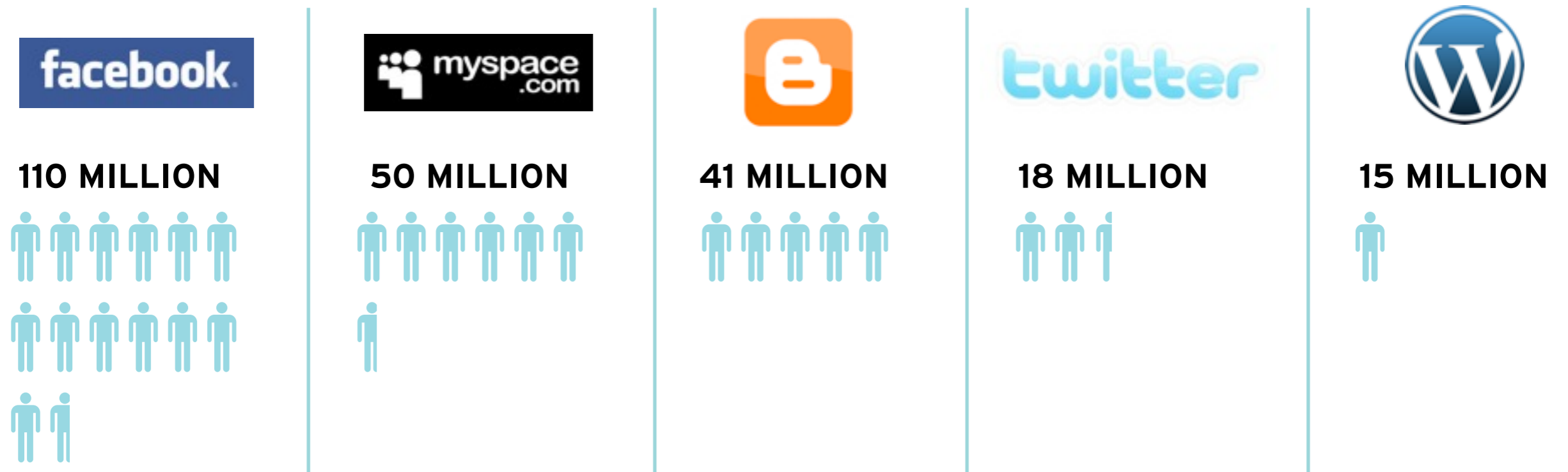
20 MILLION USERS



55 MILLION USERS



# Top U.S. Social Networks

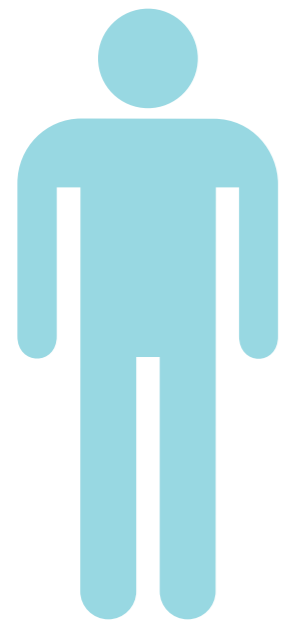


\*The Nielsen Co. U.S., Home and Work, December 2009

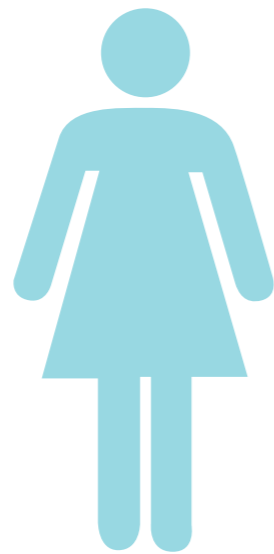
© 2009

# Blog User Demographics

## GENDER



**53%**



**47%**

## AGE

18-34: **38.7%**

35-49: **33.7%**

50+: **22.3%**

Data represents U.S. averages of popular blog authoring sites broadcasted on quantcast.com

