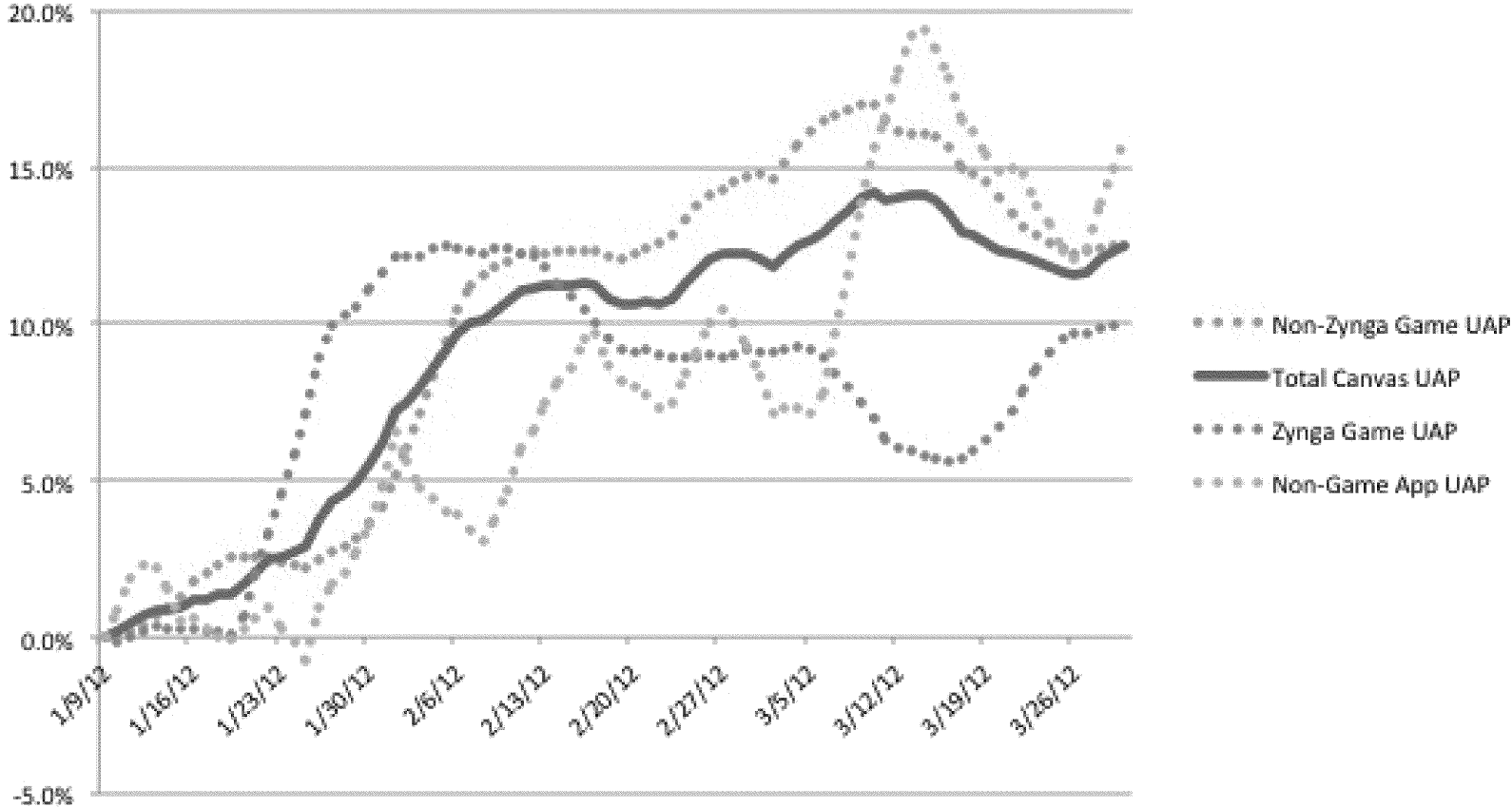


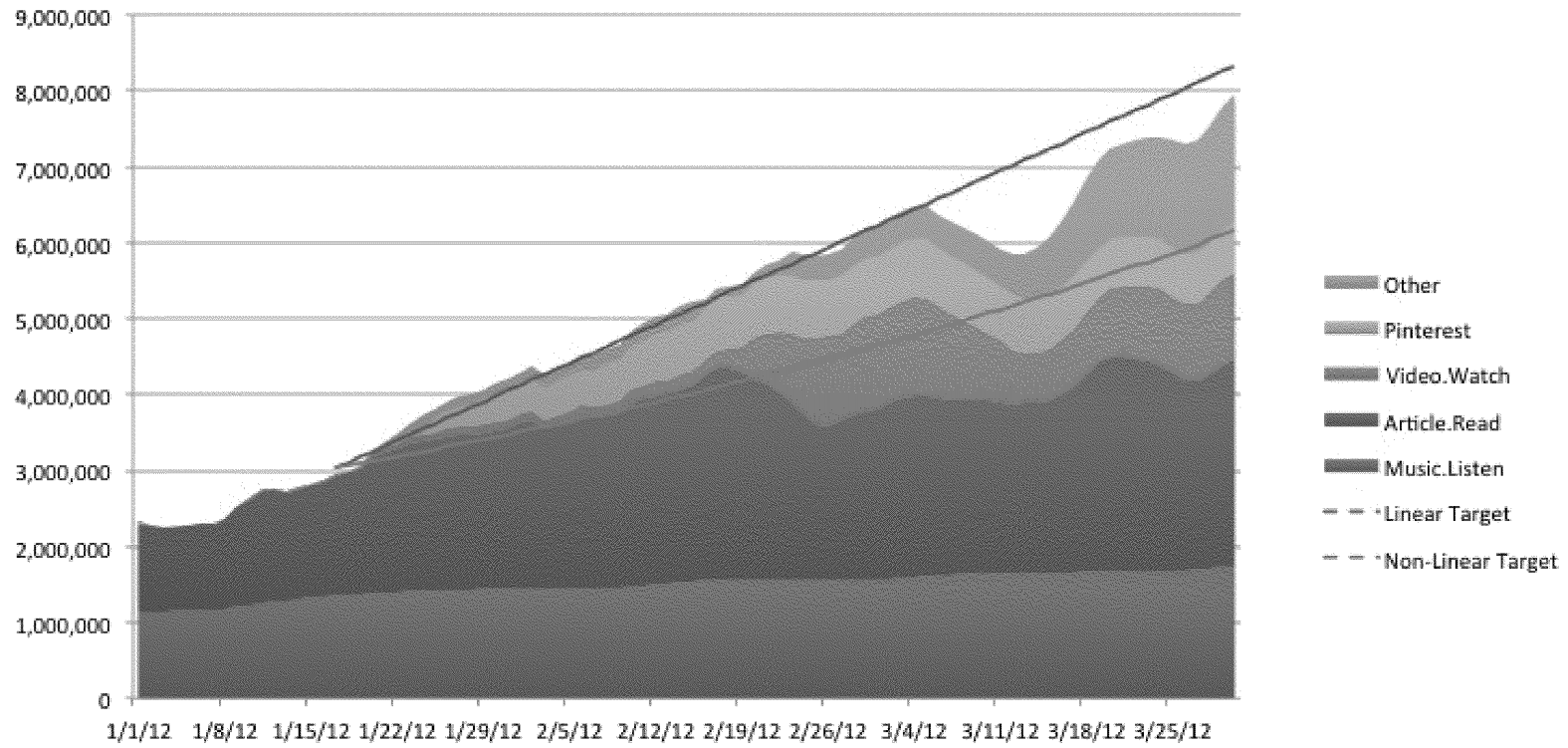
7-Day Average Canvas User-App Pairs (H1 Goal: 20% Growth)



