

Americans Viewed 12 Billion Videos Online in May 2008

Fox Interactive Media Gains Market Share on Increase in Videos Viewed at MySpace.com

RESTON, Va., July 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released May 2008 data from the comScore Video Metrix service, reporting that U.S. Internet users viewed more than 12 billion online videos during the month, representing an increase of 45 percent versus year ago.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Fox Interactive Media Increases Market Share

In May, Google Sites once again ranked as the top U.S. video property with 4.2 billion videos viewed (representing a 35 percent share of all videos viewed), with YouTube.com accounting for more than 98 percent of all videos viewed at the property. Fox Interactive Media ranked second with 778 million videos (6.4 percent), gaining 1.3 share points versus April. Yahoo! Sites ranked third with 347 million (2.9 percent), followed by Microsoft Sites with 246 million (2.0 percent). Hulu.com, a joint venture of NBC and Fox featuring full-length broadcast TV programs, debuted in the tenth position with 88 million videos being viewed (0.7 percent).

Top U.S. Online Video Properties* by Videos Viewed

May 2008

Total U.S. -- Home/Work/University Locations

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	12,086,273	100.0
Google Sites	4,205,700	34.8
Fox Interactive Media	778,168	6.4
Yahoo! Sites	346,825	2.9
Microsoft Sites	245,899	2.0
Viacom Digital	206,047	1.7
Time Warner - Excl. AOL	145,113	1.2
ABC.COM	126,589	1.0
Disney Online	107,876	0.9
AOL LLC	104,681	0.9
HULU.COM	88,284	0.7

*Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.

Nearly 142 million U.S. Internet users watched an average of 85 videos per viewer in May. Google Sites also attracted the most viewers (83.8 million), who watched an average of 50 videos per person. Fox Interactive attracted the second most viewers (60.8 million), followed by Yahoo! Sites (40.2 million) and Microsoft Sites (29.5 million).

Top U.S. Online Video Properties* by Unique Viewers

May 2008

Total U.S. -- Home/Work/University Locations

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	141,657	85.3
Google Sites	83,828	50.2
Fox Interactive Media	60,760	12.8
Yahoo! Sites	40,197	8.6
Microsoft Sites	29,471	8.3

Time Warner - Excl. AOL	24,612	5.9
AOL LLC	21,670	4.8
Viacom Digital	21,260	9.7
Disney Online	12,385	8.7
ESPN	8,425	8.9
ABC.COM	7,747	16.3

*Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.

Other notable findings from May 2008 include:

- 74 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 228 minutes of video.
- 82.2 million viewers watched 4.1 billion videos on YouTube.com (50.4 videos per viewer).
- 54.8 million viewers watched 703 million videos on MySpace.com (12.8 videos per viewer).
- 6.8 million viewers watched 88 million videos on Hulu.com (13.0 videos per viewer).
- The duration of the average online video was 2.7 minutes.

To request more information about comScore Video Metrix, please visit <http://www.comscore.com/contact>

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX