[Template:Use mdy dates](/wiki/Template:Use_mdy_dates" \o "Template:Use mdy dates) [Template:Infobox dot-com company](/wiki/Template:Infobox_dot-com_company)

**Myspace.com** (originally stylized as **MySpace**) is a [social networking website](/wiki/Social_networking_website) offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. It is headquartered in [Beverly Hills, California](/wiki/Beverly_Hills,_California).[[1]](#cite_note-1)[[2]](#cite_note-2) Myspace was acquired by [News Corporation](/wiki/News_Corporation) in July 2005 for $580 million.[[3]](#cite_note-3) From 2005 to 2008, Myspace was the largest social networking site in the world, and in June 2006 surpassed [Google](/wiki/Google) as the most visited website in the United States.[[4]](#cite_note-4)[[5]](#cite_note-5) In April 2008, Myspace was overtaken by [Facebook](/wiki/Facebook) in the number of unique worldwide visitors, and was surpassed in the number of unique U.S. visitors in May 2009,[[6]](#cite_note-6) though Myspace generated $800 million in revenue during the 2008 fiscal year.[[7]](#cite_note-7) Since then, the number of Myspace users has declined steadily in spite of several redesigns.[[8]](#cite_note-8) [Template:As of](/wiki/Template:As_of), Myspace was ranked 982 by total web traffic, and 392 in the United States. [Template:As of](/wiki/Template:As_of) the ranks were 1985 and 1747, correspondingly.[[9]](#cite_note-9) Myspace had a significant influence on pop culture and music[[10]](#cite_note-10) and created a gaming platform that launched the successes of [Zynga](/wiki/Zynga) and [RockYou](/wiki/RockYou), among others.[[11]](#cite_note-11) The site also started the trend of creating unique [URLs](/wiki/Uniform_resource_locator) for companies and artists.[[12]](#cite_note-12) In June 2009, Myspace employed approximately 1,600 employees.[[13]](#cite_note-13)[[14]](#cite_note-14) In June 2011, Specific Media Group and [Justin Timberlake](/wiki/Justin_Timberlake) jointly purchased the company for approximately $35 million.[[15]](#cite_note-15) Under new ownership, the company had undergone several rounds of layoffs and by June 2011, Myspace had reduced its staff to around 200.

## History[[edit](/index.php?title=(none)&action=edit&section=1)]

### 2003–05: Beginnings[[edit](/index.php?title=(none)&action=edit&section=2)]

[thumb|Fox Interactive Media headquarters, 407 North Maple Drive,](/wiki/File:Foxinteractivemediaheadquarters.jpg) [Beverly Hills](/wiki/Beverly_Hills,_California), California, where Myspace is also housed.

In August 2003, several [eUniverse](/wiki/Intermix_Media) employees with [Friendster](/wiki/Friendster) accounts saw potential in its social networking features. The group decided to mimic the more popular features of the website. Within 10 days, the first version of Myspace was ready for launch, implemented using [ColdFusion](/wiki/ColdFusion).[[8]](#cite_note-8)[[16]](#cite_note-16) A complete infrastructure of finance, human resources, technical expertise, [bandwidth](/wiki/Bandwidth_(computing)), and server capacity was available for the site. The project was overseen by [Brad Greenspan](/wiki/Brad_Greenspan) (eUniverse's Founder, Chairman, CEO), who managed [Chris DeWolfe](/wiki/Chris_DeWolfe) (MySpace's starting CEO), Josh Berman, [Tom Anderson](/wiki/Tom_Anderson) (MySpace's starting president), and a team of programmers and resources provided by eUniverse.

The first Myspace users were eUniverse employees. The company held contests to see who could sign up the most users.[[17]](#cite_note-17) eUniverse used its 20 million users and e-mail subscribers to breathe life into Myspace,[[18]](#cite_note-18) and move it to the head of the pack of social networking websites. A key architect was tech expert Toan Nguyen who helped stabilize the Myspace platform when Brad Greenspan asked him to join the team.[[19]](#cite_note-19) Co-founder and CTO [Aber Whitcomb](/wiki/Aber_Whitcomb) played an integral role in software architecture, utilizing the then superior development speed of ColdFusion over other dynamic database driven server-side languages of the time. Despite over ten times the number of developers, [Friendster](/wiki/Friendster), which was developed in [JavaServer Pages](/wiki/JavaServer_Pages) (jsp), could not keep up with the speed of development of Myspace and cfm.

[thumb|left|alt=old logo|Logo from 2004 until 2010](/wiki/File:MySpace_logo.svg) The MySpace.com domain was originally owned by YourZ.com, Inc., intended until 2002 for use as an online data storage and sharing site. By 2004, it was transitioned from a file storage service to a social networking site. A friend, who also worked in the data storage business, reminded Chris DeWolfe that he had earlier bought the domain MySpace.com.[[20]](#cite_note-20) DeWolfe suggested they charge a fee for the basic Myspace service.[[21]](#cite_note-21) Brad Greenspan nixed the idea, believing that keeping Myspace free was necessary to make it a successful community.[[22]](#cite_note-22)

### 2005–08: Rise and purchase by News Corp.[[edit](/index.php?title=(none)&action=edit&section=3)]

Myspace quickly gained popularity among teenage and young adult social groups. In February 2005, DeWolfe held talks with [Mark Zuckerberg](/wiki/Mark_Zuckerberg) over acquiring [Facebook](/wiki/Facebook) but DeWolfe rejected Zuckerberg's $75 million asking price.[[23]](#cite_note-23)