

Monetizing Social Networking Sites: Fact or Faith

Companies analyzed in this report include:

- Bebo Inc.
- Facebook Inc.
- Friendster Inc.
- Hi5 Networks Inc.
- Imeem Inc.
- LinkedIn Corp.
- MySpace, a subsidiary of News Corp. (NYSE: NWS)
- Orkut, a division of Google Inc. (Nasdaq: GOOG)
- SkyRock.com
- Windows Live Spaces, a division of Microsoft Corp. (Nasdaq: MSFT)