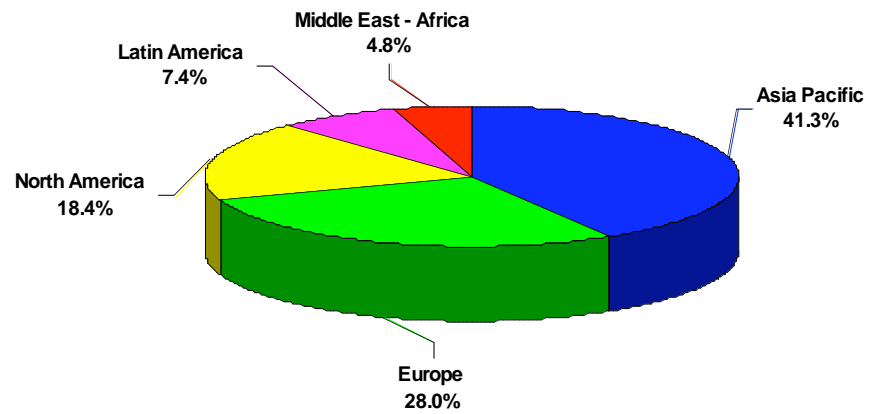


Share of Internet users

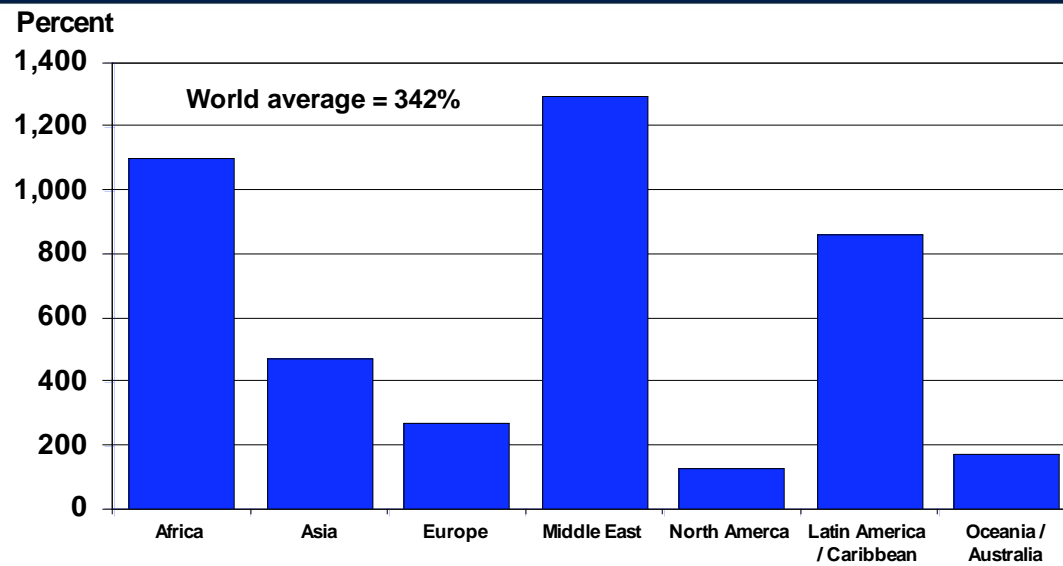
Worldwide, as of January 2009



Source: ComScore.

Growth in Internet users

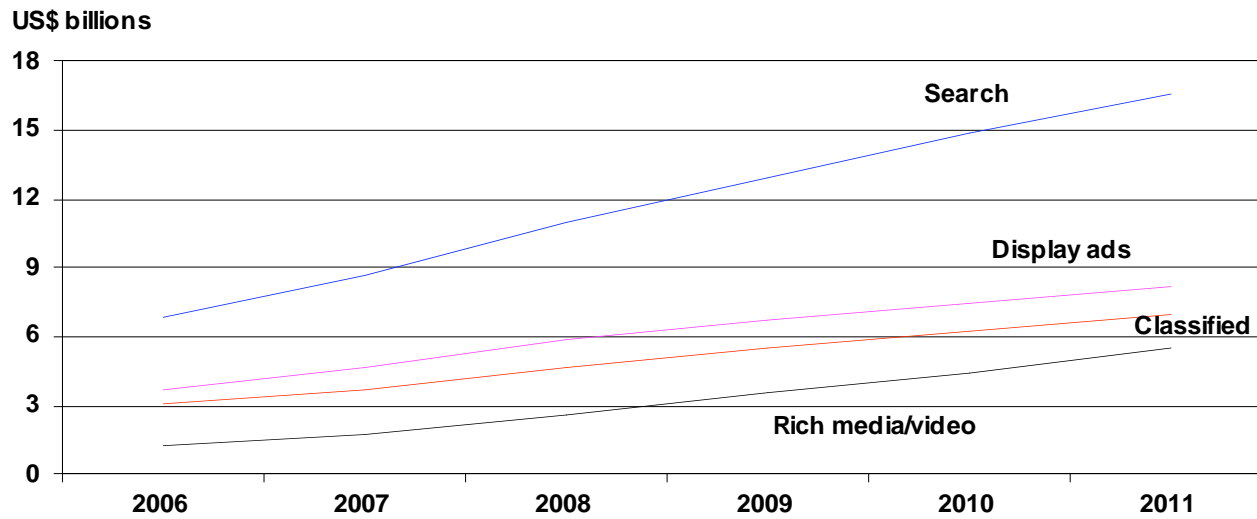
Worldwide, 2000 to 2008



Source: InternetWorldStats.

Online advertising spending by format

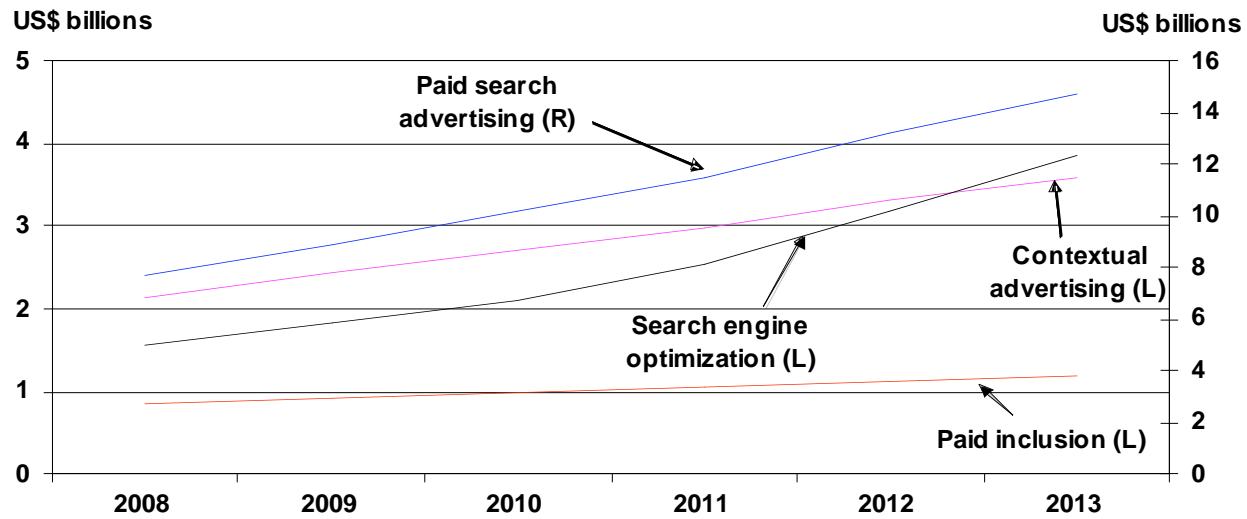
United States, projected growth, 2006 to 2011



Source: www.eMarketer.com

Search engine marketing spending

United States, projected growth, 2008 to 2013



Source: www.eMarketer.com

Top search engines

Top five search engines have 95% of Internet traffic, 2008



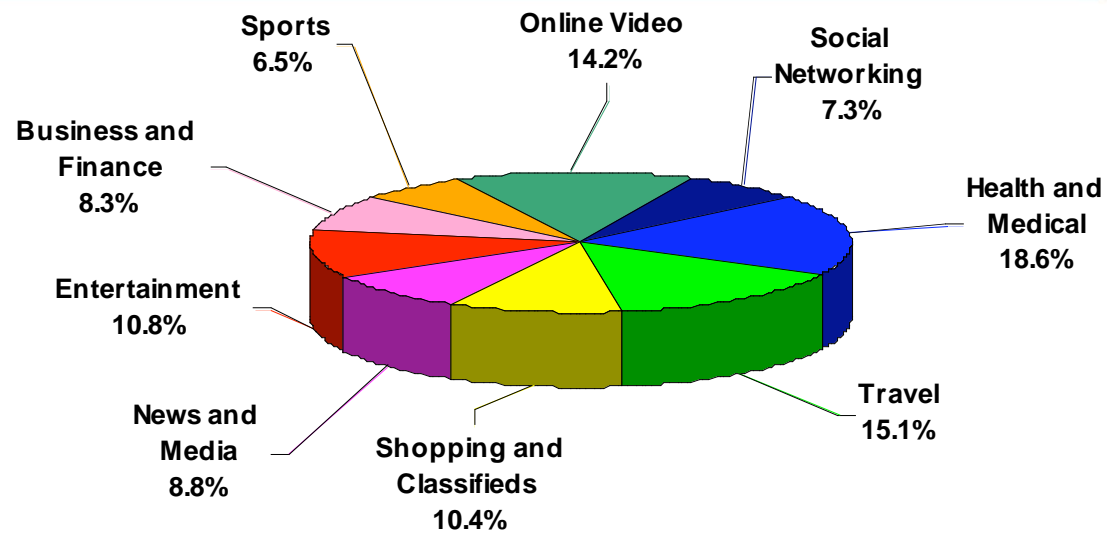
MILKEN INSTITUTE

Rank	Search engine
1	Google
2	Yahoo
3	Live.com
4	Search.AOL
5	Ask

Source: <http://www.vaughns-1-pagers.com/internet/search-engine-compare.htm>

Search engine traffic in the U.S.

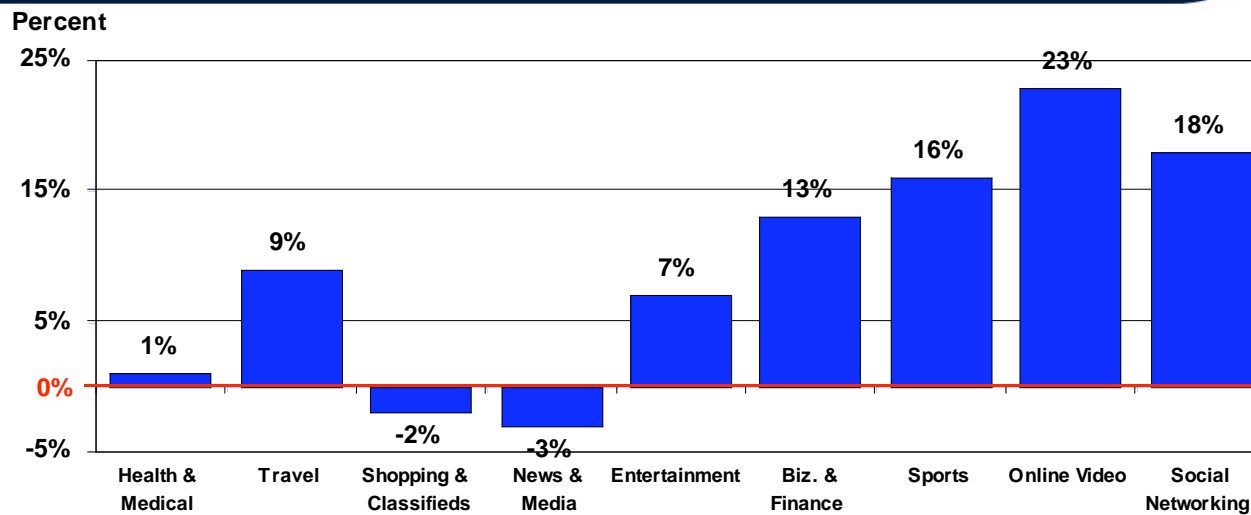
By category, January 2009



Source: Hitwise.

Growth in search engine traffic in the U.S.

By category, January 2008 to January 2009



Source: Hitwise.

U.S. online shoppers

2007-2012

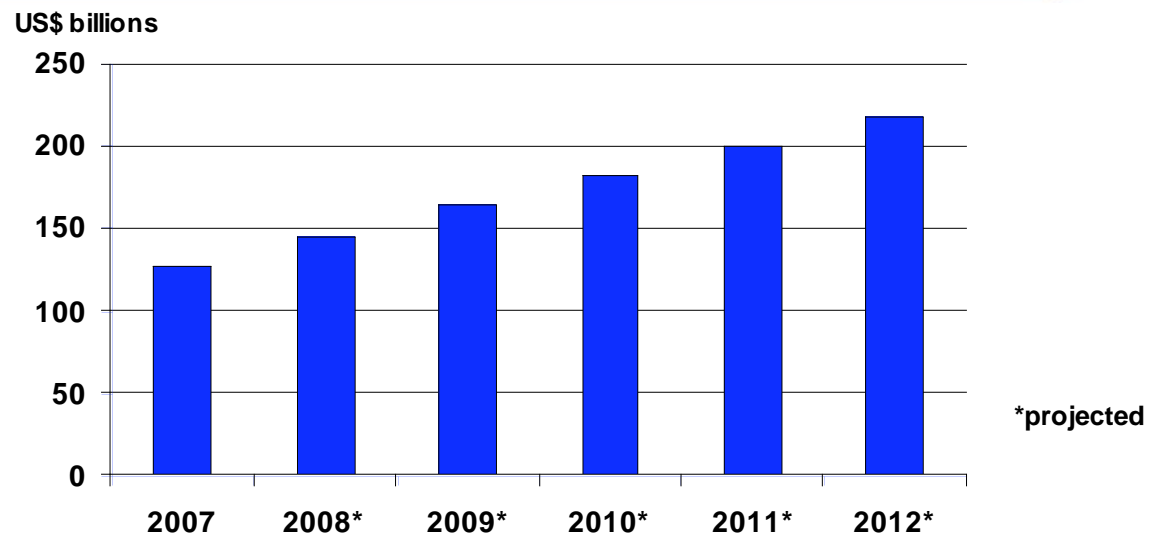


	Online shoppers (millions)	Percent of Internet users
2007	133.1	79.0
2008	138.5	80.1
2009	143.7	80.8
2010	148.7	81.4
2011	153.5	81.9
2012	158.2	82.5

Source: eMarketer.

U.S. retail e-commerce sales

2007-2012

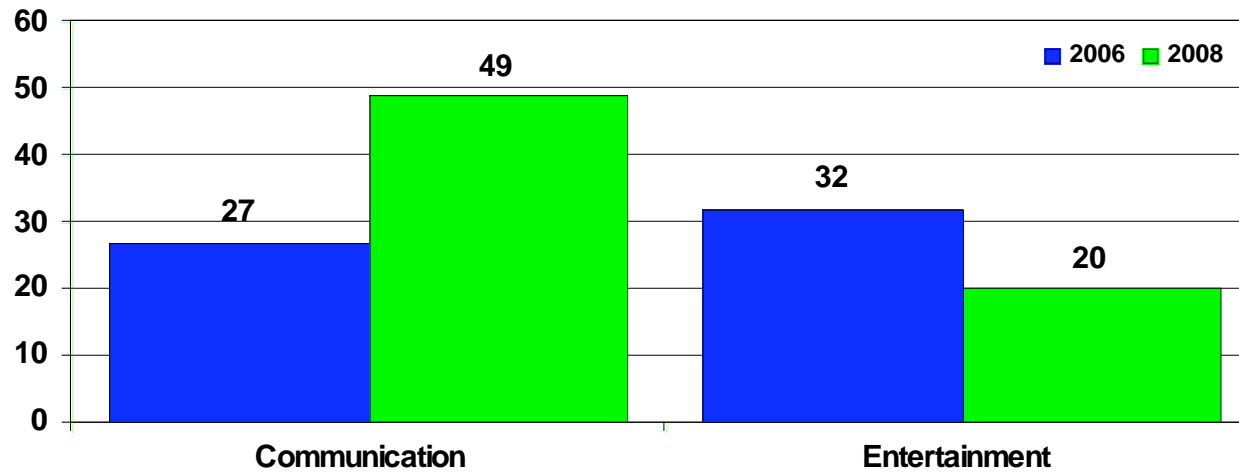


Source: eMarketer.

