



RapLeaf Aggregate Analysis for Sample Report

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About RapLeaf

The TrustFuse service from RapLeaf provides people data enrichment for better business decisions. RapLeaf has pioneered a unique, email address based approach to Internet data measurement. RapLeaf is headquartered in San Francisco, CA. More information about the TrustFuse service is available at www.rapleaf.com/trustfuse

RapLeaf Methodology

RapLeaf monitors a range of social networking sites and online communities to capture usage, demographic, and psychographic patterns of Internet users. The social networking sites and online communities represent mainstream sites as well as various niches.

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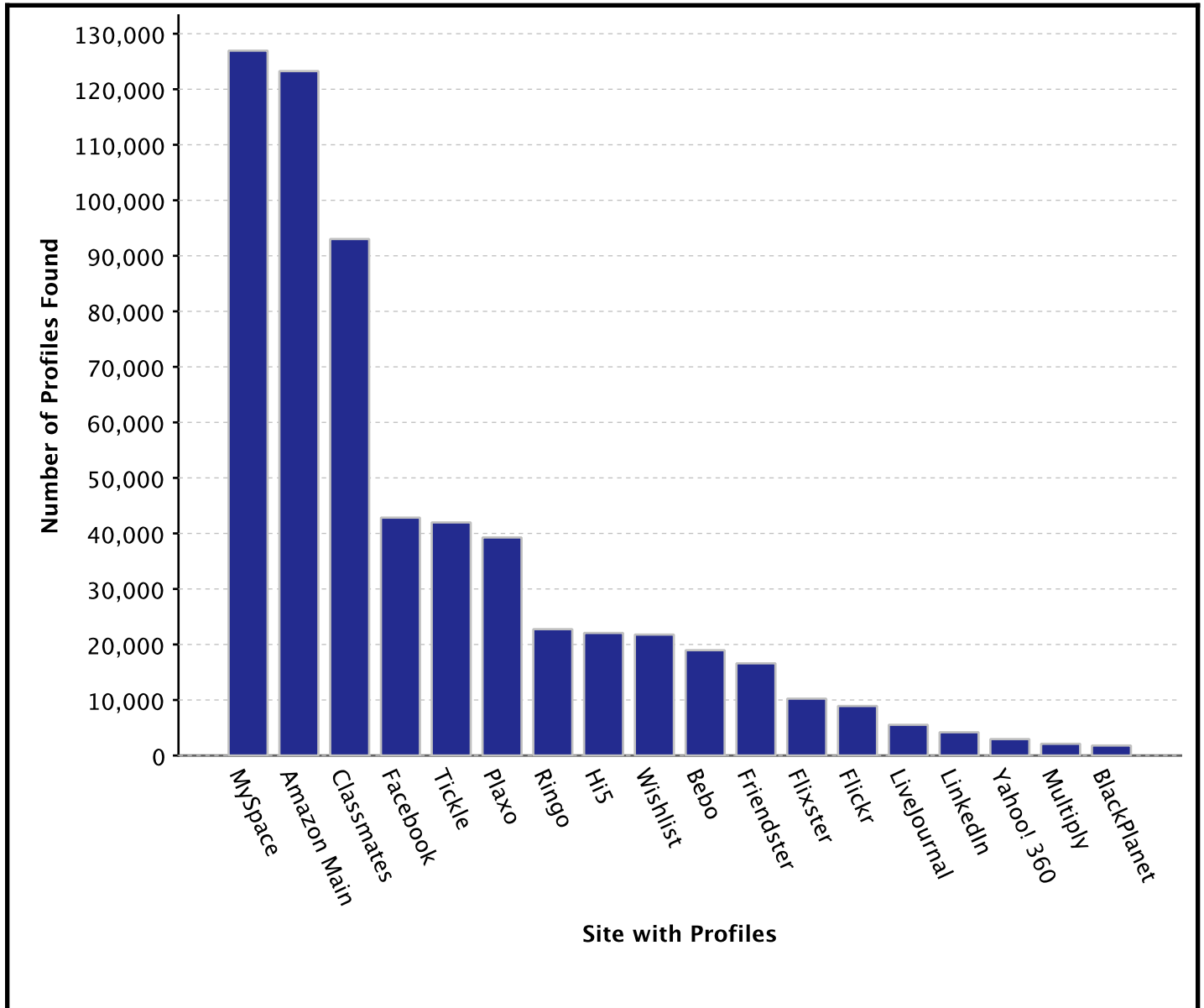
User Dataset Profile Analysis