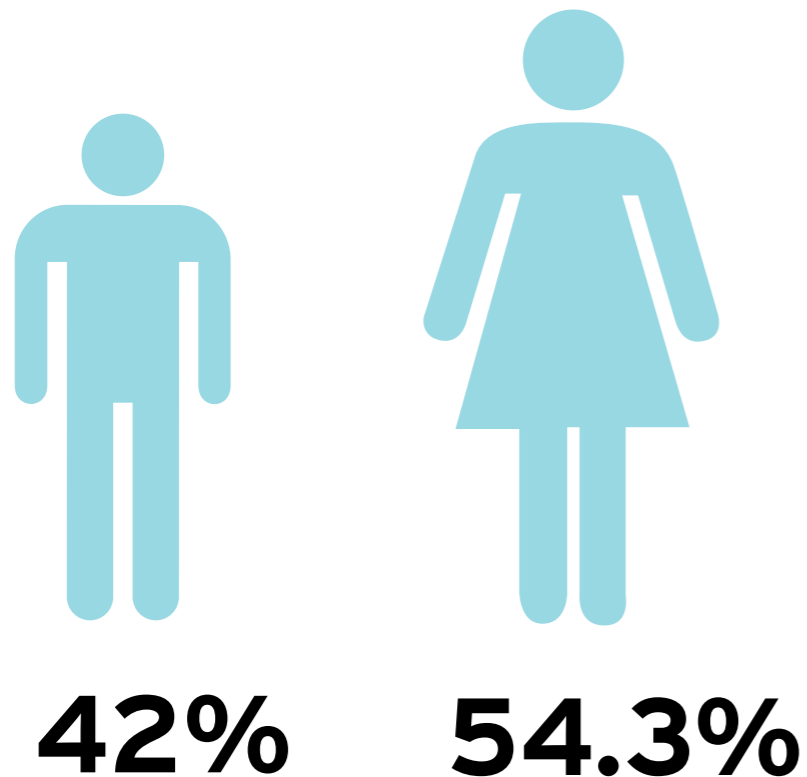
© 2009

# Blog Fun Facts

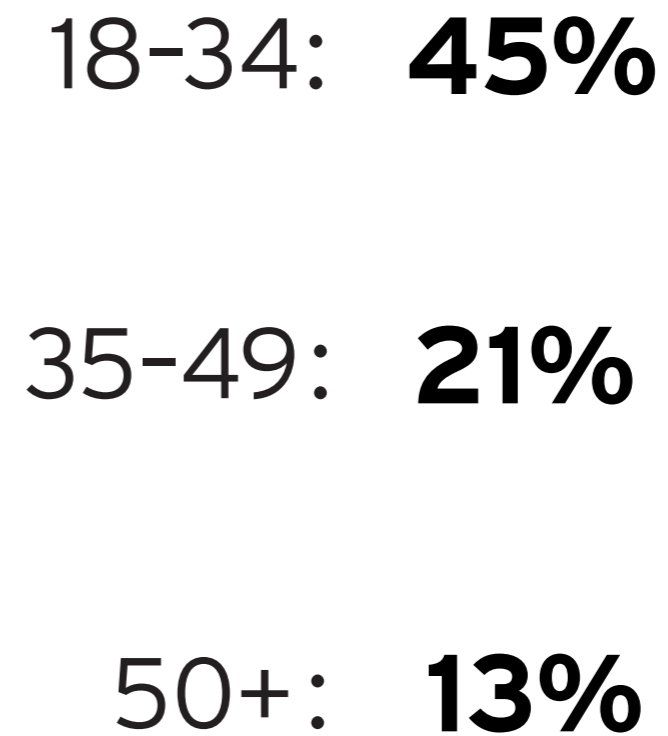
1. 77% of internet users read blogs.
2. 133 million blogs have been indexed by Technorati since 2002.
3. Most people visit blogs in the beginning of the week. In an average week, Wordpress peaks at 2.32 million daily visitors on Tuesday, and goes down to about 1.78 million on Friday.

# Facebook User Demographics

## GENDER



## AGE



Data represents U.S. statistics broadcasted on [quantcast.com](http://quantcast.com)