Social networking overtakes entertainment in the U.S. on the Internet



Percent of total time spent online

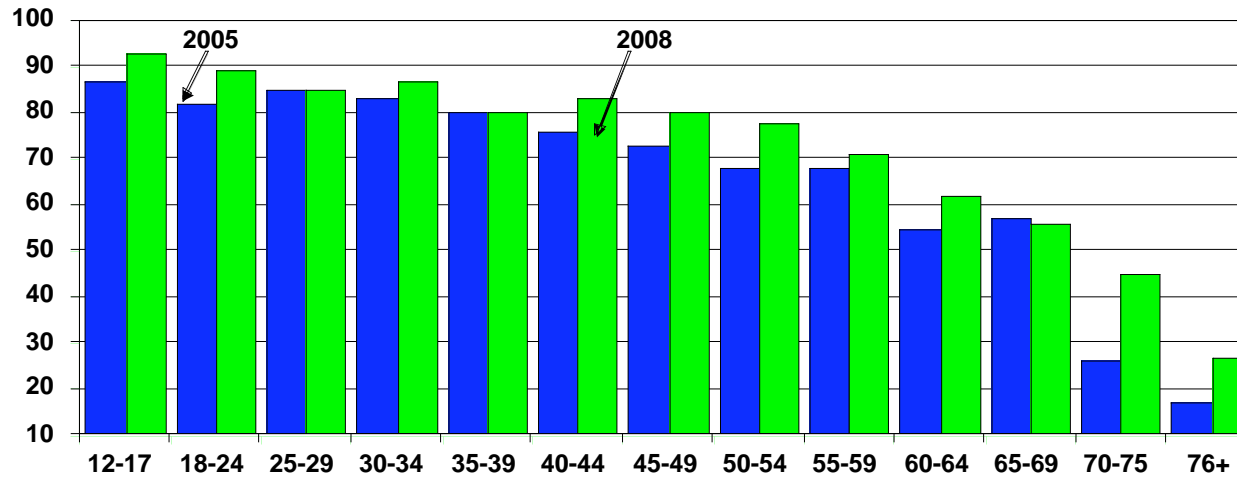


Source: Netpop Research. <http://www.netpopresearch.com/node/26572>

Older people are increasingly going online

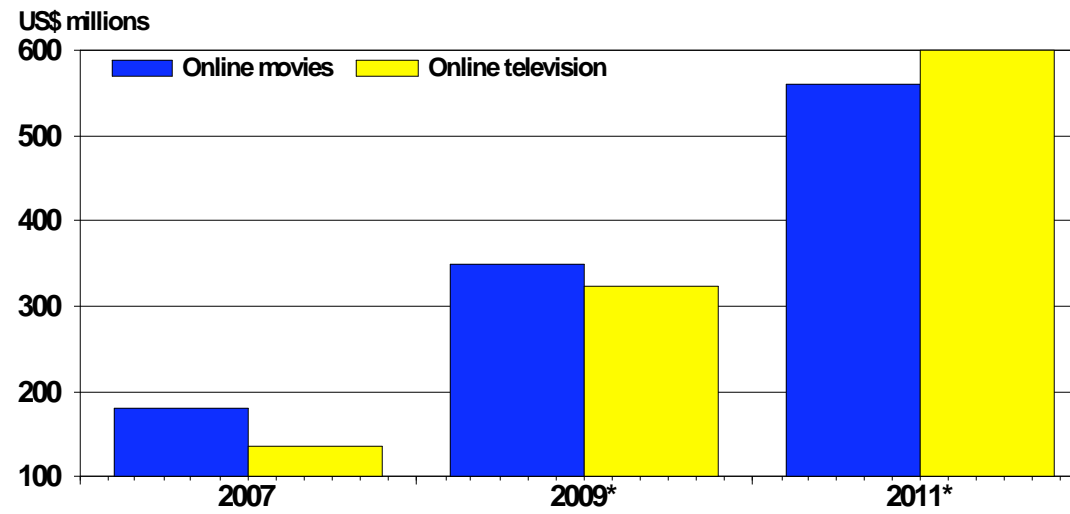


Percentage of Americans online



Source: Pew Internet and American Life Project. http://www.pewinternet.org/~media/Files/Reports/2009/PIP_Generations_2009.pdf

Digital film entertainment market in the United States



Sources: Motion Picture Association of America, PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates.

* Projected.

International Facebook usage, 2009



**More than 35 translations available on the site,
with more than 60 in development**

**More than 70% of Facebook users are outside
the United States**

Source: <http://www.collegemogul.com/2/4/09/Facebook-5th-Birthday-Interesting-Statistics-3-Co-Founders>.

Extent of Facebook usage, 2009

Average user has **120 friends** on the site

More than **3 billion minutes** are spent on Facebook each day
(worldwide)

More than **15 million users** update their statuses at least once
each day

More than **3.5 million users** become fans of Pages each day

Facebook's platform size, 2009

More than 660,000 developers and entrepreneurs from more than 180 countries

More than 52,000 applications currently available on Facebook Platform

140 new applications are added per day

More than 95% of Facebook members have used at least one application built on Facebook Platform

Source: <http://www.collegemogul.com/2/4/09/Facebook-5th-Birthday-Interesting-Statistics-3-Co-Founders>.