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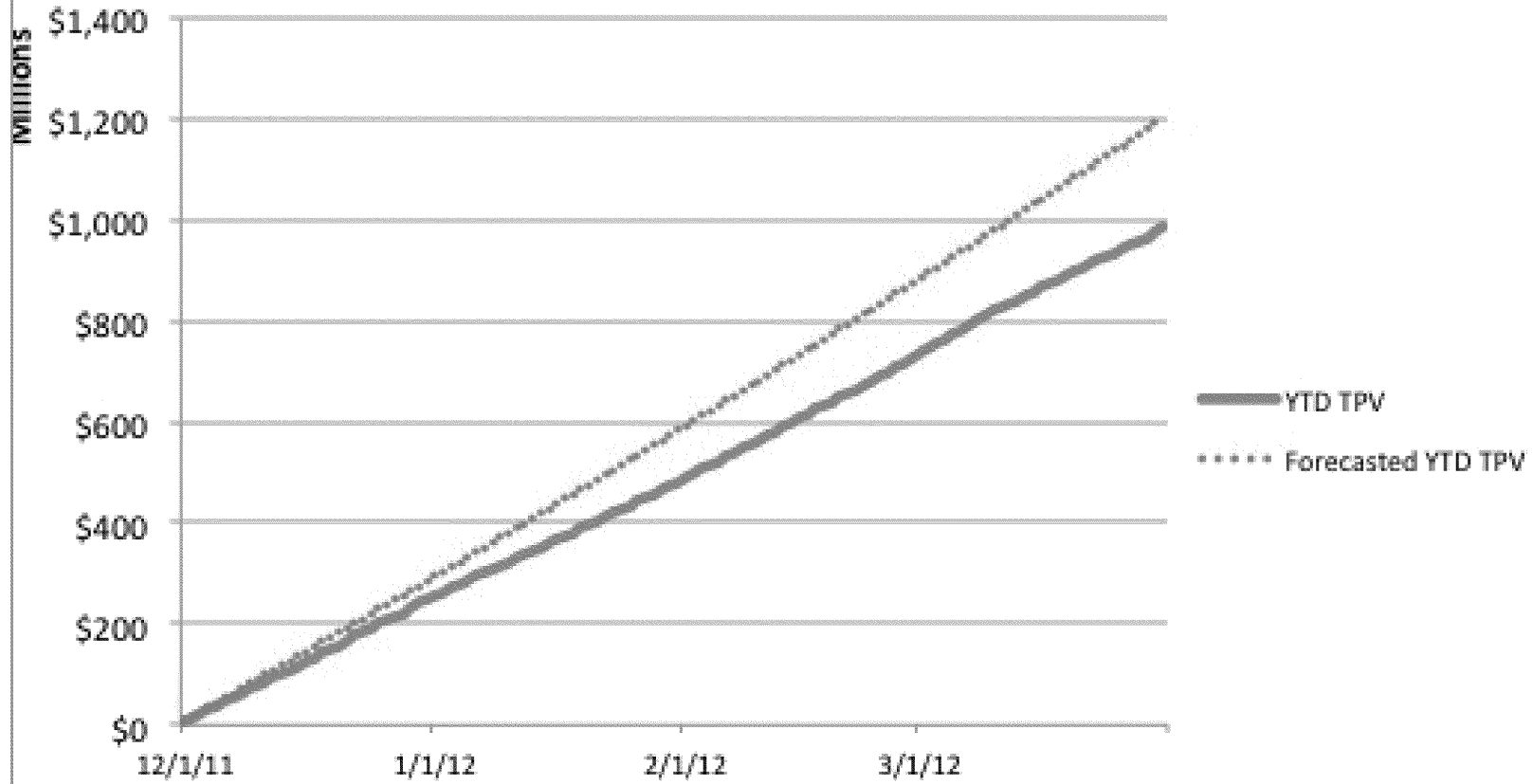
Daily OG Publishing UAP (7-day average)
(H1 Goal: 15MM Daily UAP)