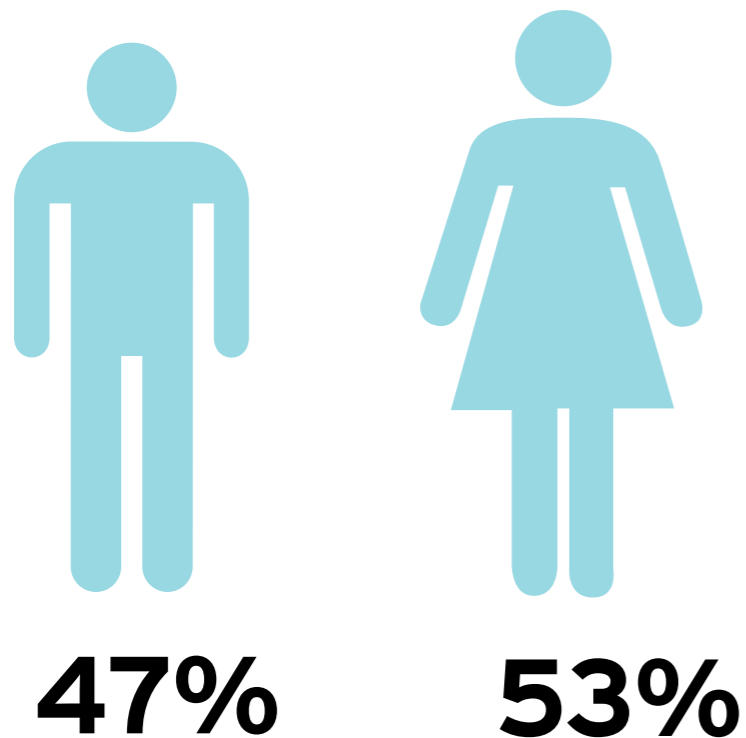
© 2009

# Facebook Fun Facts

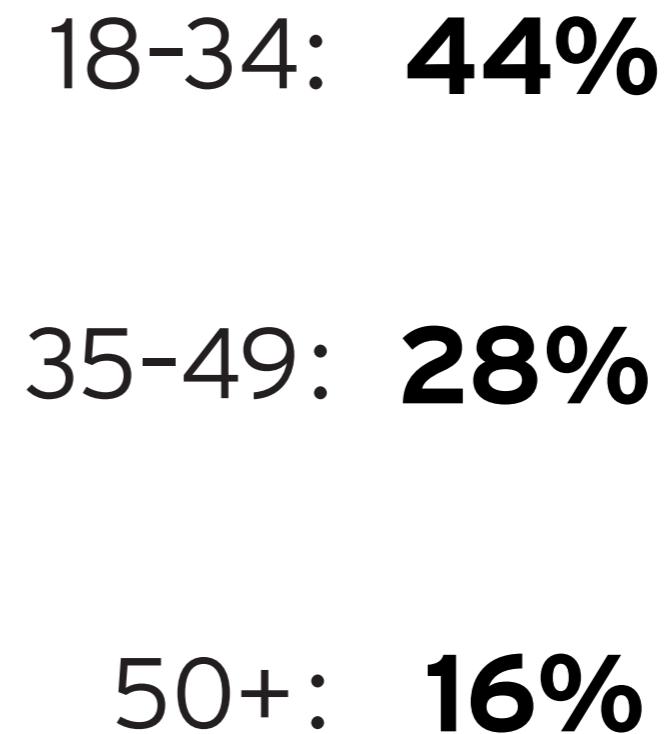
1. The 50+ demographic increased by 922.7% in 2009 alone.
2. The average user spends more than 55 minutes per day on facebook.
3. Each month, 70% of users engage with platform applications.

# Twitter User Demographics

## GENDER



## AGE



Data represents U.S. statistics broadcasted on [quantcast.com](http://quantcast.com)

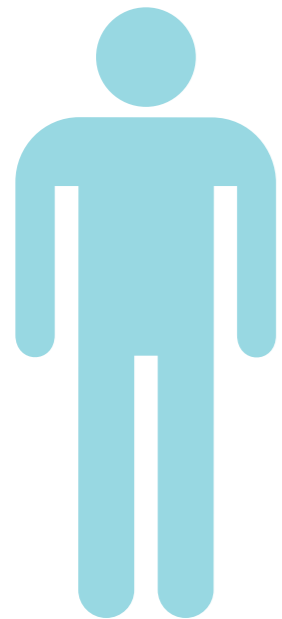
© 2009

# Twitter Fun Facts

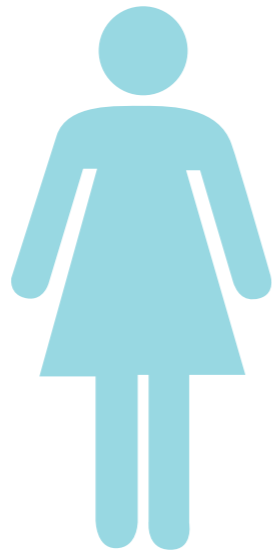
1. Most tweets occur between 10 and 11pm on an average day.
2. 81% of Twitter users have less than 100 followers.
3. Twitter users most often update on mobile devices.

# LinkedIn User Demographics

## GENDER



**53%**



**47%**

## AGE

18-34: **23%**

35-49: **38%**

50+: **37%**

Data represents U.S. statistics broadcasted on [quantcast.com](http://quantcast.com)

© 2009

# LinkedIn Fun Facts

1. Executives from all Fortune 500 companies are members.
2. A new member joins LinkedIn approximately every second.
3. Half of its total members come from outside the United States.

# Chris Dessi

DIRECTOR OF SALES, BUDDY MEDIA



Chris brings more than a dozen years of experience to Buddy Media, having previously held the positions of Vice President of Sales and Business Development at Miva and Zanox, a Berlin-based multinational ad network. Dessi has also served as Director of National Ad Sales for Epic Advertising. Prior to joining Buddy Media, Dessi earned a bachelor's degree in Psychology from Loyola College in Maryland and launched his career at Time, Inc.'s Book of the Month Club. During his tenure there, he earned a Master of Science in Direct Marketing from NYU.

# Frank O' Brien

FOUNDER, CONVERSATION



Frank is the founder of Conversation, an award winning advertising agency that helps companies find the balance between emerging media and traditional communication platforms. Cited as a “Top Creative Agency to Watch”, Conversation has been cited in publications that range from Forbes to MediaPost, who have several times listed Frank as an industry expert. Conversation’s client base includes Johnson & Johnson, Unilever, and The Children’s place among several other Fortune 500 brands.

# Annemarie Frank

DIRECTOR OF DIGITAL, E-COMMERCE  
AND STRATEGIC ALLIANCES, MARK.



Annemarie is director of mark., a fashion/beauty boutique that constantly launches fresh, on-trend products. mark. is a division of Avon that targets generation Y women by offering them cutting-edge trends before they hit shelves. In addition to directing mark., strategic alliances, Annemarie leads e-commerce and digital efforts spanning numerous touch points ranging from the brand's main digital hub, [meetmark.com](http://meetmark.com), to numerous social networking sites and thousands of mark Rep "eBoutiques," or digital storefronts.