

Comscore – Juin 2009

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| • Total Minutes..... | 26 |
| • Total Pages Viewed..... | 26 |

1. Synthèse des résultats – tous pays

a. Total Audience – Visiteurs Uniques

| SKYROCK.COM Your Digital Network | | Total Audience | | | MoM | | YoY | |
|-------------------------------------|---------------------|-----------------|------------|------------|-----------|----------|----------------|----------|
| | | Unique Visitors | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % |
| France | Unique Visitors | 11 604 070 | 14 579 219 | 14 327 426 | -1.7% | | +23.5% | |
| | % Reach | 36.9% | 39.5% | 38.2% | -3.3% | | +3.5% | |
| | Ranking Top 1000 | 10 | 11 | 10 | | +1 | | 0 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |
| Belgium | Unique Visitors | 707 608 | 781 361 | 856 798 | +9.7% | | +21.1% | |
| | % Reach | 13.5% | 14.2% | 15.5% | +9.2% | | +14.9% | |
| | Ranking Top 1000 | 23 | 26 | 18 | | +8 | | +5 |
| | Ranking Conv. Media | 5 | 7 | 5 | | +2 | | 0 |
| Canada | Unique Visitors | 1 808 495 | 1 687 968 | 1 518 728 | -10.0% | | -16.0% | |
| | % Reach | 7.5% | 6.9% | 6.2% | -10.2% | | -17.8% | |
| | Ranking Top 1000 | 89 | 113 | 118 | | -5 | | -29 |
| | Ranking Conv. Media | 9 | 14 | 14 | | 0 | | -5 |
| Quebec | Unique Visitors | 1 466 632 | 1 400 090 | 1 254 904 | -10.4% | | -14.4% | |
| | % Reach | 26.9% | 25.0% | 22.3% | -10.8% | | -17.3% | |
| | Ranking Top 1000 | 21 | 25 | 29 | | -4 | | -8 |
| | Ranking Conv. Media | 4 | 5 | 5 | | 0 | | -1 |
| Switzerland | Unique Visitors | 317 337 | 368 760 | 414 342 | +12.4% | | +30.6% | |
| | % Reach | 7.6% | 8.3% | 9.2% | +11.7% | | +21.6% | |
| | Ranking Top 1000 | 47 | 46 | 44 | | +2 | | +3 |
| | Ranking Conv. Media | 7 | 7 | 7 | | 0 | | 0 |
| Europe | Unique Visitors | 16 123 727 | 18 377 304 | 18 027 536 | -1.9% | | +11.8% | |
| | % Reach | 6.7% | 5.8% | 5.6% | -2.9% | | -15.3% | |
| | Ranking Top 1000 | 44 | 50 | 49 | | +1 | | -5 |
| | Ranking Conv. Media | 7 | 9 | 8 | | +1 | | -1 |
| Worldwide | Unique Visitors | 21 041 144 | 24 544 347 | 24 019 166 | -2.1% | | +14.2% | |
| | % Reach | 2.4% | 2.2% | 2.1% | -3.3% | | -13.5% | |
| | Ranking Top 1000 | 123 | 135 | 135 | | 0 | | -12 |
| | Ranking Conv. Media | 21 | 19 | 20 | | -1 | | +1 |

b. Total Audience – Pages vues

| SKYROCK.COM The Right Network | Pages viewed | Total Audience | | | MoM | | YoY | |
|----------------------------------|---------------------|----------------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| France | Pages viewed (000) | 5 540 038 | 6 646 141 | 6 534 870 | -1.7% | | +18.0% | |
| | Ranking Top 1000 | 2 | 2 | 2 | | 0 | | 0 |
| | Ranking Conv. Media | 1 | 1 | 1 | | 0 | | 0 |
| Belgium | Pages viewed (000) | 235 066 | 247 928 | 255 946 | +3.2% | | +8.9% | |
| | Ranking Top 1000 | 5 | 5 | 5 | | 0 | | 0 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |
| Canada | Pages viewed (000) | 351 567 | 211 369 | 207 895 | -1.6% | | -40.9% | |
| | Ranking Top 1000 | 15 | 22 | 21 | | +1 | | -6 |
| | Ranking Conv. Media | 5 | 8 | 7 | | +1 | | -2 |
| Quebec | Pages viewed (000) | 292 510 | 183 928 | 173 691 | -5.6% | | -40.6% | |
| | Ranking Top 1000 | 9 | 10 | 10 | | 0 | | -1 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |
| Switzerland | Pages viewed (000) | 71 806 | 141 576 | 118 614 | -16.2% | | +65.2% | |
| | Ranking Top 1000 | 13 | 8 | 8 | | 0 | | +5 |
| | Ranking Conv. Media | 4 | 3 | 3 | | 0 | | +1 |
| Europe | Pages viewed (000) | 6 481 316 | 7 498 258 | 7 296 830 | -2.7% | | +12.6% | |
| | Ranking Top 1000 | 11 | 10 | 10 | | 0 | | +1 |
| | Ranking Conv. Media | 7 | 6 | 6 | | 0 | | +1 |
| Worldwide | Pages viewed (000) | 7 178 927 | 8 022 465 | 7 776 907 | -3.1% | | +8.3% | |
| | Ranking Top 1000 | 21 | 23 | 21 | | +2 | | 0 |
| | Ranking Conv. Media | 12 | 12 | 10 | | +2 | | +2 |

c. Cible 15-24 ans (Canada & Québec 02-24 ans) – Visiteurs uniques

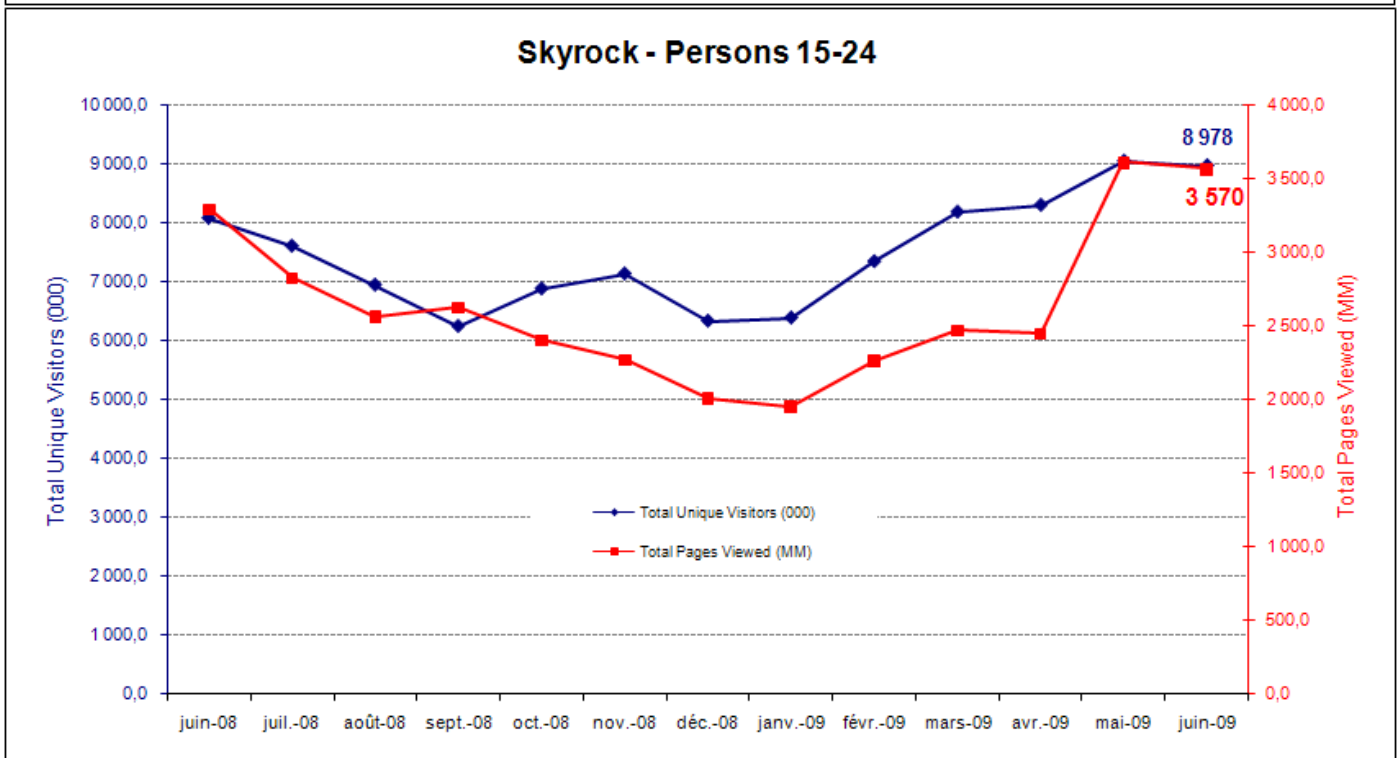
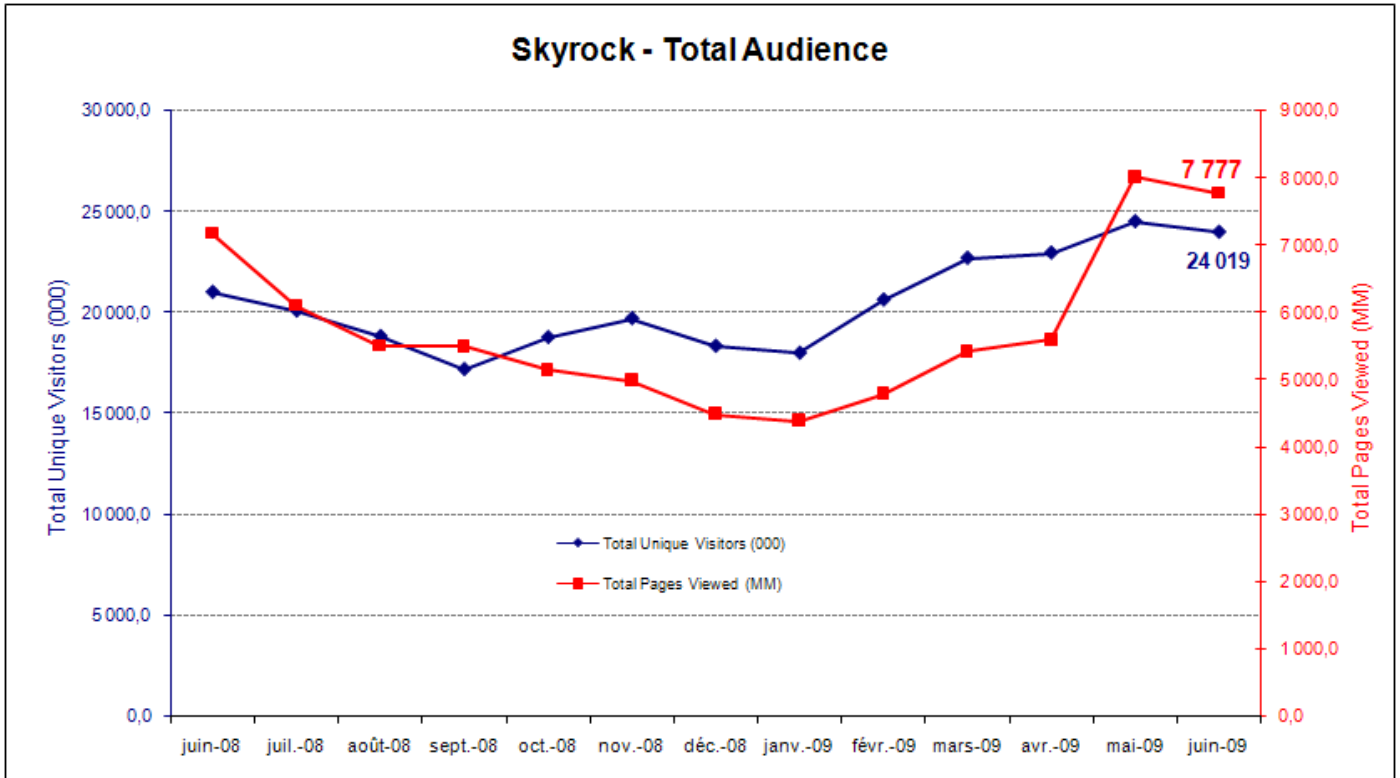
| SKYROCK.COM Your People Your Reach | Unique Visitors | 15-24 yo | | | MoM | | YoY | |
|---------------------------------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| France | Unique Visitors | 3 657 673 | 4 632 506 | 4 613 751 | -0.4% | | +26.1% | |
| | % Reach | 56.8% | 61.5% | 60.2% | -2.2% | | +5.9% | |
| | Ranking Top 1000 | 3 | 4 | 4 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |
| Belgium | Unique Visitors | 249 646 | 218 089 | 232 334 | +6.5% | | -6.9% | |
| | % Reach | 22.9% | 19.5% | 20.8% | +6.3% | | -9.2% | |
| | Ranking Top 1000 | 10 | 13 | 11 | | +2 | | -1 |
| | Ranking Conv. Media | 4 | 5 | 5 | | 0 | | -1 |
| Canada | Unique Visitors | 1 085 030 | 849 436 | 758 150 | -10.7% | | -30.1% | |
| | % Reach | 14.2% | 11.6% | 10.3% | -11.3% | | -27.7% | |
| | Ranking Top 1000 | 32 | 52 | 56 | | -4 | | -24 |
| | Ranking Conv. Media | 6 | 9 | 11 | | -2 | | -5 |
| Quebec | Unique Visitors | 883 631 | 711 395 | 624 208 | -12.3% | | -29.4% | |
| | % Reach | 44.9% | 43.8% | 38.2% | -12.8% | | -14.9% | |
| | Ranking Top 1000 | 9 | 10 | 10 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 4 | | -1 | | -2 |
| Switzerland | Unique Visitors | 118 182 | 134 578 | 156 108 | +16.0% | | +32.1% | |
| | % Reach | 14.2% | 15.1% | 17.4% | +15.5% | | +22.7% | |
| | Ranking Top 1000 | 23 | 24 | 20 | | +4 | | +3 |
| | Ranking Conv. Media | 6 | 6 | 7 | | -1 | | -1 |
| Europe | Unique Visitors | 5 542 004 | 5 925 408 | 6 005 421 | +1.4% | | +8.4% | |
| | % Reach | 10.6% | 7.5% | 7.4% | -0.6% | | -30.0% | |
| | Ranking Top 1000 | 25 | 34 | 30 | | +4 | | -5 |
| | Ranking Conv. Media | 6 | 8 | 8 | | 0 | | -2 |
| Worldwide | Unique Visitors | 8 085 701 | 9 053 714 | 8 978 212 | -0.8% | | +11.0% | |
| | % Reach | 3.7% | 3.0% | 2.9% | -2.4% | | -21.9% | |
| | Ranking Top 1000 | 74 | 83 | 87 | | -4 | | -13 |
| | Ranking Conv. Media | 20 | 20 | 19 | | +1 | | +1 |

