

began writing code of his site in 2004 and on February 4, 2004, M. Zuckerberg launched "*Thefacebook*", originally located at *thefacebook.com*.

It was the biggest shift for users since Industrial Revolution. It took 50 years for radio to reach a 50-million audience, 13 years for television, 4 years for Internet, 3 years for IPod. Facebook added 100 million users in less than 9 months. If Facebook were a country, it would be the world's fourth largest. Evermore users care more about how their graph ranks products and services than how Google ranks them. Seventy-eight percent of consumers trust peer recommendations meanwhile only 14 percent trust advertisements. *Progress is an amazing thing, isn't it?*

Secondly, technology is no longer for a small minority. Facebook and other social network systems tend to be the main businesses channels available. In contrast to middle 90s, consumers are no longer passive, they are active producers. Webinars and Podcasts are top resources for business professionals. Facebook has over 350 million active users on a global basis, a 40% increase in 6 months .Revenue of FB Corporation in 2009 was 800 million dollars and this number has tendency for growing.

Company sales with highest levels of social media tend to grow. However, some companies with high Google ranks and with low social ranks decreased their

sales on 2-6%. It means that social activity means a lot for company (especially in the U.S.A.). For example, in 2009 reduction at Lenovo call center activity was about 20% of cause customers with a shift to community website. So, socialnomics isn't a fad anymore: 83% of all international companies use Facebook (700000 + local businesses have active Facebook pages). Consultants and marketing professionals are the most active users of social media.

Thirdly, 1 out of 8 couples married in the U.S. last year met via social media. So, Facebook plays a really big role in our personal life. I even might suppose that soon Facebook would be used as a dating site.

To sum up, we are living at the age of IT, when Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire population of Ireland, Norway, and Panama. Social network systems give new amazing possibilities for the further development of cyber culture and e-communication.