User dataset included 299,578 email addresses. Of those email addresses, 236,309 (78.0%) have active internet profiles.

Of the 236,309 active email addresses, 605,265 profiles were found. This constitutes an average of 2.6 profiles per email address.

Social Networking Site Usage Analysis

The chart below shows the number of profiles found from 18 different social networking sites and online communities, based on the user dataset and number of emails provided. Actual number of profiles found is in the table below.



The following table below shows the number of profiles found for the top 18 sites searched.

Website	URL	Profiles	Percentage
MySpace*	www.myspace.com	126,956	42.4%
Amazon Main	www.amazon.com	123,266	41.1%
Classmates	www.classmates.com	93,023	31.1%
Facebook	www.facebook.com	42,843	14.3%
Tickle	www.tickle.com	41,981	14.0%
Plaxo	www.plaxo.com	39,272	13.1%
Ringo	www.ringo.com	22,753	7.6%
Hi5	www.hi5.com	22,075	7.4%
Wishlist	www.amazon.com/gp/registry/wishlist	21,779	7.3%
Bebo	www.bebo.com	18,965	6.3%
Friendster**	www.friendster.com	16,602	5.5%
Flixster	www.flixster.com	10,238	3.4%
Flickr	www.flickr.com	8,921	3.0%
LiveJournal	www.livejournal.com	5,534	1.8%
LinkedIn	www.linkedin.com	4,191	1.4%
Yahoo! 360	360.yahoo.com	2,956	1.0%
Multiply	www.multiply.com	2,112	0.7%
BlackPlanet	www.blackplanet.com	1,798	0.6%

NOTE: Percentage out of 299,578 email addresses in user dataset.

* Of the 126,956 MySpace profiles found, 42,524 (33.5%) were private.