d. Cible 15-24 ans (Canada & Québec 02-24 ans) – Pages Vues

| SKYROCK.COM Free People Network | Pages viewed | 15-24 yo | | | MoM | | YoY | |
|------------------------------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| France | Pages viewed (000) | 2 227 468 | 2 999 349 | 3 008 072 | +0.3% | | +35.0% | |
| | Ranking Top 1000 | 1 | 1 | 1 | | 0 | | 0 |
| | Ranking Conv. Media | 1 | 1 | 1 | | 0 | | 0 |
| Belgium | Pages viewed (000) | 128 742 | 77 507 | 86 568 | +11.7% | | -32.8% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |
| Canada | Pages viewed (000) | 284 912 | 114 833 | 118 574 | +3.3% | | -58.4% | |
| | Ranking Top 1000 | 7 | 14 | 13 | | +1 | | -6 |
| | Ranking Conv. Media | 3 | 5 | 5 | | 0 | | -2 |
| Quebec | Pages viewed (000) | 228 849 | 105 778 | 103 547 | -2.1% | | -54.8% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |
| Switzerland | Pages viewed (000) | 48 581 | 106 475 | 76 929 | -27.7% | | +58.4% | |
| | Ranking Top 1000 | 6 | 4 | 6 | | -2 | | 0 |
| | Ranking Conv. Media | 2 | 2 | 3 | | -1 | | -1 |
| Europe | Pages viewed (000) | 2 673 976 | 3 392 607 | 3 350 940 | -1.2% | | +25.3% | |
| | Ranking Top 1000 | 11 | 7 | 6 | | +1 | | +5 |
| | Ranking Conv. Media | 7 | 5 | 4 | | +1 | | +3 |
| Worldwide | Pages viewed (000) | 3 296 622 | 3 615 437 | 3 569 686 | -1.3% | | +8.3% | |
| | Ranking Top 1000 | 19 | 17 | 17 | | 0 | | +2 |
| | Ranking Conv. Media | 11 | 11 | 10 | | +1 | | +1 |

2. Focus Comscore Monde

a. Mediatrend



b. Résultats et classements - Monde

★ Unique Visitors

Worldwide - Unique Visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|------------|------------|------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 21 041 144 | 24 544 347 | 24 019 166 | -2.1% | | +14.2% | |
| | % Reach | 2.4% | 2.2% | 2.1% | -3.3% | | -13.5% | |
| | Ranking Top 1000 | 123 | 135 | 135 | | 0 | | -12 |
| | Ranking Conv. Media | 21 | 19 | 20 | | -1 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), wordpress(3rd), windows live profile(4th), mspace sites(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|----|--------|-----|
| 15-24 yo | Unique Visitors | 8 085 701 | 9 053 714 | 8 978 212 | -0.8% | | +11.0% | |
| | % Reach | 3.7% | 3.0% | 2.9% | -2.4% | | -21.9% | |
| | Ranking Top 1000 | 74 | 83 | 87 | | -4 | | -13 |
| | Ranking Conv. Media | 20 | 20 | 19 | | +1 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), wordpress(3rd), mspace sites(4th), windows live profile(5th).

★ Daily Visitors

Worldwide - daily visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|------------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 4 192 134 | 4 477 399 | 4 448 934 | -0.6% | | +6.1% | |
| | Ranking Top 1000 | 60 | 63 | 65 | | -2 | | -5 |
| | Ranking Conv. Media | 15 | 13 | 12 | | +1 | | +3 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), mspace sites(3rd), orkut(4th), windows live profile(5th).

| | | | | | | | | |
|----------|------------------------|-----------|-----------|-----------|-------|---|-------|-----|
| 15-24 yo | Average daily visitors | 1 798 839 | 1 893 475 | 1 872 491 | -1.1% | | +4.1% | |
| | Ranking Top 1000 | 29 | 41 | 41 | | 0 | | -12 |
| | Ranking Conv. Media | 12 | 10 | 10 | | 0 | | +2 |

Top 5 Conversational media June 2009 : facebook.com(1st), mspace sites(2nd), blogger(3rd), orkut(4th), hi5.com(5th).

★ Visits

Worldwide - Visits

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-------------|-------------|-------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 252 664 473 | 287 208 366 | 274 664 903 | -4.4% | | +8.7% | |
| | Ranking Top 1000 | 38 | 39 | 43 | | -4 | | -5 |
| | Ranking Conv. Media | 12 | 11 | 12 | | -1 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), mspace sites(2nd), blogger(3rd), orkut(4th), hi5.com(5th).

| | | | | | | | | |
|----------|---------------------|-------------|-------------|-------------|-------|----|--------|----|
| 15-24 yo | Visits | 112 402 218 | 129 823 858 | 124 561 550 | -4.1% | | +10.8% | |
| | Ranking Top 1000 | 21 | 22 | 26 | | -4 | | -5 |
| | Ranking Conv. Media | 11 | 9 | 9 | | 0 | | +2 |

Top 5 Conversational media June 2009 : facebook.com(1st), mspace sites(2nd), orkut(3rd), blogger(4th), hi5.com(5th).

★ Total Minutes

Worldwide - Minutes (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 2 179 901 | 2 958 018 | 2 988 348 | +1.0% | | +37.1% | |
| | Ranking Top 1000 | 33 | 30 | 27 | | +3 | | +6 |
| | Ranking Conv. Media | 14 | 12 | 11 | | +1 | | +3 |

Top 5 Conversational media June 2009 : facebook.com(1st), mspace sites(2nd), orkut(3rd), vkontakte.ru(4th), kaixin001.com(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|----|--------|----|
| 15-24 yo | Total Minutes (000) | 1 026 332 | 1 344 261 | 1 391 205 | +3.5% | | +35.6% | |
| | Ranking Top 1000 | 25 | 18 | 16 | | +2 | | +9 |
| | Ranking Conv. Media | 13 | 8 | 8 | | 0 | | +5 |

Top 5 Conversational media June 2009 : facebook.com(1st), mspace sites(2nd), orkut(3rd), vkontakte.ru(4th), hi5.com(5th).

