

comScore Releases November 2013 U.S. Online Video Rankings

Yahoo Sites Back in Top 5 in Video Content Ranking with 45.8 Million Viewers

RESTON, Va., Dec. 17, 2013 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released data from the [comScore Video Metrix](#) service showing that 189.2 million Americans watched 47.1 billion online content videos in November, while the number of video ad views totaled 26.8 billion.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

Top 10 Video Content Properties by Unique Viewers

Google Sites, driven primarily by video viewing at [YouTube.com](#), ranked as the top online video content property in November with 163.5 million unique viewers. AOL, Inc. ranked #2 with 73 million viewers, followed by Facebook with 66.2 million, NDN with 51 million and Yahoo Sites with 45.8 million. More than 47.1 billion video content views occurred during the month, with Google Sites generating the highest number at 14.7 billion, followed by AOL, Inc. with 1.3 billion and Facebook with 1.2 billion. Google Sites had the highest average engagement among the top ten properties.

| Top U.S. Online Video Content Properties Ranked by Unique Video Viewers November 2013 Total U.S. — Home and Work Locations Content Videos Only (Ad Videos Not Included) Source: comScore Video Metrix | | | |
|---|----------------------------|---------------|--------------------|
| Property | Total Unique Viewers (000) | Videos (000)* | Minutes per Viewer |
| <i>Total Internet : Total Audience</i> | 189,178 | 47,148,046 | 1,177.3 |
| Google Sites | 163,504 | 14,737,686 | 387.9 |
| AOL, Inc. | 73,022 | 1,339,830 | 70.2 |
| Facebook | 66,194 | 1,233,234 | 28.1 |
| NDN | 51,039 | 576,699 | 78.0 |
| Yahoo Sites | 45,833 | 343,751 | 62.0 |
| VEVO | 43,696 | 649,705 | 47.8 |
| Amazon Sites | 42,204 | 182,511 | 19.6 |
| Microsoft Sites | 40,264 | 653,773 | 41.1 |
| Vimeo | 35,087 | 132,145 | 29.1 |
| Turner Digital | 30,616 | 248,230 | 39.2 |

*A video is defined as any streamed segment of audiovisual content, including both progressive downloads and live streams. For long-form, segmented content, (e.g. television episodes with ad pods in the middle) each segment of the content is counted as a distinct video stream. Video views are inclusive of both user-initiated and auto-played videos that are viewed for longer than 3 seconds.

Top 10 Video Ad Properties by Video Ads Viewed

Americans viewed nearly 26.8 billion video ads in November, with AOL, Inc. maintaining the #1 position with 4 billion ad impressions. Google Sites came in second with 3.6 billion ads, followed by [LiveRail.com](#) with 3.1 billion, BrightRoll Platform with 2.7 billion and SpotXchange Video Ad Marketplace with 2.4 billion. Time spent watching video ads totaled 10.2 billion minutes, with AOL, Inc. delivering the highest duration of video ads at 1.8 billion minutes. Video ads reached 55.8 percent of the total U.S. population an average of 155 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 89.

| Top U.S. Online Video Ad Properties Ranked by Video Ads* Viewed November 2013 Total U.S. — Home and Work Locations Ad Videos Only (Content Videos Not Included) Source: comScore Video Metrix | | | | |
|---|-----------------|-----------------------|----------------------------|-------------------------------|
| Property | Video Ads (000) | Total Ad Minutes (MM) | Frequency (Ads per Viewer) | % Reach Total U.S. Population |
| <i>Total Internet : Total Audience</i> | 26,757,722 | 10,234 | 154.6 | 55.8 |
| AOL, Inc. (including Adap.tv) | 3,999,297 | 1,815 | 24.7 | 52.2 |
| Google Sites | 3,643,330 | 365 | 31.7 | 37.0 |

| | | | | |
|-----------------------------------|-----------|-------|------|------|
| LIVERAIL.COM† | 3,054,165 | 1,287 | 19.0 | 51.8 |
| BrightRoll Platform***† | 2,683,286 | 1,268 | 15.9 | 54.4 |
| SpotXchange Video Ad Marketplace† | 2,377,879 | 804 | 18.9 | 40.7 |
| Specific Media** | 2,179,024 | 882 | 13.7 | 51.3 |
| TubeMogul Video Ad Platform† | 2,094,286 | 642 | 17.5 | 38.5 |
| Hulu | 1,419,197 | 572 | 88.7 | 5.2 |
| Tremor Video** | 1,133,362 | 526 | 10.8 | 33.7 |
| Videology† | 784,752 | 354 | 8.4 | 30.2 |

*Video ads include streaming-video advertising only and do not include other types of video monetization, such as overlays, branded players, matching banner ads, etc.

**Indicates video ad network

†Indicates video ad exchange/DSP/SSP

Top 10 YouTube Partner Channels by Unique Viewers

The November 2013 YouTube partner data revealed that video music channel VEVO maintained the top position in the ranking with 42.6 million viewers. Fullscreen held onto the #2 spot with 30.5 million unique viewers, followed by Maker Studios Inc. with 27.4 million, Warner Music with 25.3 million, and ZEFR with 23.4 million. Among the top 10 YouTube partners, Maker Studios Inc. demonstrated the highest engagement (71 minutes per viewer), followed by VEVO (48 minutes per viewer). VEVO streamed the greatest number of videos (639 million), followed by Maker Studios Inc. (527 million).

| Top YouTube Partner Channels Ranked by Unique Video Viewers November 2013 Total U.S. — Home and Work Locations Content Videos Only (Ad Videos Not Included) Source: comScore Video Metrix | | | |
|---|----------------------------|--------------|--------------------|
| Property | Total Unique Viewers (000) | Videos (000) | Minutes per Viewer |
| VEVO @ YouTube | 42,621 | 638,583 | 48.0 |
| Fullscreen @ YouTube | 30,509 | 354,729 | 37.7 |
| Maker Studios Inc. @ YouTube | 27,384 | 526,502 | 71.4 |
| Warner Music @ YouTube | 25,273 | 157,061 | 18.5 |
| ZEFR @ YouTube | 23,371 | 112,745 | 13.3 |
| warnerbros vfp @ YouTube | 20,824 | 64,893 | 5.4 |
| The Orchard @ YouTube | 19,874 | 82,318 | 11.4 |
| rumblefish @ YouTube | 18,517 | 47,816 | 6.9 |
| UMG @ YouTube | 18,102 | 68,245 | 10.4 |
| Disney Online @ YouTube | 15,913 | 65,344 | 5.2 |

Other notable findings from November 2013 include:

- 87.1 percent of the U.S. Internet audience viewed online video.
- The duration of the average online content video was 4.7 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 36.2 percent of all videos viewed and 4.4 percent of all minutes spent viewing video online.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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