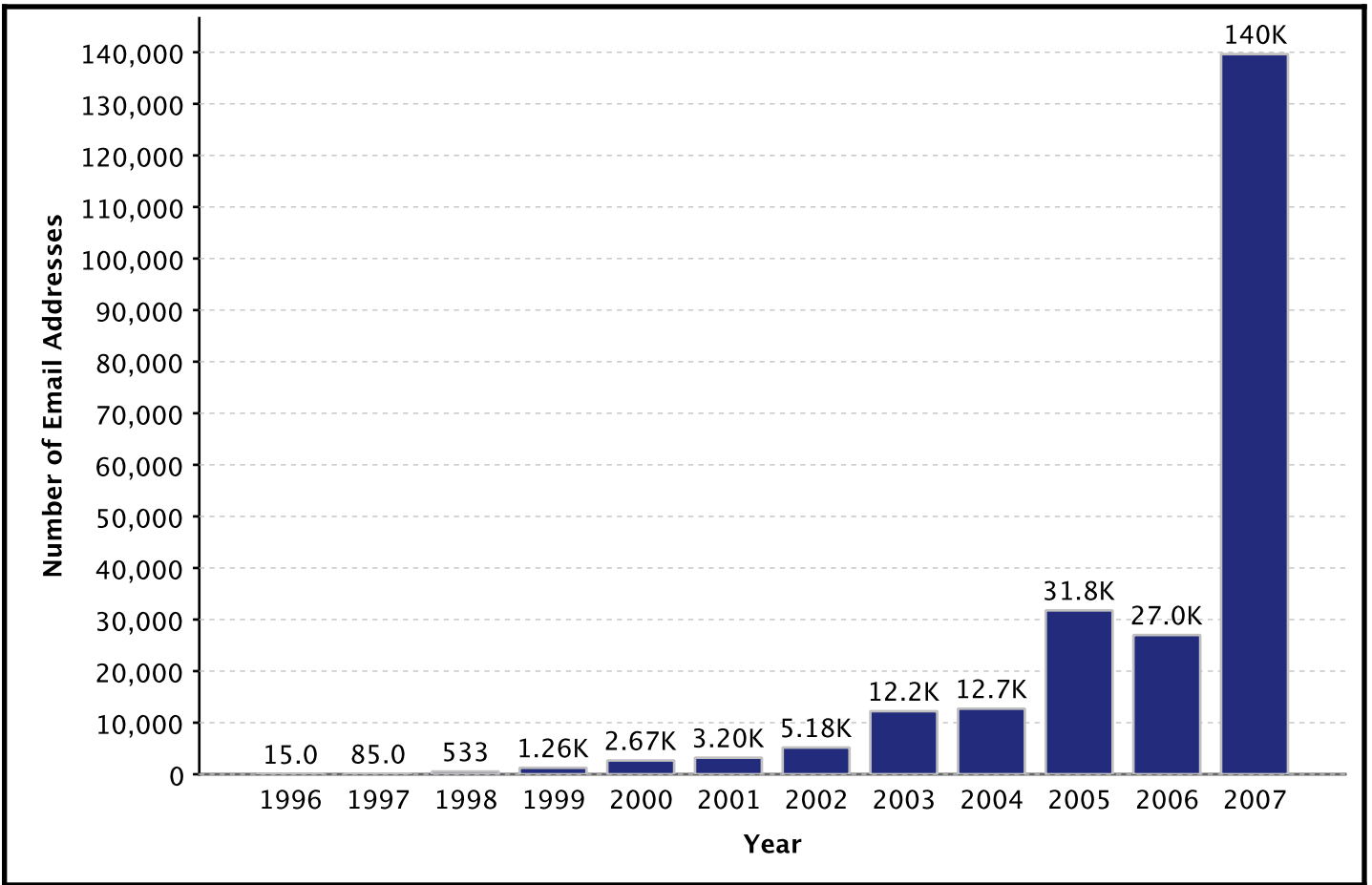
** Of the 16,602 Friendster profiles found, 1,041 (6.3%) were private.

Recency Level Analysis

Cumulatively, 105,669 users (35%) were active within the last 6 months (i.e. "Last Login" < 6 months.)

Email Longevity ("Member Since") Analysis

The chart below breaks down the year a given set of email addresses have been guaranteed to be in existence. The given set includes 236,309 email addresses in which available "Member Since" information has been extracted from various social networking sites.



Widget Use Analysis

The table below displays widget data from a possible 122,068 public profiles - of these, at least 16,013 profiles (10%) have at least 1 widget.

The 37,847 total widgets found on these 16,013 profiles equates to 2.36 widgets embedded per profile.