★ Total Pages Viewed

Worldwide - Pages viewed

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed | 7 178 927 | 8 022 465 | 7 776 907 | -3.1% | | +8.3% | |
| | Ranking Top 1000 | 21 | 23 | 21 | | +2 | | 0 |
| | Ranking Conv. Media | 12 | 12 | 10 | | +2 | | +2 |

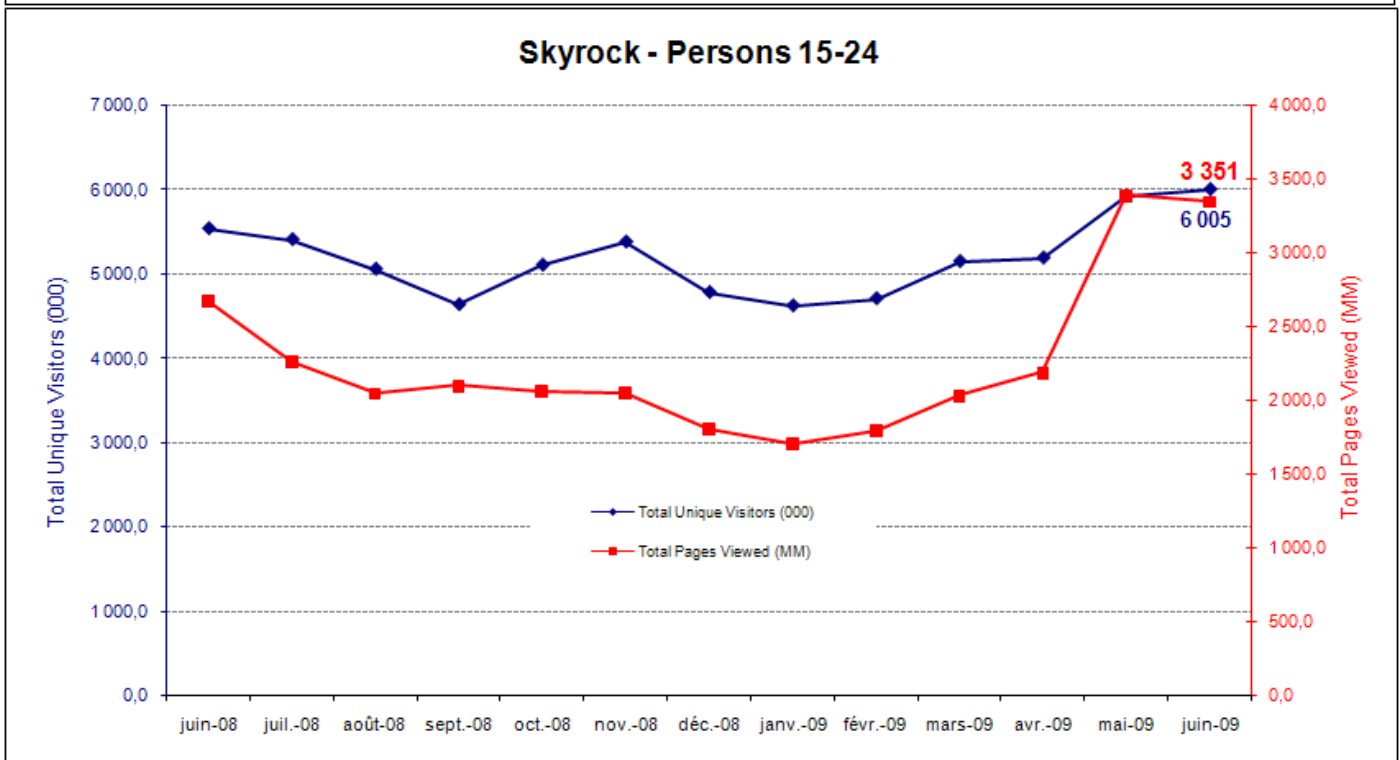
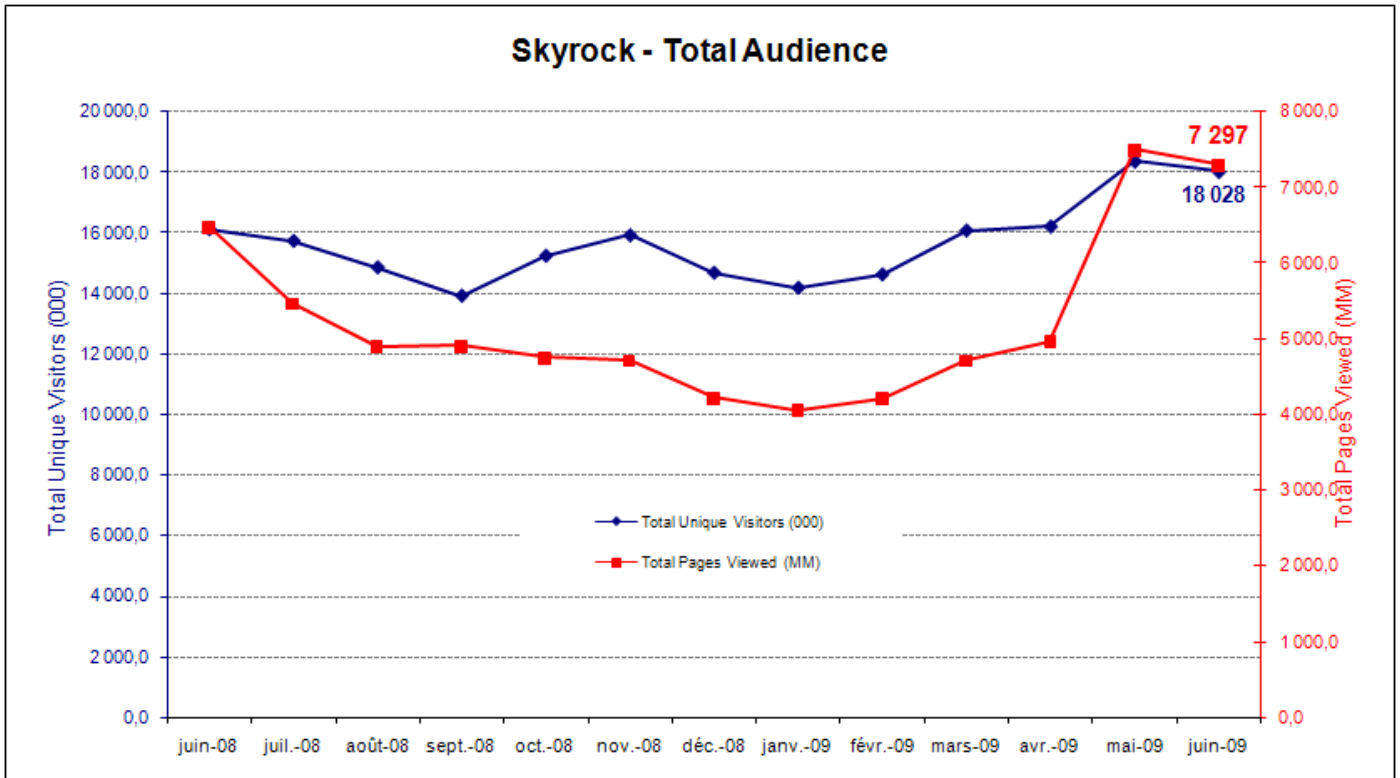
Top 5 Conversational media June 2009 : facebook.com(1st), orkut(2nd), mspace sites(3rd), vkontakte.ru(4th), kaixin001.com(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|----|-------|----|
| 15-24 yo | Pages viewed | 3 296 622 | 3 615 437 | 3 569 686 | -1.3% | | +8.3% | |
| | Ranking Top 1000 | 19 | 17 | 17 | | 0 | | +2 |
| | Ranking Conv. Media | 11 | 11 | 10 | | +1 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), orkut(2nd), mspace sites(3rd), vkontakte.ru(4th), kaixin001.com(5th).

3. Focus Comscore Europe

a. Mediatrend



b. Résultats et classements - Europe

★ Unique Visitors

Europe - Unique Visitors

| | | | | | MoM | | YoY | |
|----------------|---------------------|------------|------------|------------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 16 123 727 | 18 377 304 | 18 027 536 | -1.9% | | +11.8% | |
| | % Reach | 6.7% | 5.8% | 5.6% | -2.9% | | -15.3% | |
| | Ranking Top 1000 | 44 | 50 | 49 | | +1 | | -5 |
| | Ranking Conv. Media | 7 | 9 | 8 | | +1 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), wordpress(3rd), windows live profile(4th), mspace sites(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|----|--------|----|
| 15-24 yo | Unique Visitors | 5 542 004 | 5 925 408 | 6 005 421 | +1.4% | | +8.4% | |
| | % Reach | 10.6% | 7.5% | 7.4% | -0.6% | | -30.0% | |
| | Ranking Top 1000 | 25 | 34 | 30 | | +4 | | -5 |
| | Ranking Conv. Media | 6 | 8 | 8 | | 0 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), wordpress(3rd), windows live profile(4th), mspace sites(5th).

★ Daily Visitors

Europe - daily visitors

| | | | | | MoM | | YoY | |
|----------------|------------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 3 572 416 | 3 881 907 | 3 859 834 | -0.6% | | +8.0% | |
| | Ranking Top 1000 | 19 | 24 | 24 | | 0 | | -5 |
| | Ranking Conv. Media | 7 | 5 | 6 | | -1 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), vkontakte.ru(3rd), studivz sites(4th), nasza-klasa.pl(5th).

| | | | | | | | | |
|----------|------------------------|-----------|-----------|-----------|-------|----|--------|----|
| 15-24 yo | Average daily visitors | 1 356 262 | 1 583 379 | 1 590 681 | +0.5% | | +17.3% | |
| | Ranking Top 1000 | 17 | 17 | 16 | | +1 | | +1 |
| | Ranking Conv. Media | 7 | 5 | 5 | | 0 | | +2 |

Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), blogger(3rd), studivz sites(4th), skyrock(5th).

★ Visits

Europe - Visits

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-------------|-------------|-------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 221 232 194 | 258 978 300 | 247 292 138 | -4.5% | | +11.8% | |
| | Ranking Top 1000 | 17 | 16 | 15 | | +1 | | +2 |
| | Ranking Conv. Media | 5 | 6 | 6 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), studivz sites(3rd), blogger(4th), nasza-klasa.pl(5th).

| | | | | | | | | |
|----------|---------------------|------------|-------------|-------------|-------|---|--------|----|
| 15-24 yo | Visits | 88 436 438 | 115 198 827 | 110 927 261 | -3.7% | | +25.4% | |
| | Ranking Top 1000 | 12 | 10 | 10 | | 0 | | +2 |
| | Ranking Conv. Media | 5 | 4 | 4 | | 0 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), studivz sites(3rd), skyrock(4th), blogger(5th).

★ Total Minutes

Europe - Minutes (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 1 895 453 | 2 727 715 | 2 762 599 | +1.3% | | +45.7% | |
| | Ranking Top 1000 | 12 | 11 | 11 | | 0 | | +1 |
| | Ranking Conv. Media | 7 | 6 | 6 | | 0 | | +1 |

Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), nasza-klasa.pl(3rd), studivz sites(4th), tuenti.com(5th).

| | | | | | | | | |
|----------|---------------------|---------|-----------|-----------|-------|---|--------|----|
| 15-24 yo | Total Minutes (000) | 778 661 | 1 234 025 | 1 265 058 | +2.5% | | +62.5% | |
| | Ranking Top 1000 | 14 | 9 | 9 | | 0 | | +5 |
| | Ranking Conv. Media | 7 | 5 | 5 | | 0 | | +2 |

Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), tuenti.com(3rd), studivz sites(4th), skyrock(5th).

