



"Your network is more powerful than you think"  
The first professional social networking site in France

**MARKET FACTS:**

**Viadeo** is a professional social network service created in 2004. It functions in seven languages. Currently, 8 million professionals and more than 700 000 companies are registered. Most users are between 25 and 49 years old. 60% are male and 40% female. The Nielsen Net Ratings Net View also proves strong affinities between users, ABC1 and those with incomes higher than 54k € (April 2009). At the moment, **Viadeo** is present in Europe, in Asia (China and India) and in the North America with more than 25 million users. On average, there are 7,700 new subscribers every day.

	<b>Viadeo.fr</b>	<b>Linkedin.fr</b>
<b>Unique Visitors</b>	3,422,000	2,177,000
<b>Impressions</b>	89,970,000	38,846,000
<b>Time spend per month per UV</b>	0:11:29	0:07:26

Source: Nielsen Net Ratings Feb 2011

**WEBSITE PROFILE:**

With more than 15,000 forums and 3 million alumni, **Viadeo** is the first online professional social network in France. This website has a unique position in being a social network, a business tool and a career manager.

That is the reason why professionals use **Viadeo**. They want to:

- Increase their business opportunities (Discovering new clients, partners, staff and suppliers)
- Enhance their visibility and their online reputation
- Manage and develop their network of professional contacts

**TECHNICAL SPECIFICATIONS:**

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