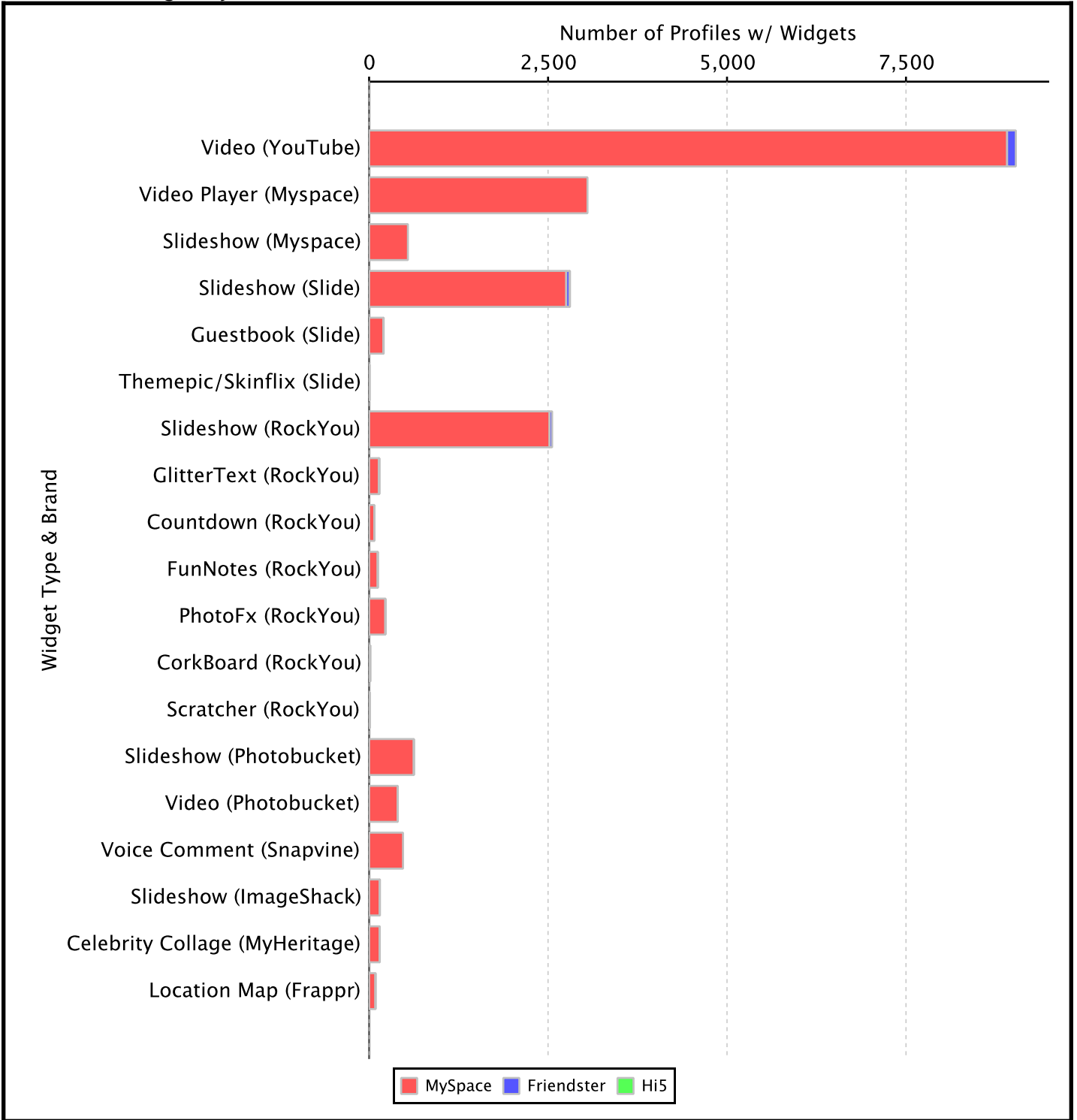
Widget Site	Widget Type	Widgets Found	Profiles w/ Widgets	Widgets/Profile Ratio	% of Profiles w/ Widgets
YouTube	Video	19,927	9,035	2.21	7.4%
Myspace	Video Player	5,261	3,051	1.72	2.5%
	Slideshow	558	542	1.03	0.4%
Slide	Slideshow	4,600	2,806	1.64	2.3%
	Guestbook	208	204	1.02	0.2%
	Themepic/Skinflix	20	10	2.00	0.0%
RockYou	Slideshow	3,994	2,557	1.56	2.1%
	GlitterText	171	143	1.20	0.1%
	Countdown	79	73	1.08	0.1%
	FunNotes	160	123	1.30	0.1%
	PhotoFx	394	228	1.73	0.2%
	CorkBoard	21	20	1.05	0.0%
	Scratcher	13	12	1.08	0.0%
Photobucket	Slideshow	961	626	1.54	0.5%
	Video	531	400	1.33	0.3%
Snapvine	Voice Comment	479	474	1.01	0.4%
ImageShack	Slideshow	223	152	1.47	0.1%
MyHeritage	Celebrity Collage	154	149	1.03	0.1%
Frappr	Location Map	93	90	1.03	0.1%

*NOTE: The "% of Profiles w/ Widgets" is the percentage of profiles (with that widget) out of 122,068 public profiles.