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Payments TPV - 2012 YTD (H1 Goal: \$1.9Bn, 2012 Goal: \$4.4Bn)



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Top Canvas Apps by DAU

DAU	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Application					
CityVille	7,482,042	-1%	7,587,776	-11%	8,383,465
Hidden Chronicles	6,482,549	-7%	6,943,319	-11%	7,255,437
CastleVille	6,357,485	-2%	6,466,705	-8%	6,944,825
Bubble Witch Saga	5,921,071	2%	5,820,209	11%	5,334,327
Texas HoldEm Poker	5,898,915	5%	5,621,127	1%	5,854,798
FarmVille	4,919,842	-2%	5,022,995	-6%	5,241,234
Tetris Battle	3,953,200	2%	3,858,418	4%	3,817,650
Zynga Slingo	3,916,443	38%	2,845,235	2445%	153,872
Diamond Dash	3,568,541	-3%	3,662,800	-10%	3,964,728
The Sims Social	2,787,928	1%	2,769,993	-24%	3,668,301
المزرعة السعيدة	2,764,967	-5%	2,921,830	6%	2,614,936
Angry Birds	2,459,694	-3%	2,539,608	75%	1,403,923
Bubble Island	2,293,845	-3%	2,369,946	-14%	2,672,542
Bejeweled Blitz	2,251,009	-2%	2,292,517	-9%	2,467,281
Monster World	2,229,781	0%	2,236,755	-2%	2,268,461
MyCalendar - Birthdays	2,193,161	15%	1,908,137	21%	1,815,654
Words With Friends	2,073,870	1%	2,057,060	-8%	2,263,567
Empires & Allies	1,989,296	-3%	2,055,156	-18%	2,418,299
Pool Live Tour	1,771,844	3%	1,715,060	15%	1,542,425
Slotomania - Slot Machines	1,727,997	0%	1,734,542	1%	1,706,542