★ Total Pages Viewed

Europe - Pages viewed (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 6 481 316 | 7 498 258 | 7 296 830 | -2.7% | | +12.6% | |
| | Ranking Top 1000 | 11 | 10 | 10 | | 0 | | +1 |
| | Ranking Conv. Media | 7 | 6 | 6 | | 0 | | +1 |

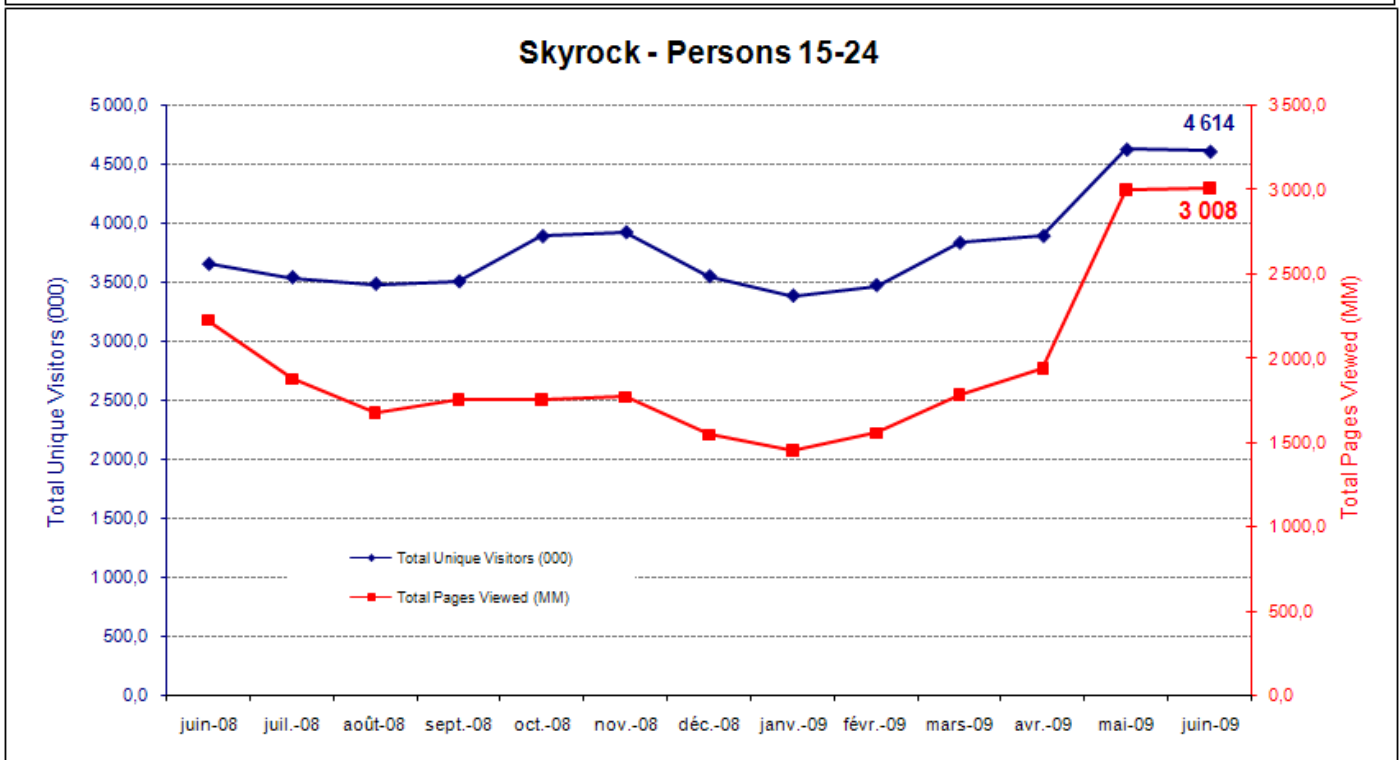
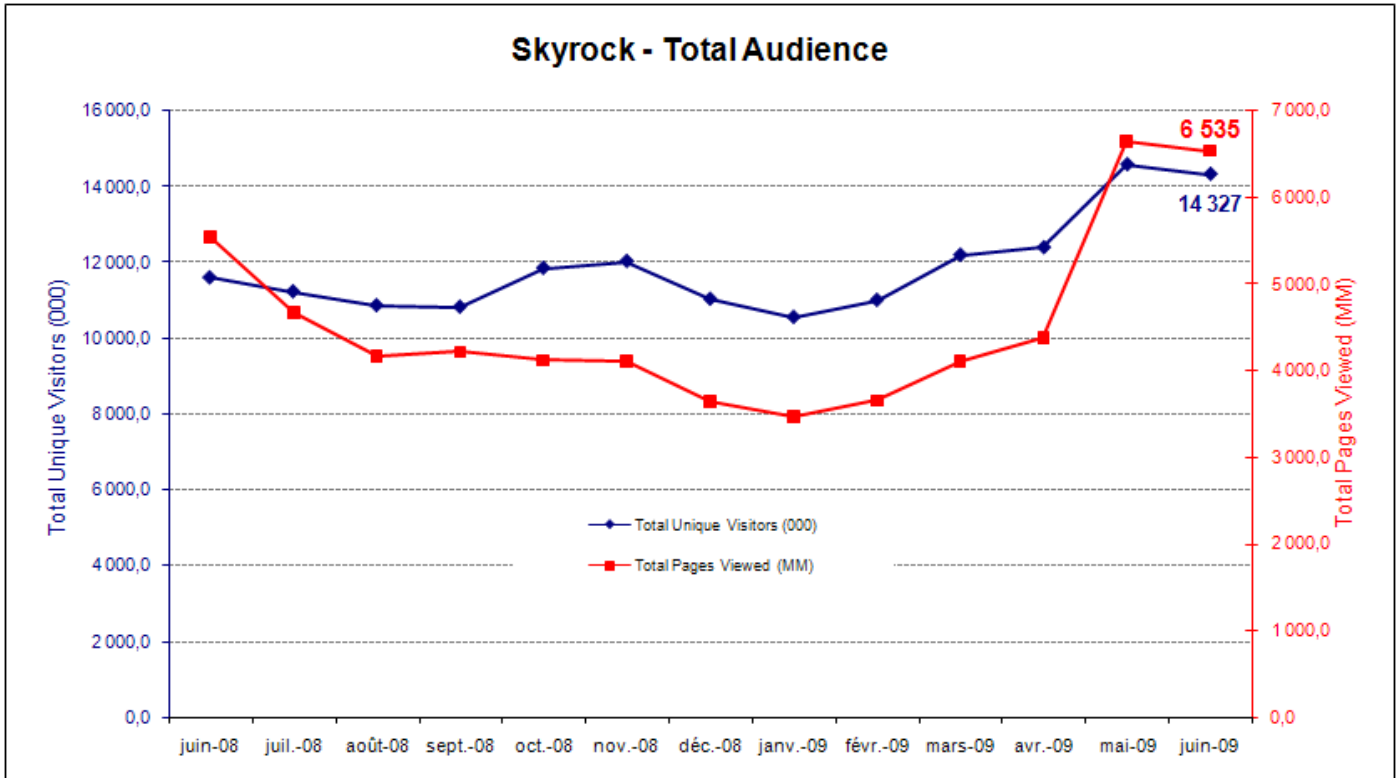
Top 5 Conversational media June 2009 : facebook.com(1st), vkontakte.ru(2nd), nasza-klasa.pl(3rd), studivz sites(4th), tuenti.com(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|----|--------|----|
| 15-24 yo | Pages viewed (000) | 2 673 976 | 3 392 607 | 3 350 940 | -1.2% | | +25.3% | |
| | Ranking Top 1000 | 11 | 7 | 6 | | +1 | | +5 |
| | Ranking Conv. Media | 7 | 5 | 4 | | +1 | | +3 |

Top 5 Conversational media June 2009 : vkontakte.ru(1st), facebook.com(2nd), studivz sites(3rd), skyrock(4th), tuenti.com(5th).

4. Focus Comscore France

a. Mediatrend



b. Résultats et classements - France

★ Unique Visitors

France - Unique Visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|------------|------------|------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 11 604 070 | 14 579 219 | 14 327 426 | -1.7% | | +23.5% | |
| | % Reach | 36.9% | 39.5% | 38.2% | -3.3% | | +3.5% | |
| | Ranking Top 1000 | 10 | 11 | 10 | | +1 | | 0 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|---|--------|----|
| 15-24 yo | Unique Visitors | 3 657 673 | 4 632 506 | 4 613 751 | -0.4% | | +26.1% | |
| | % Reach | 56.8% | 61.5% | 60.2% | -2.2% | | +5.9% | |
| | Ranking Top 1000 | 3 | 4 | 4 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

★ Daily Visitors

France - daily visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|------------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 2 926 397 | 3 343 025 | 3 337 020 | -0.2% | | +14.0% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

| | | | | | | | | |
|----------|------------------------|-----------|-----------|-----------|-------|---|--------|----|
| 15-24 yo | Average daily visitors | 1 068 633 | 1 368 311 | 1 380 380 | +0.9% | | +29.2% | |
| | Ranking Top 1000 | 3 | 4 | 4 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

★ Visits

France - Visits

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-------------|-------------|-------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 185 147 783 | 226 169 025 | 216 707 573 | -4.2% | | +17.0% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

| | | | | | | | | |
|----------|---------------------|------------|-------------|------------|-------|---|--------|----|
| 15-24 yo | Visits | 71 715 473 | 100 873 723 | 97 547 065 | -3.3% | | +36.0% | |
| | Ranking Top 1000 | 3 | 4 | 4 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), blogger(3rd), over-blog.com(4th), windows live profile(5th).

★ Total Minutes

France - Minutes (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 1 612 505 | 2 406 945 | 2 463 871 | +2.4% | | +52.8% | |
| | Ranking Top 1000 | 3 | 4 | 4 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 2 | 2 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), badoo.com(3rd), myspace sites(4th), over-blog.com(5th).

| | | | | | | | | |
|----------|---------------------|---------|-----------|-----------|-------|---|--------|----|
| 15-24 yo | Total Minutes (000) | 647 643 | 1 085 280 | 1 129 990 | +4.1% | | +74.5% | |
| | Ranking Top 1000 | 2 | 3 | 3 | | 0 | | -1 |
| | Ranking Conv. Media | 1 | 1 | 1 | | 0 | | 0 |

Top 5 Conversational media June 2009 : skyrock(1st), facebook.com(2nd), badoo.com(3rd), myspace sites(4th), hi5.com(5th).