Site Profile & Widget Breakdown

Site	Private Profiles	Public Profiles	# of Widgets Found	# of Profiles Found with Widgets
MySpace	42,524	84,432	37,524	15,814
Friendster	1,041	15,561	320	196
Hi5	0	22,075	3	3
Totals	43,565	122,068	37,847	16,013

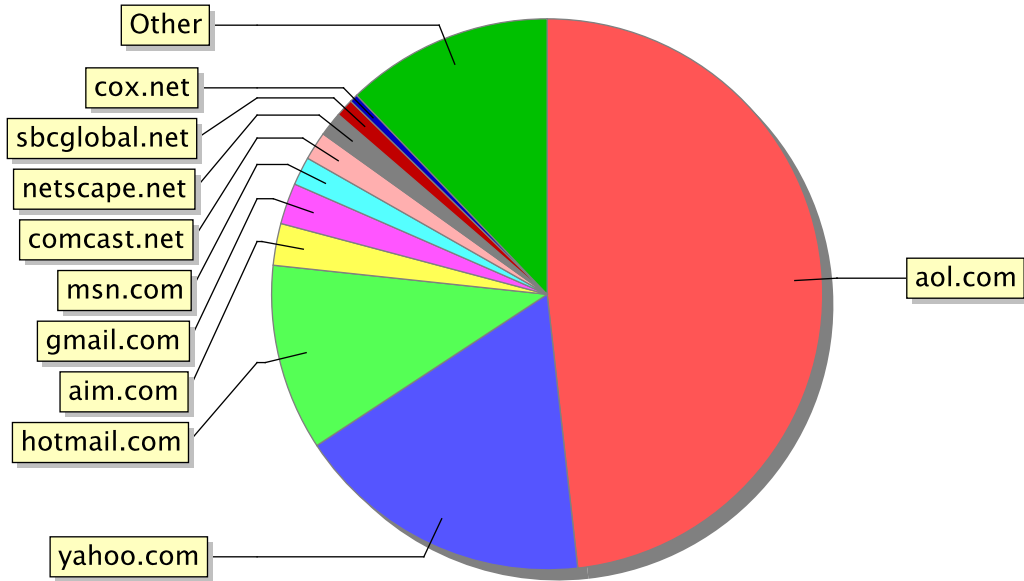
Profiles with Widgets by Site:



Domain Name Analysis

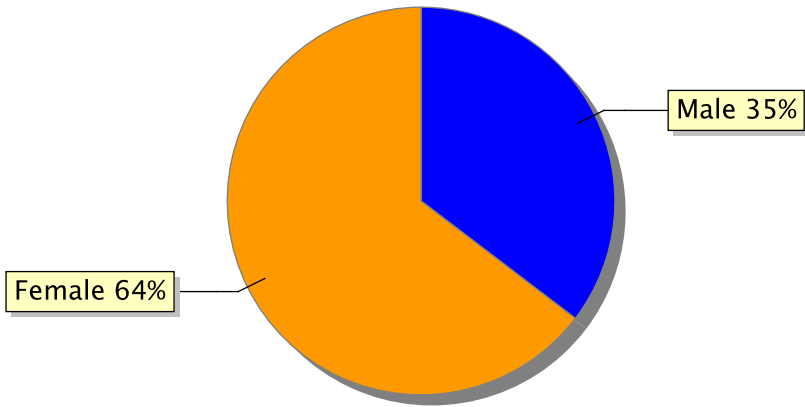
The table below looks at the top 10 domain names of the 299,578 email addresses provided. The top four free webmail services AOL, Yahoo, Hotmail/MSN, and Gmail, account for at least 83.4% of all email addresses.

