

## **MYSPACE FALLS !!!**

Patty Pinkstaff, 2018

Cover Story

The Rise and Inglorious Fall of Myspace

By Felix Gillette June 22, 2011

In 2006, Jeremy Jackson the buff, bronzed former Baywatch child star couldn't imagine a world without Myspace. He was a single, underemployed

But things changed.

"I tried to cling to Myspace for a long time, hoping that someone there would come up with some idea to keep it alive," says Jackson, 30. "But my as

Podcast: Behind the Story

Jackson still hustles for attention on the lower rungs of fame he currently stars in season five of Celebrity Rehab, in which he battles his addiction to

At its December 2008 peak, Myspace attracted 75.9 million monthly unique visitors in the U.S., according to ComScore (SCOR). By May of this year

In February, News Corp. (NWS), which bought Myspace and its parent company, InterMix, in 2005 for \$580 million, started officially looking fo

It's an eyesore for users, too. Many Myspace pages appear to be host bodies for the worst kinds of advertising parasites. On the upper right-hand co

Mismanagement, a flawed merger, and countless strategic blunders have accelerated Myspace's fall from being one of the most popular websites o

Danah Boyd, a senior researcher who studies social networks at Microsoft Research (MSFT), attributes their instability to the way users can bind th

In 2007, News Corp.'s belief in Myspace was best represented by architecture. The company was considering a redevelopment plan that would hav