★ Total Pages Viewed

France - Pages viewed (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 5 540 038 | 6 646 141 | 6 534 870 | -1.7% | | +18.0% | |
| | Ranking Top 1000 | 2 | 2 | 2 | | 0 | | 0 |
| | Ranking Conv. Media | 1 | 1 | 1 | | 0 | | 0 |

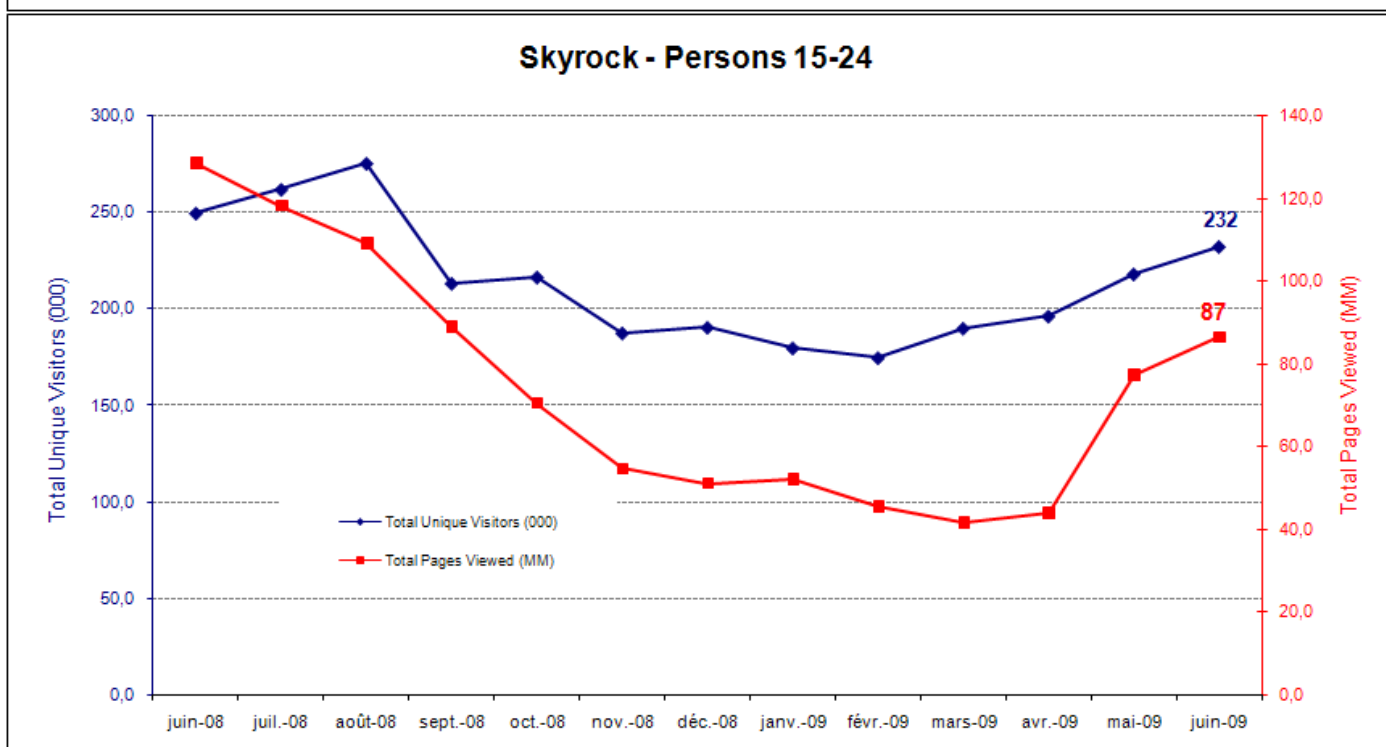
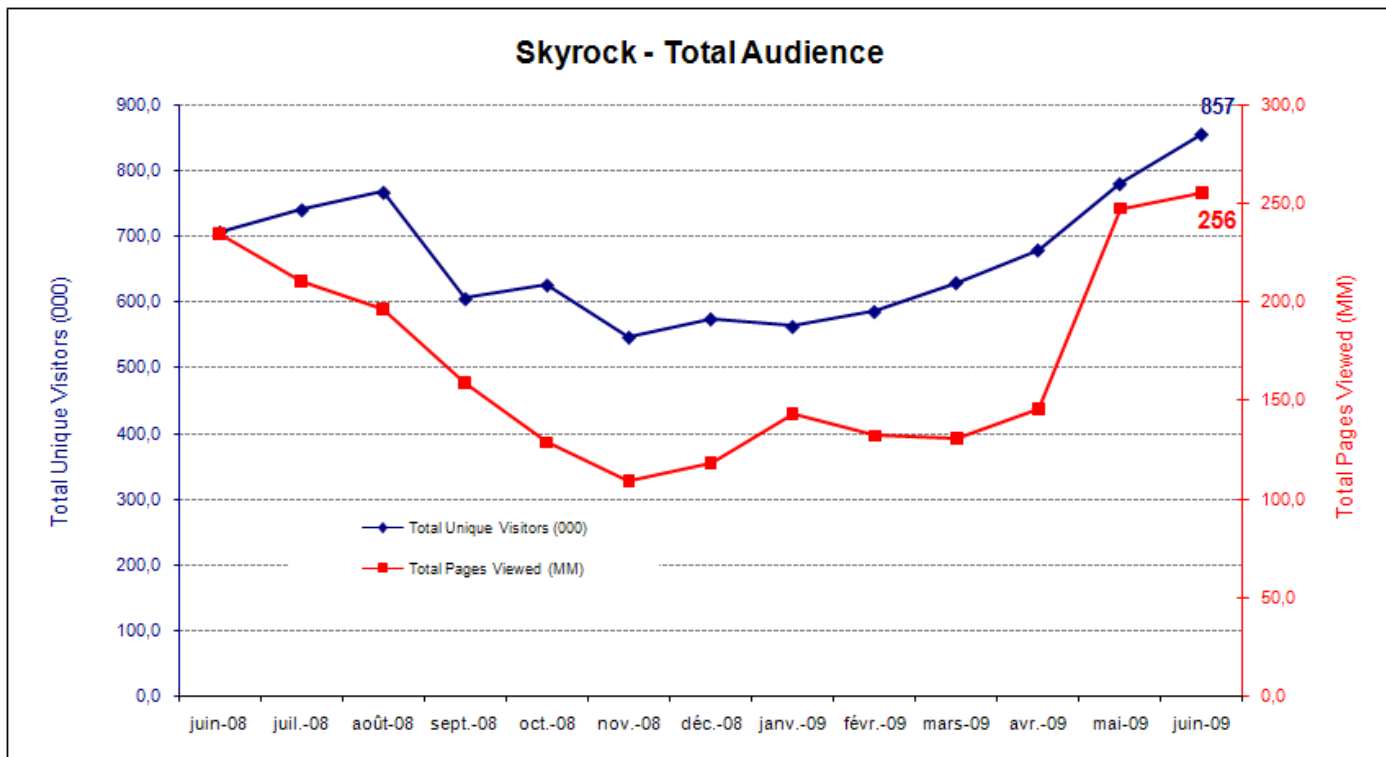
Top 5 Conversational media June 2009 : skyrock(1st), facebook.com(2nd), badoo.com(3rd), myspace sites(4th), over-blog.com(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|---|--------|---|
| 15-24 yo | Pages viewed (000) | 2 227 468 | 2 999 349 | 3 008 072 | +0.3% | | +35.0% | |
| | Ranking Top 1000 | 1 | 1 | 1 | | 0 | | 0 |
| | Ranking Conv. Media | 1 | 1 | 1 | | 0 | | 0 |

Top 5 Conversational media June 2009 : skyrock(1st), facebook.com(2nd), badoo.com(3rd), myspace sites(4th), hi5.com(5th).

5. Focus Comscore Belgique

a. Mediatrend



b. Résultats et classements - Belgique

★ Unique Visitors

Belgium - Unique Visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 707 608 | 781 361 | 856 798 | +9.7% | | +21.1% | |
| | % Reach | 13.5% | 14.2% | 15.5% | +9.2% | | +14.9% | |
| | Ranking Top 1000 | 23 | 26 | 18 | | +8 | | +5 |
| | Ranking Conv. Media | 5 | 7 | 5 | | +2 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), blogger(3rd), windows live profile(4th), skyrock(5th).

| | | | | | | | | |
|----------|---------------------|---------|---------|---------|-------|----|-------|----|
| 15-24 yo | Unique Visitors | 249 646 | 218 089 | 232 334 | +6.5% | | -6.9% | |
| | % Reach | 22.9% | 19.5% | 20.8% | +6.3% | | -9.2% | |
| | Ranking Top 1000 | 10 | 13 | 11 | | +2 | | -1 |
| | Ranking Conv. Media | 4 | 5 | 5 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), blogger(3rd), windows live profile(4th), skyrock(5th).

★ Daily Visitors

Belgium - daily visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|------------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 142 408 | 151 063 | 165 484 | +9.5% | | +16.2% | |
| | Ranking Top 1000 | 10 | 12 | 9 | | +3 | | +1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), blogger(4th), windows live profile(5th).

| | | | | | | | | |
|----------|------------------------|--------|--------|--------|--------|---|--------|----|
| 15-24 yo | Average daily visitors | 66 520 | 49 974 | 56 371 | +12.8% | | -15.3% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), blogger(4th), windows live profile(5th).

★ Visits

Belgium - Visits

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|------------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 8 362 618 | 9 492 727 | 10 140 701 | +6.8% | | +21.3% | |
| | Ranking Top 1000 | 10 | 7 | 6 | | +1 | | +4 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), blogger(4th), windows live profile(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|--------|---|--------|----|
| 15-24 yo | Visits | 4 276 708 | 3 418 645 | 3 780 847 | +10.6% | | -11.6% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), blogger(4th), windows live profile(5th).

★ Total Minutes

Belgium - Minutes (000)

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 70 238 | 97 286 | 100 389 | +3.2% | | +42.9% | |
| | Ranking Top 1000 | 6 | 5 | 5 | | 0 | | +1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), badoo.com(4th), nasza-klasa.pl(5th).

| | | | | | | | | |
|----------|---------------------|--------|--------|--------|-------|---|-------|----|
| 15-24 yo | Total Minutes (000) | 37 051 | 32 792 | 35 849 | +9.3% | | -3.2% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : netlog.com(1st), facebook.com(2nd), skyrock(3rd), mspace sites(4th), nasza-klasa.pl(5th).