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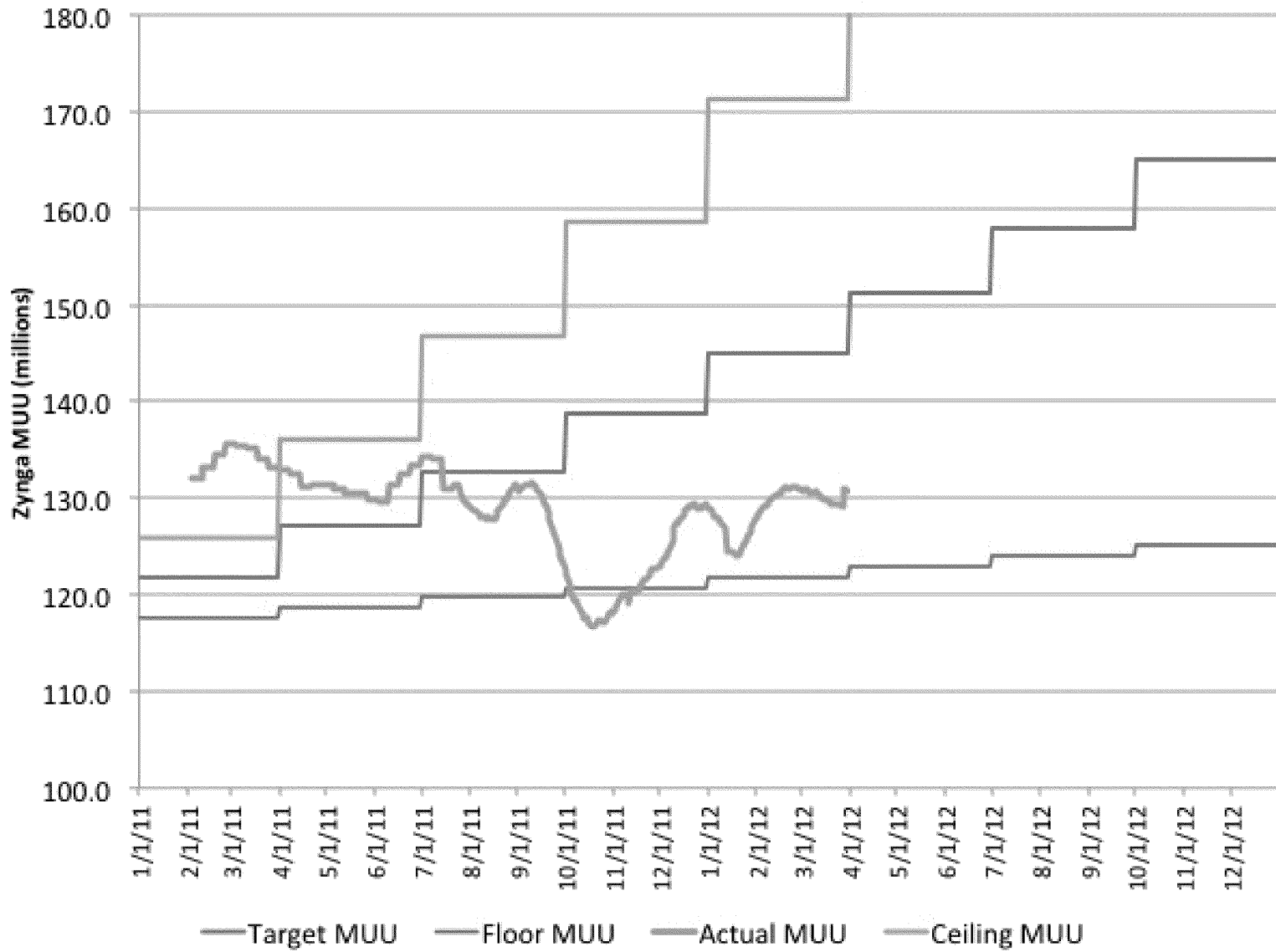
Canvas App DAU - Gainers and Decliners				
Canvas Application DAU	3/30/2012 vs. 3/23/2012			3/30/2012 vs. 3/23/2012
Gainers			Decliners	
Zynga Slingo	1,071,208		Hidden Chronicles	(460,770)
MyCalendar - Birthdays	285,024		Quien visita tu perfil 2012 Funciona	(213,488)
Texas HoldEm Poker	277,788		لعبة السعيدة	(156,863)
เค้าว้ากันว้า ...	233,728		CastleVille	(109,220)
Hoop De Loop Saga	207,159		CityVille	(105,734)
The Price Is Right Slots	199,681		FarmVille	(103,153)
MeuCalendário - Aniversários	144,022		ท่านายเนื้อคู่ (อาชีฟ)	(100,273)
Solitaire Blitz	125,049		Diamond Dash	(94,259)
Super Ferme	119,448		Angry Birds	(79,914)
Family Tree	107,637		Bubble Island	(76,101)
Happy Land	102,998		Pioneer Trail	(73,891)

Zynga Key Metrics					
	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Daily Games Experiences	43,686,390	+0.9%	43,301,122	+0.4%	43,495,691
Web Monthly Unique Users (MUU)	130,777,264	+1.2%	129,278,142	+0.1%	130,664,246
Mobile MUU	N/A	N/A	26,972,060	#VALUE!	26,759,346
Daily Installs	2,782,941	-19.3%	3,448,094	+0.8%	2,759,639

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Zynga Target/Floor MUU vs. Actuals



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Top OG Apps by Publishing DAU

