

Safer Social Networking Principles for the EU – Companies supporting the Principles

Arto.com www.arto.com

Arto.com has, since its launch in 1998, grown to become the largest social networking site in Denmark, offering hundreds of thousands of Danish users an opportunity to kick back, relax and get in touch with old relationships and new friends. Appealing largely to teenagers, Arto is dedicated to the safety of their users, offering a safe place to communicate with others online while still being free to evolve and express themselves as they wish.

Banzai

Banzai is an Italian group focused on internet market and media market, e-commerce and web services. Founded in 2006 by Paul Ainio, one of the pioneers of internet Italian, and Andrea Di Camillo, Banzai controls more than 20 companies. With over 7 million unique users Banzai ranks among the top players in the Italian web, along with Telecom Italia, Wind, Gruppo L'Espresso Group and RCS (Nielsen Online data for December 2008). Banzai aims to grow in the Italian web market with an integrated project that would develop the online media in synergy with the activities of e-commerce and web services. Among the companies in the advertising, there are the dealers and Pixel Comprabanner. Media companies include: StudentiMediaGroup (Giovani.it, Studenti.it, Girlpower), Bloo, Altvista, Save the Date, SoldiOnline, Rgb, Onedegree, Gypsies, Film.tv. E-commerce companies involved in include: ePRICE, Sitonline, Efo, Saldiprivati and Joys. Web services companies include: Quadrante, Officine Network, Melazeta.

Bebo www.bebo.com

Bebo is a popular social media network. Building on the notion of traditional social networking Web sites, Bebo combines community, self-expression and entertainment to enable its users to consume, create, discover and share professional and user-generated content through the Bebo Web site. First founded in 2005 Bebo is focused on providing a more personal experience for consumers that makes it easier for them to manage their online life. By letting users pool key updates and information from multiple sites in one place, Bebo is able to build on the foundations of social networking giving them a one-stop destination from which to experience life online.

Bebo has a total membership of more than 50 million registered users worldwide. Bebo's global users spend an average of 25 minutes* a day on the site.

Bebo forms part of AOL's newly created People Networks business unit which combines Bebo, the AIM (excluding AIM Mail) and ICQ personal communications networks, widget technology company Goowy Media, social search and answer service Yedda and social aggregation service Socialthing!, People Networks' collection of community platforms reaches 94 million unduplicated users worldwide. Bebo is a wholly owned subsidiary of AOL LLC, a majority-owned subsidiary of Time Warner Inc.

Bebo is currently present in the following European countries: UK, IE, DE, IT, ES, FR, PL and NL.

* Source for metrics data in this release: comScore Media Metrix, December 2008, except for the Bebo user number, which is internal.

Dailymotion www.dailymotion.com / www.dmkids.com

A top 60 website worldwide, Dailymotion attracts over 41.9 million unique monthly viewers worldwide (source: comScore, December 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of 18 localized video entertainment sites. In December 2008, Dailymotion delivered over 922 million videos to users including curated content from premium and Motionmaker creative contributors. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use website that also automatically filters infringing material notified by content owners. Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection.

Dailymotion is accessible from every European country. Dailymotion offers localized versions with local programming in France, UK, Belgium, Netherlands, Spain, Poland, Germany, Greece and Italy.

Facebook www.facebook.com

Facebook gives people the power to share and makes the world more open and connected. Its authenticity-based, real name culture, as well as its innovative privacy controls and safety features are designed to build a safer and more trusted online experience.

Facebook is available in all EU countries. It has 150 million active users worldwide with 20 million users under 18.

Google www.google.com

Google's mission is to organize the world's information and make it universally accessible and useful.

As a first step to fulfilling that mission, Google's founders Larry Page and Sergey Brin developed a new approach to online search that took root in a Stanford University dorm room and quickly spread to information seekers around the globe. Google is now widely recognized as the world's largest search engine -- an easy-to-use free service that usually returns relevant results in a fraction of a second.

Hyves <http://hyves.nl>

Hyves is the leading Dutch social network and Holland's most visited website. Almost 8 million people, 50% of the Dutch population, visits Hyves monthly, generating over 5 billion page views.

Microsoft www.microsoft.com

Founded in 1975, Microsoft (Nasdaq MSFT), is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft has been operating in Europe for over 20 years and employs more than 13, 000 people in the region.

XBOX LIVE is the premier online gaming and entertainment service that connects more than 17 million members across 26 countries to each other and the entertainment they love. More information and Xbox LIVE membership can be found online at <http://xbox.com/live>

Windows Live: Windows Live makes it easier to keep your life in sync with a range of services and applications that are designed to work together, across the PC, phone and Web, with the flexibility to let individuals decide how, when and where to best use the services in their online lives. More than 460 million customers around the world rely on Windows Live for sharing e-mail, messaging, photos and files within their networks of friends, family members, business associations and more. The new generation of Windows Live is available at <http://www.windowlive.com>, bringing enhanced tools to make online activities easier, more integrated and more intuitive.

Country coverage in EU: Microsoft Corporation has subsidiary offices located in all EU countries

MySpace www.myspace.com

MySpace, a unit of Fox Interactive Media Inc. (FIM), is a premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, email, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums, MySpace has created a connected community.

MySpace has localized sites in the following EU member states Austria, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Poland, Portugal, Spain, Sweden and the United Kingdom. Other European localized sites include Norway and Switzerland.