★ Total Pages Viewed

Belgium - Pages viewed (000)

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 235 066 | 247 928 | 255 946 | +3.2% | | +8.9% | |
| | Ranking Top 1000 | 5 | 5 | 5 | | 0 | | 0 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

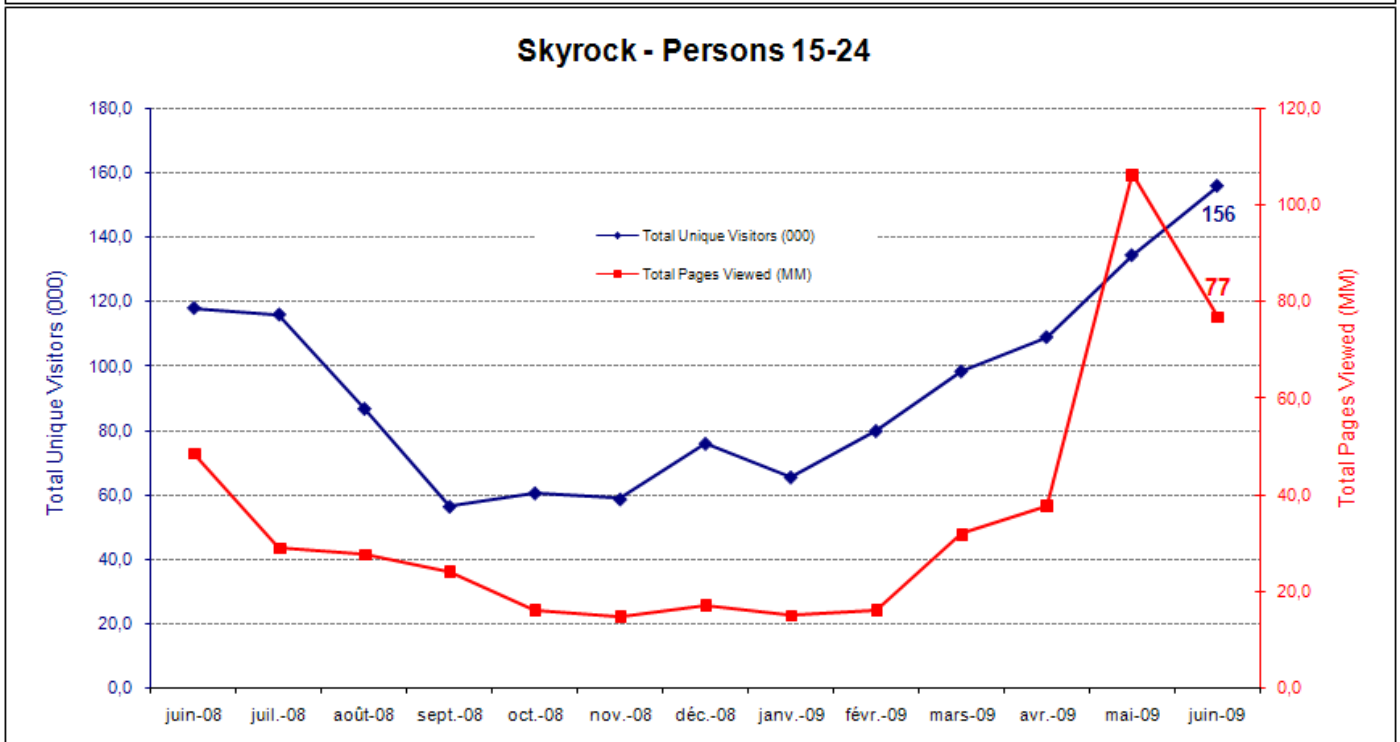
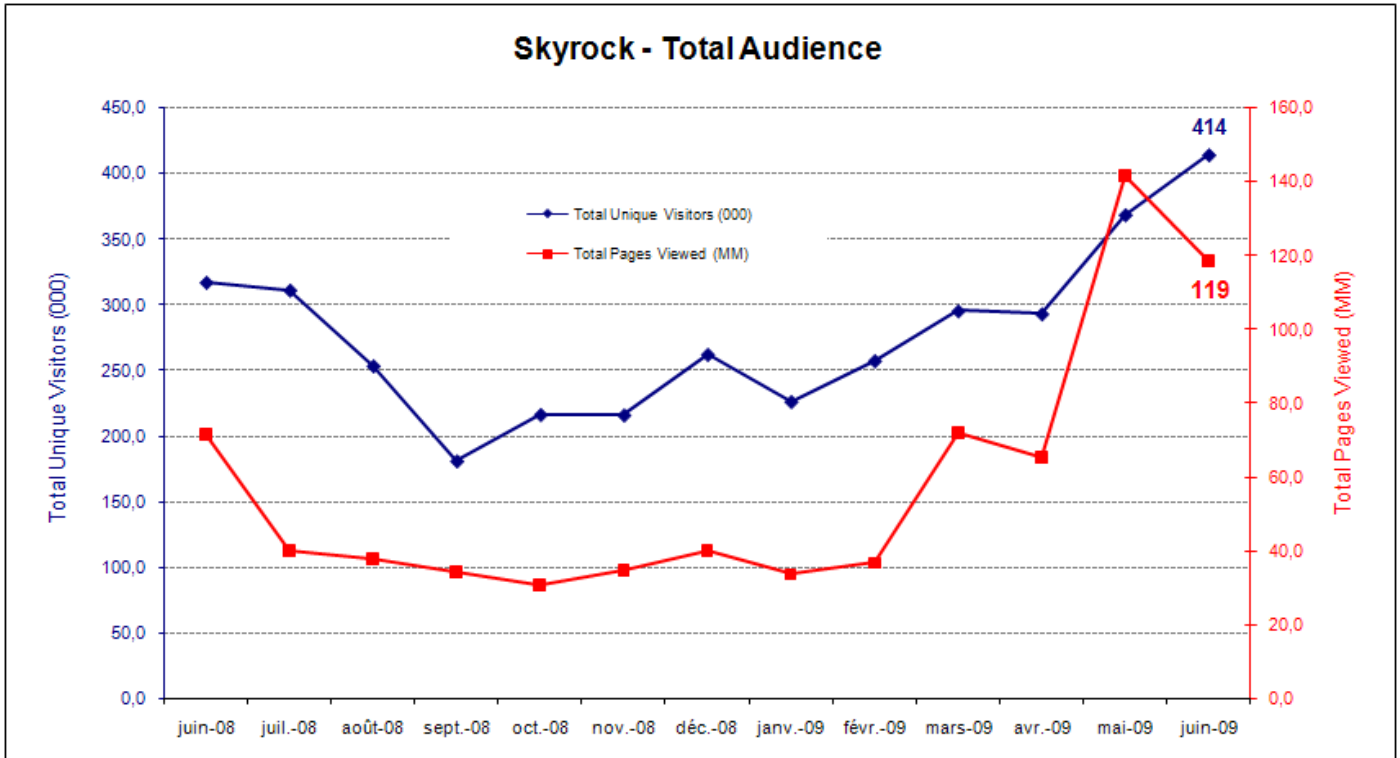
Top 5 Conversational media June 2009 : netlog.com(1st), facebook.com(2nd), skyrock(3rd), badoo.com(4th), hyves(5th).

| | | | | | | | | |
|----------|---------------------|---------|--------|--------|--------|---|--------|----|
| 15-24 yo | Pages viewed (000) | 128 742 | 77 507 | 86 568 | +11.7% | | -32.8% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : netlog.com(1st), facebook.com(2nd), skyrock(3rd), mspace sites(4th), hi5.com(5th).

6. Focus Comscore Suisse

a. Mediatrend



b. Résultats et classements - Suisse

★ Unique Visitors

Switzerland - Unique Visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 317 337 | 368 760 | 414 342 | +12.4% | | +30.6% | |
| | % Reach | 7.6% | 8.3% | 9.2% | +11.7% | | +21.6% | |
| | Ranking Top 1000 | 47 | 46 | 44 | | +2 | | +3 |
| | Ranking Conv. Media | 7 | 7 | 7 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), netlog.com(3rd), windows live profile(4th), wordpress(5th).

| | | | | | | | | |
|----------|---------------------|---------|---------|---------|--------|----|--------|----|
| 15-24 yo | Unique Visitors | 118 182 | 134 578 | 156 108 | +16.0% | | +32.1% | |
| | % Reach | 14.2% | 15.1% | 17.4% | +15.5% | | +22.7% | |
| | Ranking Top 1000 | 23 | 24 | 20 | | +4 | | +3 |
| | Ranking Conv. Media | 6 | 6 | 7 | | -1 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), blogger(3rd), windows live profile(4th), wordpress(5th).

★ Daily Visitors

Switzerland - daily visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|------------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 59 982 | 73 236 | 74 938 | +2.3% | | +24.9% | |
| | Ranking Top 1000 | 22 | 17 | 16 | | +1 | | +6 |
| | Ranking Conv. Media | 4 | 4 | 4 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), blogger(3rd), skyrock(4th), hi5.com(5th).

| | | | | | | | | |
|----------|------------------------|--------|--------|--------|-------|---|-------|----|
| 15-24 yo | Average daily visitors | 35 641 | 39 948 | 38 369 | -4.0% | | +7.7% | |
| | Ranking Top 1000 | 9 | 8 | 8 | | 0 | | +1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), blogger(4th), hi5.com(5th).

★ Visits

Switzerland - Visits

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 3 208 241 | 4 939 094 | 4 843 288 | -1.9% | | +51.0% | |
| | Ranking Top 1000 | 17 | 10 | 10 | | 0 | | +7 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), hi5.com(4th), blogger(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|---|--------|----|
| 15-24 yo | Visits | 2 089 222 | 2 942 127 | 2 694 458 | -8.4% | | +29.0% | |
| | Ranking Top 1000 | 5 | 6 | 6 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), hi5.com(4th), blogger(5th).

★ Total Minutes

Switzerland - Minutes (000)

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 23 808 | 54 706 | 49 977 | -8.6% | | +109.9% | |
| | Ranking Top 1000 | 14 | 7 | 7 | | 0 | | +7 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), hi5.com(4th), badoo.com(5th).

| | | | | | | | | |
|----------|---------------------|--------|--------|--------|--------|---|---------|----|
| 15-24 yo | Total Minutes (000) | 14 027 | 39 722 | 30 769 | -22.5% | | +119.4% | |
| | Ranking Top 1000 | 6 | 5 | 5 | | 0 | | +1 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : netlog.com(1st), facebook.com(2nd), skyrock(3rd), hi5.com(4th), mspace sites(5th).

★ Total Pages Viewed

Switzerland - Pages viewed (000)

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 71 806 | 141 576 | 118 614 | -16.2% | | +65.2% | |
| | Ranking Top 1000 | 13 | 8 | 8 | | 0 | | +5 |
| | Ranking Conv. Media | 4 | 3 | 3 | | 0 | | +1 |