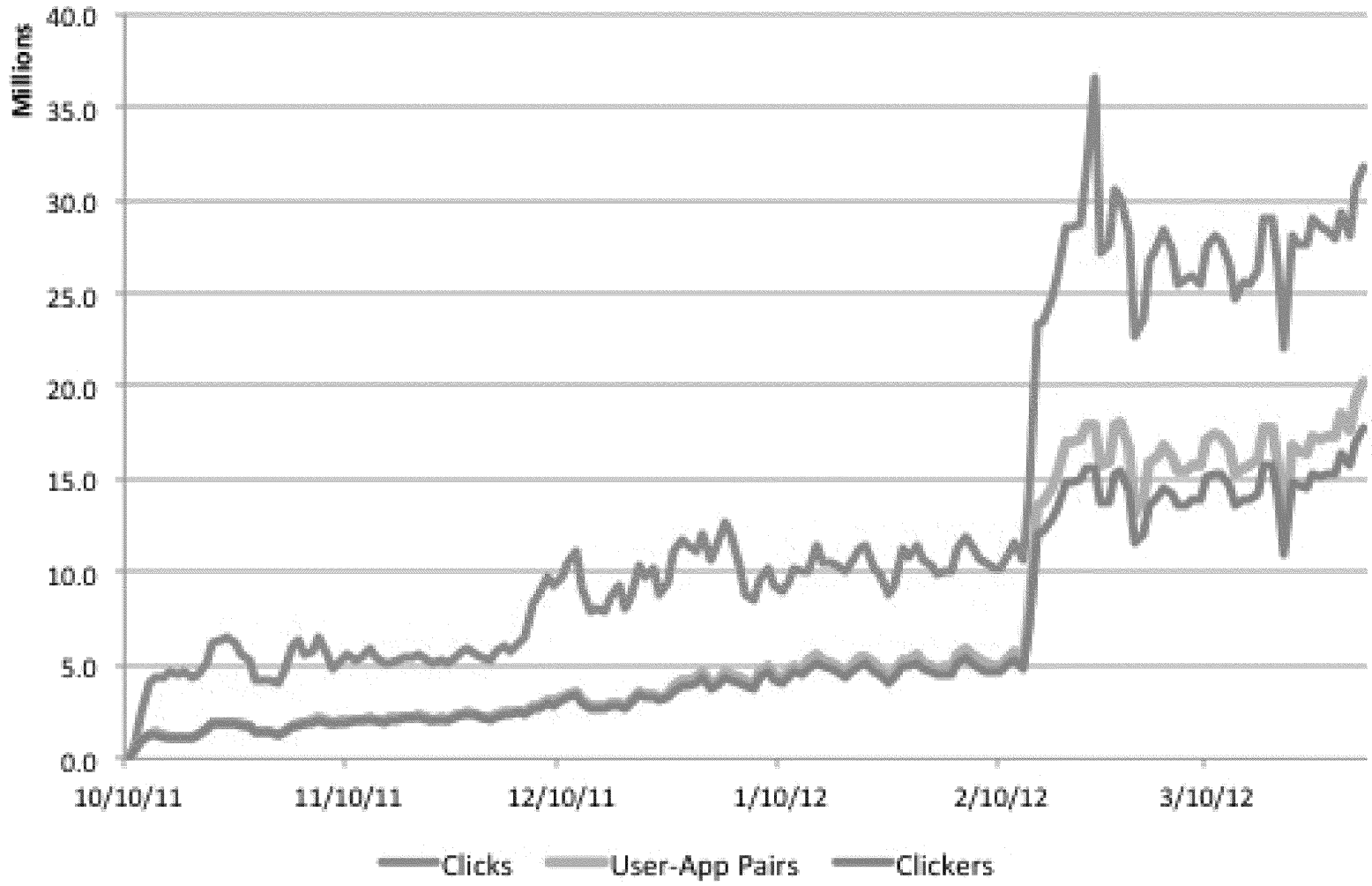
Average Publishing DAU	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Application					
Yahoo!	1,754,262	-1%	1,775,110	5%	1,675,317
Spotify	1,327,071	3%	1,287,845	5%	1,261,093
İzlesene	735,746	11%	662,457	143%	303,370
Pinterest	673,783	3%	652,454	-15%	794,792
Social Reader	648,208	-4%	676,831	32%	492,399
foursquare	525,253	-2%	533,442	8754117%	6
Instagram	183,625	1765%	9,846	9181150%	2
The Guardian	180,564	4%	173,054	-24%	236,617
Cities I've Visited	167,807	16%	144,362	2326%	6,916
Deezer	142,523	2%	139,296	9%	130,531
iHeartRadio	117,389	5%	112,198	14%	102,552
Dailymotion	111,184	30%	85,288	-80%	550,004
SoundCloud	107,030	20%	89,066	45%	73,590
schoolFeed	106,446	85%	57,688	253343%	42
Netflix	105,396	-4%	109,443	9%	96,767
MyVideo	98,884	-9%	108,577	-29%	138,978
Myspace	69,010	6%	65,311	20%	57,438
The Independent	67,480	154%	26,544	-30%	96,865
AMERICAN IDOL Online Voting	55,975	25%	44,858	98%	28,326
21 questions	47,732	N/A	0	2386500%	2
Slacker Radio	39,220	5%	37,337	8%	36,369
Siz.net	37,865	445%	6,945	N/A	0
GetGlue	36,163	10%	32,919	81%	20,006
Grooveshark	34,418	3%	33,574	20%	28,794
VEVO	33,397	11%	30,173	310%	8,150

