

YouTube Attracts 100 Million U.S. Online Video Viewers in October 2008

Hulu Continues Ascent, Ranks #6 in Online Video Market Share

RESTON, Va., Dec 09, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released October 2008 data from the comScore Video Metrix service, reporting that U.S. Internet users viewed 13.5 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>)

Hulu Moves Up to #6 in Rankings

In October, Google Sites once again ranked as the top U.S. video property with nearly 5.4 billion videos viewed (representing a 40 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 520 million videos (3.8 percent), followed by Yahoo! Sites with 363 million (2.7 percent), and Viacom Digital with 305 million (2.3 percent). Hulu, a joint venture of NBC and Fox featuring full-length broadcast TV programs, ranked sixth with 235 million videos viewed (1.7 percent).

Top U.S. Online Video Properties* by Videos Viewed
October 2008
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	13,536,595	100.0
Google Sites	5,373,783	39.7
Fox Interactive Media	519,926	3.8
Yahoo! Sites	363,426	2.7
Viacom Digital	305,258	2.3
Microsoft Sites	286,464	2.1
Hulu	235,096	1.7
Turner Network	228,024	1.7
Disney Online	126,611	0.9
AOL LLC	122,580	0.9
ESPN	104,724	0.8

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

Google Sites Draws 100 Million Video Viewers in October

More than 147 million U.S. Internet users watched an average of 92 videos per viewer in October. Google Sites attracted a record 100 million online video viewers, or more than two out of every three Internet users who watched video during the month. Fox Interactive ranked second with 60.8 million viewers, followed by Yahoo! Sites (45.2 million) and Microsoft Sites (30.7 million).

Top U.S. Online Video Properties* by Unique Viewers
October 2008
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	147,283	91.9
Google Sites	100,475	53.5
Fox Interactive Media	60,791	8.6
Yahoo! Sites	45,187	8.0
Microsoft Sites	30,696	9.3
Viacom Digital	25,658	11.9
HULU.COM	23,993	9.8
AOL LLC	22,743	5.4
Turner Network	20,858	10.9
Disney Online	13,757	9.2
CBS Corporation	13,639	4.7

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

Other notable findings from October 2008 include:

- 77 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 274 minutes of video.
- More than 80 percent of the 18-34 year olds watched online video, higher than any other age segment. The average 18-34 year old online video viewer watched 4.8 hours of video during the month, also ranking above all other age segments.
- 99.5 million viewers watched 5.3 billion videos on YouTube.com (53.2 videos per viewer).
- 51.2 million viewers watched 520 million videos on MySpace.com (8.0 videos per viewer).
- The duration of the average online video was 3.0 minutes.
- The duration of the average online video viewed at Hulu was 11.6 minutes, higher than any other video property in the top ten.

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 and preferred source of digital marketing intelligence. 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