Nasza Klasa www.nasza-klasa.pl

Nasza-klasa.pl is a social networking site gathering Internet users who want to find classmates. Thanks to nasza-klasa.pl it is possible to rebuild relations with colleagues from kindergarden, primary school, high school or college. Nasza-klasa.pl was created by four students: Maciej Popowicz, Pawel Olchawa, Michal Bartoszkiewicz and Lukasz Adzinski and is being in use since 11th of November 2006. These days there are over 20 million profiles on this website. Every month nasza-klasa.pl users generate 14 billion pageviews (22.62 page/visit; 00:11:20 avg. time on site/visit).

A controlling stake in Nasza Klasa Sp. z o.o. was sold to an Estonian company AS Forticom last January. The group also fully or partially owns stakes in the following social networking portals: Latvia's One.lv, Lithuania's One.lt and Russia's Odnoklassniki.ru.

Netlog www.netlog.com

Netlog is the leading social networking destination for young Europeans and provides a fun environment where people communicate with friends, like-minded people and local communities. Netlog is currently available in 25 languages and has over 40 million users.

ONE.LT www.one.lt

ONE.LT is the most popular online social networking site in Lithuania, used by close to 1 million unique users and serving around 1 billion page views every month. ONE.LT is operated by Forticom UAB, part of the Forticom Group, which also operates leading social networking sites in Latvia, Poland, Russian Federation and the Ukraine.

Piczo, Inc. www.piczo.com

Piczo empowers teens worldwide to creatively express themselves, build personal communities, and share experiences with their friends in a safe environment. Piczo's customizable content, colorful graphics, glitter text, video, and photo tools spotlight member creativity without requiring technical skills.

4 of the top 10 countries where Piczo has their strongest visitor base are in the EU: German, Norway, Romania, and Bulgaria, with Germany being number 1.

Piczo has 35million registered users worldwide, with 55% of those members being in the EU and 88% of those being under 18 years of age.

Rate.ee www.rate.ee

Rate.ee is the largest social networking site in Estonia. Launched in 2002 offering a simple picture rating service it has since grown to a fully fledged online community featuring friends lists, blogs, albums, and many other services. It has now over 300,000 active users comprising a one fifth of the population. EMT, the largest telecom company in the country, acquired a majority stake in Rate.ee in 2006.

Skyrock.com www.skyrock.com

Skyrock.com is global social network dedicated to the New Generation, offering its members a free, personal web space where they can create a blog, add a profile, and exchange messages with other registered members. The site also offers a specific space for members who create blogs showcasing their original musical compositions.

Available in 14 international versions, the platform registers 33.143 million accounts, and is frequented by over 15.923 million of Unique Visitors in Europe (reach: 5.7%). Skyrock is present in the following European countries: France ; England ; Deutschland ; Spain ; Nederland ; Belgium ; Switzerland ; Italy ; Portugal ; Finland ; Sweden ; Denmark ; Norway.

There are 33.143 million of Skyrock accounts worldwide at the end of January 2009; 18.235 million of

those accounts belong to people under 18 (55.0%).

studiVZ Ltd www.studiVZ.net, www.meinVZ.net, www.schuelerVZ.net

StudiVZ Ltd provides three social networking communities:

1. studiVZ is only for university students from about 18 to 26 years.
2. meinVZ is only for alumni and for people who do not study at a university
3. schuelerVZ is only for pupils in the age between 12 and 21 years

StudiVZ Ltd is in Germany, Austria, Switzerland; it has approximately 5 million registered users under 18 and 8 million registered users older than 18.

Sulake Corporation www.sulake.com and www.habbo.co.uk (Habbo UK,) www.irc-galleria.net

Currently Sulake operates two services:

Habbo: the worlds largest virtual world for teenagers. Habbo is a richly colorful, multi-dimensional virtual world and community for teens. Users join by creating a fully customized online character called a Habbo. From there, they can explore many public hang-outs, participate in a variety of activities, connect with friends, decorate their own rooms, and have fun through creativity and self expression. Currently there are Habbo communities in 33 countries on six continents. To date, 121 million Habbo characters have been created and 11.5 million unique users worldwide visit Habbo each month (source: Google Analytics).

IRC-Galleria: Finland's leading social networking service. IRC-Galleria is currently the most used social networking service in Finland with over 500 000 active registered members. The average age of the users is currently over 20 years. IRC-Galleria is an interactive service where users can e.g. post and share their photos and music on their own customized site, join different communities and communicate with people in many ways. Sulake acquired IRC-Galleria in April 2007.

Countries in Europe: UK, Germany, Austria, The Netherlands, Belgium, France, Spain, Italy, Portugal, Denmark, Sweden, Finland, (Norway), (Switzerland)

Tuenti www.tuenti.com

TUENTI is a Spain-based, invitation only private social networking website. The site is targeted at the Spanish audience, and is currently accessible only to those who have been invited. TUENTI features many tools common to social-networking sites. It allows users to set up a profile, upload photos, link videos and connect with friends. Many other utilities, such as the ability to create events, are also offered. Unlike similar social networking sites which feature banner advertising, Tuenti has opted out of these traditional forms of "noisy" and obstructive advertising. TUENTI has created a private social platform where you can keep updated with your friends by sharing photos, commenting on videos, creating events or recommending activities. Comparing to models growing with no control, Tuenti invests in consolidating itself as the safest platform for its users.

Yahoo! Europe

Yahoo! Europe is a subsidiary of Yahoo! Inc., a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California.

ZAP S.A. www.zap.lu

ZAP S.A provides the following services: Social Networking, Personalized Web Presence, Event- and Nightlifereports, Chat, Agenda

Country coverage: Luxembourg, in a few months Luxembourg, Lorraine, the Saarland, Wallonia and Rhineland-Palatinate