Email Domain Name	Network Owner	Category	% Email Addresses
aol.com	America Online	Free Webmail	48.2%
yahoo.com	Yahoo!	Free Webmail	17.5%
hotmail.com	MS Hotmail	Free Webmail	10.9%
aim.com	America Online	Free Webmail	2.5%
gmail.com	Google	Free Webmail	2.4%
msn.com	MS Hotmail	Free Webmail	1.7%
comcast.net	Comcast Cable	NSP	1.7%
netscape.net	Unknown	Unknown	1.4%
sbcglobal.net	SBC Global	NSP	1.1%
cox.net	Cox Communications	NSP	0.5%
Other			12.1%



Demographic Summary

Gender Analysis (Cumulative):



Gender Analysis (Websites):

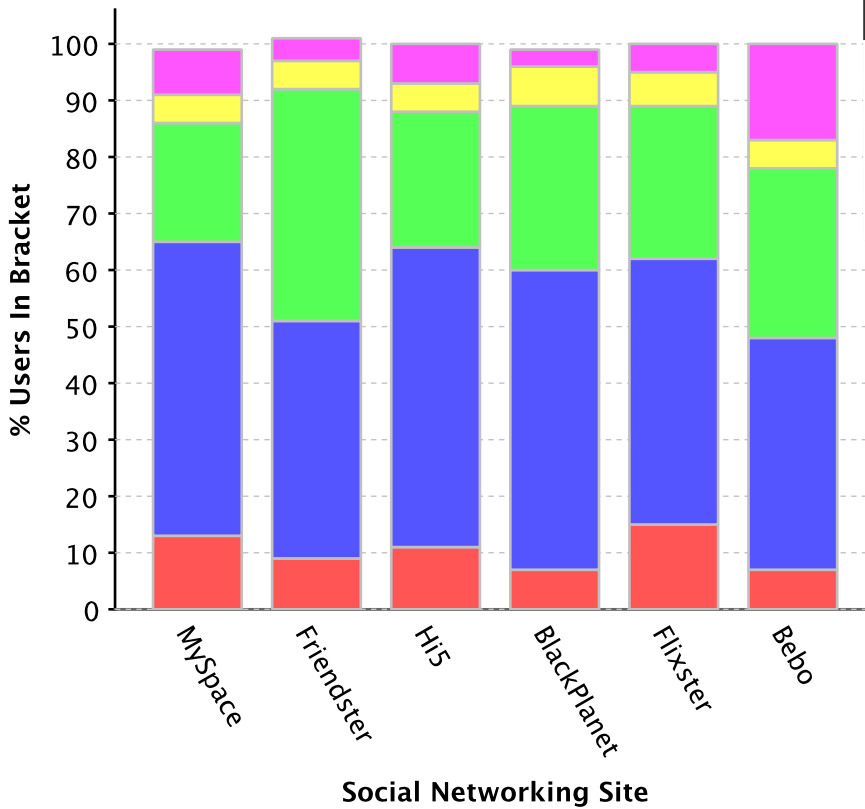
Site	Male	Female
MySpace	35%	65%
Friendster	37%	63%
Flickr	42%	58%
Hi5	34%	66%
Multiply	36%	64%
Flixster	28%	72%
Bebo	26%	74%

NOTE: Gender metrics based upon 142,408 profiles with gender data.

Age Analysis (Individual Websites):

Age Analysis (Cumulative):

Age Bracket	Percentage of Users
< 18	13%
18 - 25	51%
26 - 35	22%
36 - 45	6%
> 45	9%



■ < 18 Years Old	■ 18 - 25 Years Old	■ 26 - 35 Years Old	■ 36 - 45 Years Old	■ > 45 Years Old
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Site	<18	18-25	36-45	>45	Total Profiles
MySpace	13%	52%	21%	5%	124,340
Friendster	9%	42%	41%	5%	15,559
Hi5	11%	53%	24%	5%	13,860
BlackPlanet	7%	53%	29%	7%	1,530
Flixster	15%	47%	27%	6%	4,836
Bebo	7%	41%	30%	5%	15,232

NOTE: Age Analysis based upon 140,040 profiles with age data.

Contact

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