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OG Publishing DAU Gainers & Decliners				
Average Publishing DAU W/W Increase	3/30/2012 vs. 3/23/2012			3/30/2012 vs. 3/23/2012
Gainers			Decliners	
Instagram	173,779		Social Reader	(28,623)
izlesene	73,289		Yahoo!	(20,848)
schoolFeed	48,758		Digg	(13,826)
21 questions	47,732		Terra	(13,173)
The Independent	40,936		MyVideo	(9,693)
Spotify	39,226		foursquare	(8,189)
Siz.net	30,920		Netflix	(4,047)
Dailymotion	25,896		GiveMeFootball	(3,973)
Cities I've Visited	23,445		七百萬人選特首	(2,375)
Tinychat Video Chat Rooms	22,082		Younews.in	(2,325)
Pinterest	21,329		zeebox	(1,378)

Total Mobile Platform Distribution



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Mobile Platform Summary					
<i>(7-day averages)</i>	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Daily Mobile Platform User-App Pairs	17,357,640	+7.7%	16,117,307	+8.9%	15,933,037
- Daily iOS UAP	10,040,685	+6.7%	9,408,973	+5.0%	9,561,375
- Daily Android UAP	4,847,929	+12.2%	4,319,056	+12.3%	4,317,432
- Daily Other O/S UAP	2,548,531	+3.5%	2,461,528	+19.8%	2,127,163

Top Mobile Canvas Apps by Daily Clickers					
Average Daily Clicks	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Application					
Yahoo!	1,378,439	11%	1,242,782	-4%	1,430,845
Pinterest	1,049,938	35%	779,994	111%	497,932
Washington Post Social Reader	981,111	51%	648,915	-25%	1,313,538
HootSuite	861,570	22%	704,434	28%	671,674
Twitter	739,328	3%	719,720	33%	557,108
BranchOut	727,988	-8%	787,591	247%	209,551
FarmVille	691,323	-11%	775,916	-9%	759,059
RSS Graffiti	608,894	2%	598,313	6%	573,629
CityVille	604,816	-15%	714,345	-12%	690,830
Words With Friends	311,812	-12%	355,049	-23%	404,423
schoolFeed	286,161	1%	284,407	21%	236,599
Diamond Dash	274,158	-5%	288,392	33%	205,865
Texas HoldEm Poker	262,611	-10%	293,187	-5%	276,257
The Guardian	212,861	19%	179,578	-21%	270,519
dlvr.it	164,733	-4%	170,803	-8%	178,458
Tumblr	163,525	-4%	171,172	29%	126,762
	141,616	-47%	265,472	-98%	7,337,010
Horoscopes	124,977	-8%	136,029	25%	100,028
NetworkedBlogs	110,198	18%	93,422	9%	100,856
ชื่อของคุณแบ่งบอกถึงอะไร?	108,763	-27%	148,212	33%	81,510

Mobile Connect Summary					
	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Total Mobile Connect MAU	82,576,930	+4.4%	79,087,450	+20.1%	68,774,739
iOS MAU	51,197,383	+4.1%	49,165,758	+19.6%	42,810,496
Android MAU	31,379,547	+4.9%	29,921,692	+20.9%	25,964,243

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Platform Distribution Summary					
<i>(7-day averages)</i>	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Daily Outbound Clicks	378,257,424	-3.9%	393,676,729	-3.7%	392,724,599
- Web Outbound Clicks	301,997,720	-4.5%	316,063,646	-1.6%	306,874,709
- Mobile Outbound Clicks	76,259,704	-1.7%	77,613,082	-11.2%	85,849,890
Daily Web Canvas UAP	178,550,290	+0.5%	177,626,533	+0.6%	177,398,949
- Canvas DAU	90,518,028	+1.1%	89,569,144	+1.9%	88,854,078
- Apps per User	1.97	-0.5%	1.98	-1.2%	2.00
Daily Mobile Canvas Referrals	17,357,640	+7.7%	16,117,307	+8.9%	15,933,037
Avg. Daily Platform Installs	30,551,966	-2.9%	31,479,852	+4.6%	29,204,092
Avg. Daily Platform Uninstalls	10,088,392	+1.8%	9,913,709	-13.1%	11,609,255

Outbound Traffic (Daily) - Largest sites					
Daily Average for week ending:	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Sites					
www.youtube.com	86,732,966	-9%	95,162,189	-7%	93,179,980
twitter.com	2,993,085	2%	2,924,351	7%	2,789,783
9gag.com	2,711,075	-3%	2,808,188	-2%	2,762,724
www.izlesene.com	2,106,870	3%	2,036,461	106%	1,021,691
pinterest.com	2,070,282	12%	1,853,983	-9%	2,277,796
ask.fm	2,050,752	-3%	2,112,694	-28%	2,829,292
www.godvine.com	1,693,358	264%	465,355	111%	803,216
instagr.am	1,469,334	8%	1,357,356	19%	1,232,265
besty.pl	1,398,676	1%	1,382,420	7%	1,312,116
kwejk.pl	1,365,521	7%	1,272,310	-7%	1,463,620
soundcloud.com	1,278,154	-3%	1,318,800	-16%	1,513,216
Total	378,257,424	-3.9%	393,676,729	-3.7%	392,724,599

Outbound Clicks Gainers / Decliners				
Daily Average Outbound Traffic:	3/30/2012 vs. 3/23/2012			3/30/2012 vs. 3/23/2012
Gainers			Decliners	
www.godvine.com	1,228,003		www.youtube.com	(8,429,223)
blog.tastebuds.fm	646,844		fb.trove.com	(1,737,370)
www.facebook.com	638,516		apps.facebook.com	(1,212,307)
tsekouratoi2.blogspot.com	333,935		eeau.info	(582,202)
on.fb.me	291,594		m.farmville.com	(431,277)
jezebel.com	276,191		m.city.zynga.com	(403,072)
www.ank123ara.com	270,220		www.haber365.tv	(317,580)
www.haber365.net	227,219		www.thsrc.com.tw	(298,199)
youthrevolutionarycouncil.org	218,480		www.tx-foot.com	(225,879)
pinterest.com	216,299		www.huffingtonpost.com	(191,603)
www.creationapps.com	214,692		v2.iloveallaccess.com	(188,729)

Platform Distribution Quality					
<i>(7-day averages)</i>	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
- Stream Likes/Spam Ratio	265.7	+18.0%	225.1	+14.8%	196.0
- Stream Spam / 1MM Impressions	17.1	-19.4%	21.2	-25.6%	23.0
- Requests Ignore Rate	17.0%	+4.9 pts	12.1%	+3.8 pts	13.2%