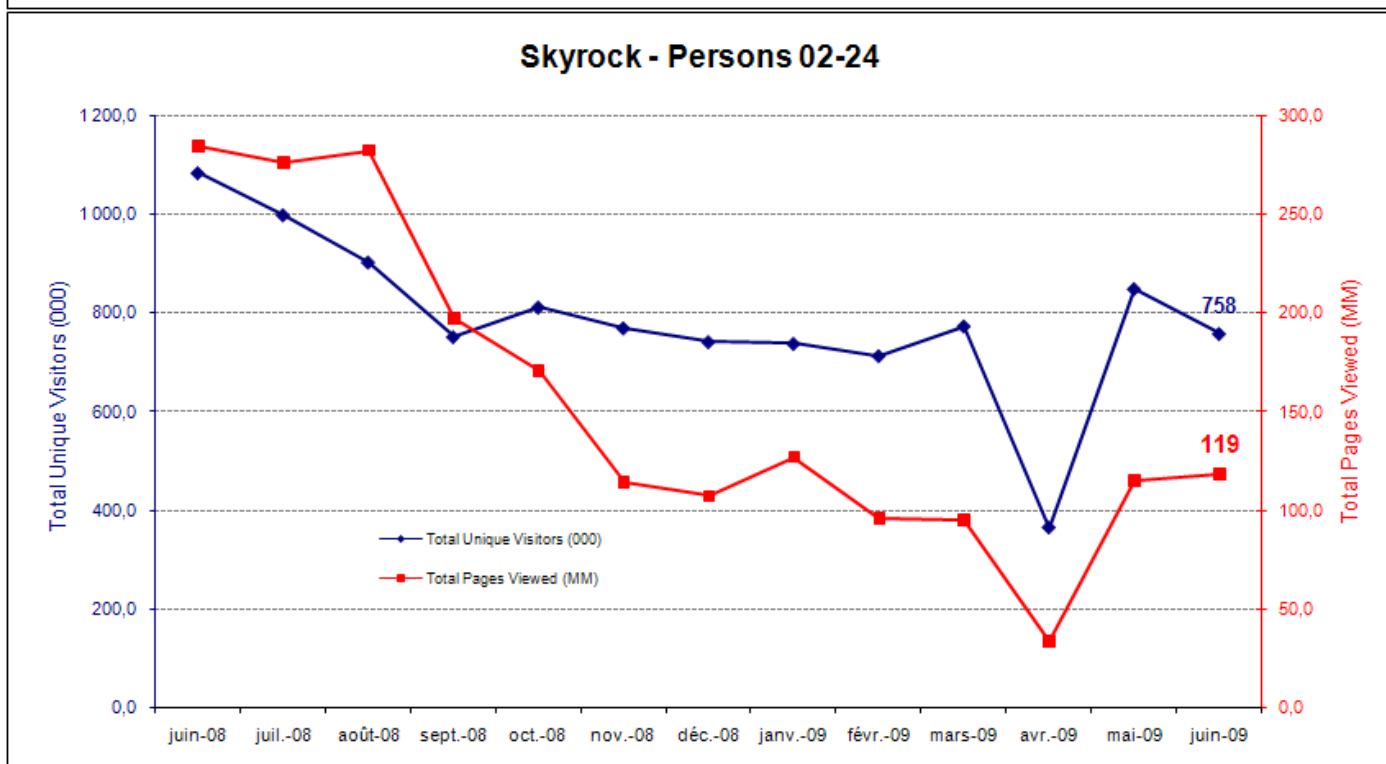
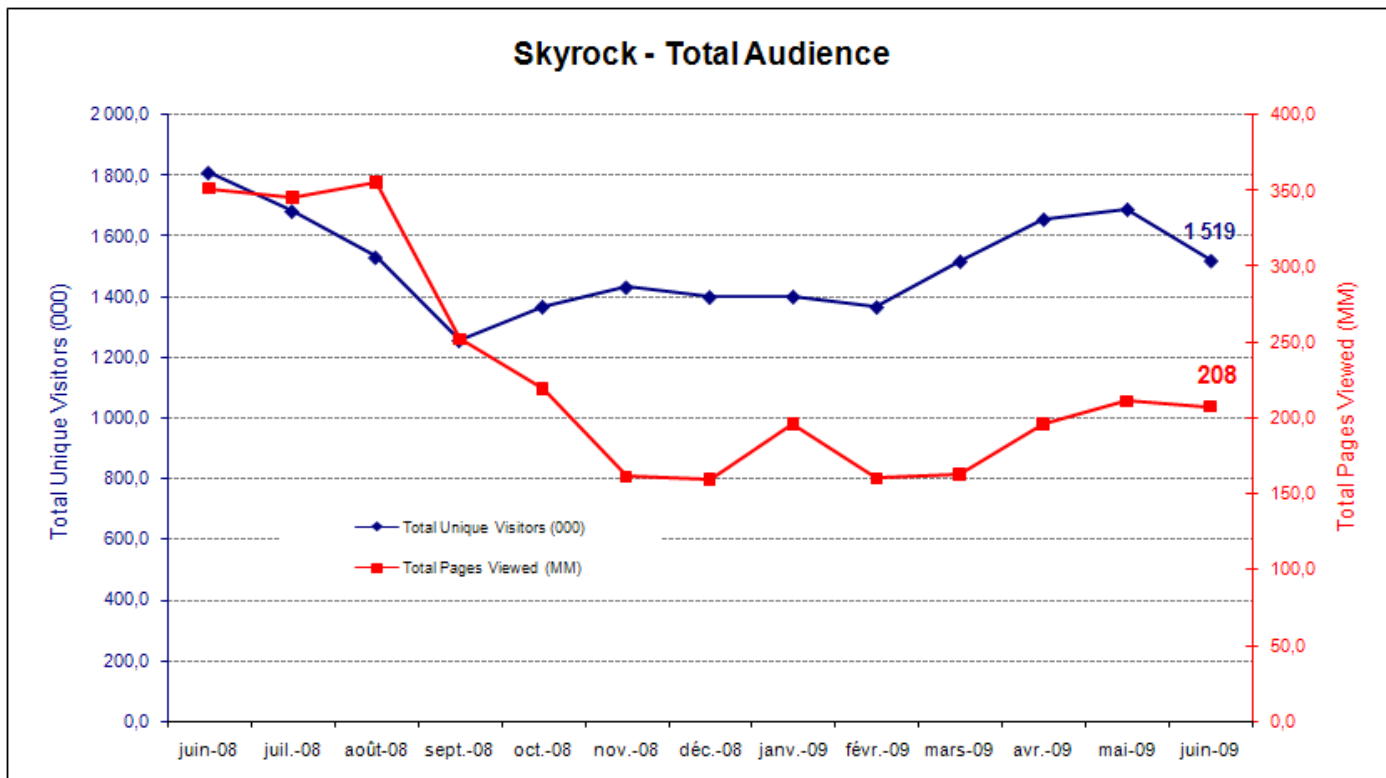
Top 5 Conversational media June 2009 : facebook.com(1st), netlog.com(2nd), skyrock(3rd), hi5.com(4th), badoo.com(5th).

| | | | | | | | | |
|----------|---------------------|--------|---------|--------|--------|----|--------|----|
| 15-24 yo | Pages viewed (000) | 48 581 | 106 475 | 76 929 | -27.7% | | +58.4% | |
| | Ranking Top 1000 | 6 | 4 | 6 | | -2 | | 0 |
| | Ranking Conv. Media | 2 | 2 | 3 | | -1 | | -1 |

Top 5 Conversational media June 2009 : netlog.com(1st), facebook.com(2nd), skyrock(3rd), hi5.com(4th), mspace sites(5th).

7. Focus Comscore Canada

a. Mediatrend



b. Résultats et classements - Canada

★ Unique Visitors

Canada - Unique Visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 1 808 495 | 1 687 968 | 1 518 728 | -10.0% | | -16.0% | |
| | % Reach | 7.5% | 6.9% | 6.2% | -10.2% | | -17.8% | |
| | Ranking Top 1000 | 89 | 113 | 118 | | -5 | | -29 |
| | Ranking Conv. Media | 9 | 14 | 14 | | 0 | | -5 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), wordpress(4th), myspace sites(5th).

| | | | | | | | | |
|----------|---------------------|-----------|---------|---------|--------|----|--------|-----|
| 02-24 yo | Unique Visitors | 1 085 030 | 849 436 | 758 150 | -10.7% | | -30.1% | |
| | % Reach | 14.2% | 11.6% | 10.3% | -11.3% | | -27.7% | |
| | Ranking Top 1000 | 32 | 52 | 56 | | -4 | | -24 |
| | Ranking Conv. Media | 6 | 9 | 11 | | -2 | | -5 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), wordpress(4th), myspace sites(5th).

★ Daily Visitors

Canada - daily visitors

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|------------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 267 670 | 230 485 | 215 802 | -6.4% | | -19.4% | |
| | Ranking Top 1000 | 39 | 56 | 66 | | -10 | | -27 |
| | Ranking Conv. Media | 6 | 7 | 9 | | -2 | | -3 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), wordpress(4th), myspace sites(5th).

| | | | | | | | | |
|----------|------------------------|---------|---------|---------|-------|----|--------|-----|
| 02-24 yo | Average daily visitors | 185 919 | 128 259 | 122 531 | -4.5% | | -34.1% | |
| | Ranking Top 1000 | 16 | 26 | 27 | | -1 | | -11 |
| | Ranking Conv. Media | 4 | 6 | 6 | | 0 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), wordpress(4th), myspace sites(5th).

★ Visits

Canada - Visits

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|------------|------------|------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 14 052 339 | 12 222 471 | 11 552 283 | -5.5% | | -17.8% | |
| | Ranking Top 1000 | 34 | 40 | 43 | | -3 | | -9 |
| | Ranking Conv. Media | 5 | 7 | 8 | | -1 | | -3 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), myspace sites(4th), wordpress(5th).

| | | | | | | | | |
|----------|---------------------|------------|-----------|-----------|-------|----|--------|----|
| 02-24 yo | Visits | 10 114 353 | 6 880 868 | 6 767 948 | -1.6% | | -33.1% | |
| | Ranking Top 1000 | 12 | 20 | 20 | | 0 | | -8 |
| | Ranking Conv. Media | 3 | 6 | 5 | | +1 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), blogger(2nd), windows live profile(3rd), myspace sites(4th), skyrock(5th).

★ Total Minutes

Canada - Minutes (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 133 089 | 97 754 | 97 498 | -0.3% | | -26.7% | |
| | Ranking Top 1000 | 21 | 28 | 27 | | +1 | | -6 |
| | Ranking Conv. Media | 5 | 7 | 6 | | +1 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), tagged.com(3rd), bebo(4th), myspace sites(5th).

| | | | | | | | | |
|----------|---------------------|---------|--------|--------|-------|----|--------|----|
| 02-24 yo | Total Minutes (000) | 101 538 | 56 488 | 58 724 | +4.0% | | -42.2% | |
| | Ranking Top 1000 | 7 | 15 | 14 | | +1 | | -7 |
| | Ranking Conv. Media | 3 | 5 | 4 | | +1 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), bebo(2nd), monlip.com(3rd), skyrock(4th), nexopia.com(5th).

