

<http://www.pocket-lint.com/news/25280/myspace-is-no-longer-a-place-for-friends>

## MySpace is no longer a place for friends

### Drops famous tagline and 100 UK staff

by Duncan Geere published on 3 July 2009

MySpace is dropping its "A place for friends" tagline in a rebranding exercise that commenters suggest could see the company move further towards its music strengths.

It's also losing 100 jobs from its UK office, as part of global cutbacks - previously reported on Pocket-lint - that will see it axe 300 of its international staff and 420 of its US workers. That'll bring the total number of UK staff to 50, down from 150.

MySpace's CEO, Owen Van Natta, has admitted that the social network had become "bloated" and users were abandoning the site for arch-rival Facebook. In May, according to ComScore, its traffic fell behind Facebook's.

The cuts will mean that MySpace will no longer operate its own in-house PR team, and the PR company which has taken over has, at the time of writing, declined to comment to Pocket-lint. We'll update you if we hear anything back.