★ Total Pages Viewed

Canada - Pages viewed (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 351 567 | 211 369 | 207 895 | -1.6% | | -40.9% | |
| | Ranking Top 1000 | 15 | 22 | 21 | | +1 | | -6 |
| | Ranking Conv. Media | 5 | 8 | 7 | | +1 | | -2 |

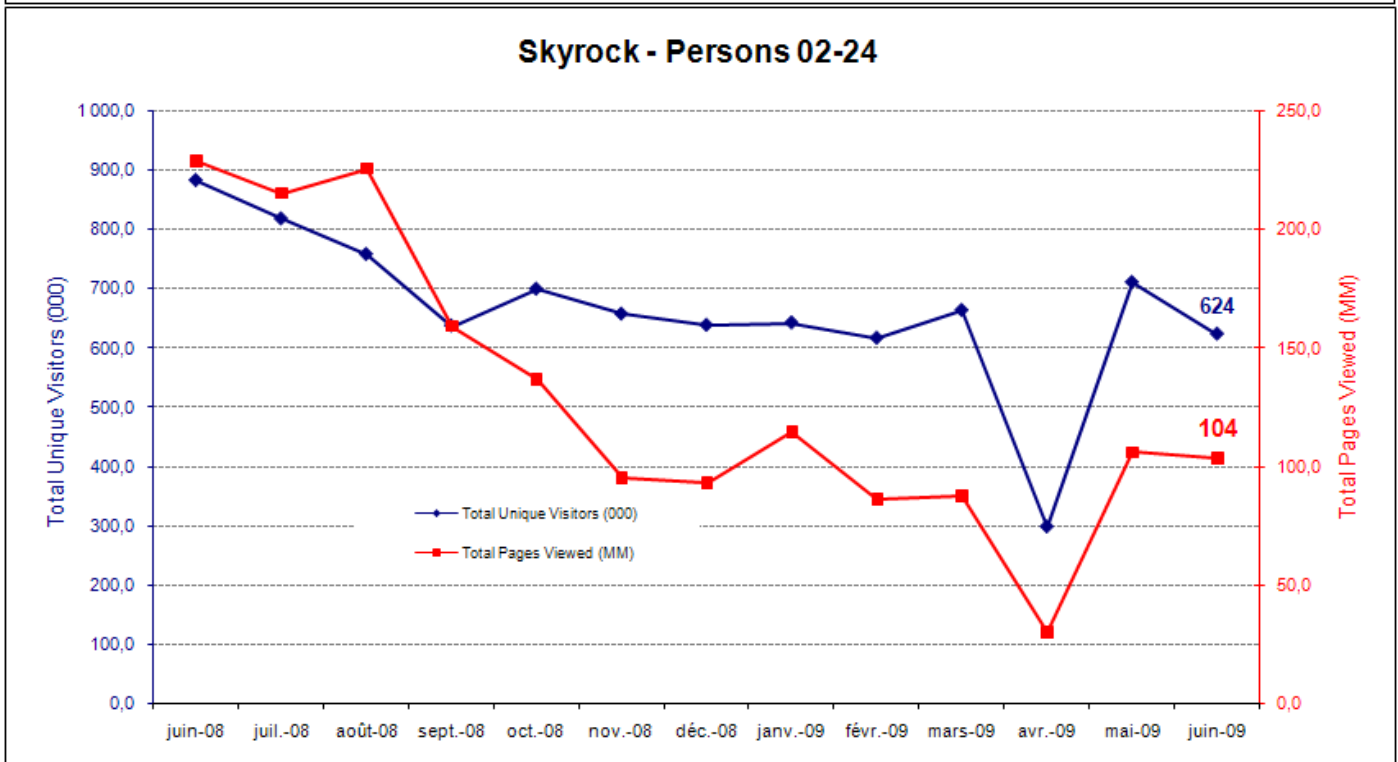
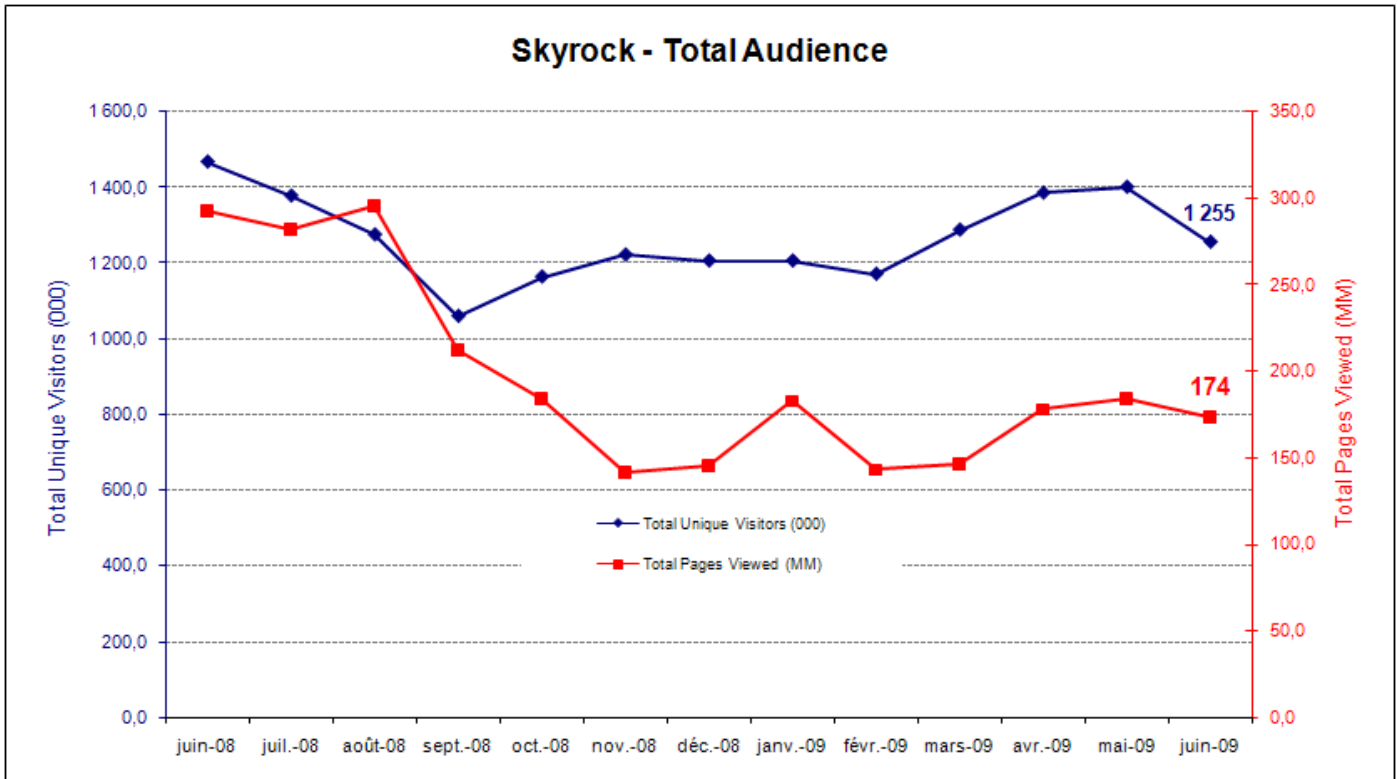
Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), bebo(3rd), friendster.com(4th), tagged.com(5th).

| | | | | | | | | |
|----------|---------------------|---------|---------|---------|-------|----|--------|----|
| 02-24 yo | Pages viewed (000) | 284 912 | 114 833 | 118 574 | +3.3% | | -58.4% | |
| | Ranking Top 1000 | 7 | 14 | 13 | | +1 | | -6 |
| | Ranking Conv. Media | 3 | 5 | 5 | | 0 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), bebo(3rd), nexopia.com(4th), skyrock(5th).

8. Focus Comscore Québec

a. Mediatrend



b. Résultats et classements - Québec

★ Unique Visitors

Quebec - Unique Visitors

| | | | | | MoM | | YoY | |
|----------------|---------------------|-----------|-----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Unique Visitors | 1 466 632 | 1 400 090 | 1 254 904 | -10.4% | | -14.4% | |
| | % Reach | 26.9% | 25.0% | 22.3% | -10.8% | | -17.3% | |
| | Ranking Top 1000 | 21 | 25 | 29 | | -4 | | -8 |
| | Ranking Conv. Media | 4 | 5 | 5 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), windows live profile(2nd), blogger(3rd), wordpress(4th), skyrock(5th).

| | | | | | | | | |
|----------|---------------------|---------|---------|---------|--------|----|--------|----|
| 02-24 yo | Unique Visitors | 883 631 | 711 395 | 624 208 | -12.3% | | -29.4% | |
| | % Reach | 44.9% | 43.8% | 38.2% | -12.8% | | -14.9% | |
| | Ranking Top 1000 | 9 | 10 | 10 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 4 | | -1 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), windows live profile(2nd), blogger(3rd), skyrock(4th), wordpress(5th).

★ Daily Visitors

Quebec - daily visitors

| | | | | | MoM | | YoY | |
|----------------|------------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | June 2008 | May 2009 | June 2009 | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Average daily visitors | 220 233 | 209 338 | 192 632 | -8.0% | | -12.5% | |
| | Ranking Top 1000 | 14 | 14 | 15 | | -1 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 4 | | -1 | | -2 |

Top 5 Conversational media June 2009 : facebook.com(1st), windows live profile(2nd), blogger(3rd), skyrock(4th), monlip.com(5th).

| | | | | | | | | |
|----------|------------------------|---------|---------|---------|-------|----|--------|----|
| 02-24 yo | Average daily visitors | 150 209 | 118 015 | 109 612 | -7.1% | | -27.0% | |
| | Ranking Top 1000 | 5 | 6 | 7 | | -1 | | -2 |
| | Ranking Conv. Media | 2 | 2 | 2 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), windows live profile(3rd), blogger(4th), monlip.com(5th).

★ Visits

Quebec - Visits

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|------------|------------|------------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Visits | 11 647 879 | 11 024 512 | 10 061 530 | -8.7% | | -13.6% | |
| | Ranking Top 1000 | 10 | 12 | 12 | | 0 | | -2 |
| | Ranking Conv. Media | 2 | 2 | 2 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), windows live profile(3rd), blogger(4th), monlip.com(5th).

| | | | | | | | | |
|----------|---------------------|-----------|-----------|-----------|-------|---|--------|----|
| 02-24 yo | Visits | 8 180 416 | 6 364 277 | 5 950 994 | -6.5% | | -27.3% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 2 | 2 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), skyrock(2nd), monlip.com(3rd), blogger(4th), windows live profile(5th).

★ Total Minutes

Quebec - Minutes (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Total Minutes (000) | 114 799 | 88 153 | 84 148 | -4.5% | | -26.7% | |
| | Ranking Top 1000 | 9 | 10 | 10 | | 0 | | -1 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), skyrock(3rd), tagged.com(4th), badoo.com(5th).

| | | | | | | | | |
|----------|---------------------|--------|--------|--------|-------|---|--------|---|
| 02-24 yo | Total Minutes (000) | 84 365 | 52 698 | 51 839 | -1.6% | | -38.6% | |
| | Ranking Top 1000 | 5 | 5 | 5 | | 0 | | 0 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), skyrock(3rd), pouchons.com(4th), myspace sites(5th).

★ Total Pages Viewed

Quebec - Pages viewed (000)

| | | June 2008 | May 2009 | June 2009 | MoM | | YoY | |
|----------------|---------------------|-----------|----------|-----------|----------|----------------|----------|----------------|
| | | | | | Change % | Change Ranking | Change % | Change Ranking |
| Total Audience | Pages viewed (000) | 292 510 | 183 928 | 173 691 | -5.6% | | -40.6% | |
| | Ranking Top 1000 | 9 | 10 | 10 | | 0 | | -1 |
| | Ranking Conv. Media | 3 | 3 | 3 | | 0 | | 0 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), skyrock(3rd), tagged.com(4th), badoo.com(5th).

| | | | | | | | | |
|----------|---------------------|---------|---------|---------|-------|---|--------|----|
| 02-24 yo | Pages viewed (000) | 228 849 | 105 778 | 103 547 | -2.1% | | -54.8% | |
| | Ranking Top 1000 | 4 | 5 | 5 | | 0 | | -1 |
| | Ranking Conv. Media | 2 | 3 | 3 | | 0 | | -1 |

Top 5 Conversational media June 2009 : facebook.com(1st), monlip.com(2nd), skyrock(3rd), pouchons.com(4th), myspace sites(5th).