



## comScore and Media Contacts Study Highlights Behavioral Differences Among Online Video Viewer Segments

### Heavy Viewers Watch Eleven Times As Much Online Video as Moderate Viewers; 140 Times as Much as Light Viewers

RESTON, Va., Feb 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, and Media Contacts, the global interactive media network of Havas Media, showcased the results of a proprietary study of the online video audience at a Video Symposium in New York yesterday. The research was designed to understand the consumption habits and mindsets of Internet video users as they relate to online video, TV, and advertising and content across both media. The results revealed differences in orders of magnitude: the heaviest viewers (top 20 percent of viewers) averaged 841 minutes of online viewing per month, while moderate viewers (next 30 percent) averaged 77 minutes, and the lightest viewers (bottom 50 percent) watched just 6 minutes each.

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

#### Time Spent Watching Online Video by Viewer Segment

October 2007

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

Source: comScore/Media Contacts Custom Study

Online Video Viewer Segments	Average Minutes per Month
Heavy Viewers (Top 20%)	841
Moderate Viewers (Next 30%)	77
Light Viewers (Bottom 50%)	6

"The difference in consumption levels was astounding. The usage differences are reminiscent of the early days of the Internet," said Jarvis Mak, VP of Research and Insight at Media Contacts. "However, the networks' online distribution of first-run content will go a long way to bridging the gaps between heavy, moderate, and light viewers."

#### Heavy Viewers Spend Time on Niche Video Sites

YouTube is the common thread among the heavy, moderate, and light segments -- it is the top video site for all three and reaches the most overall video viewers (54 percent reach). Distinctive behavior for heavy video viewers is found by looking at the top indexing sites for this audience, revealing mostly niche video-sharing sites, each reaching less than 1 percent of the total U.S. Web population.

#### Top Indexing Sites Among Heavy Viewers

October 2007

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

Source: comScore/Media Contacts Custom Study

Online Video Site	Composition Index*
Ouou.com	460
MegaVideo.com	457
Youku.com	449
zSHARE	448
Tudou.com	447

\*Composition Index = Site Reach of Heavy Video Viewer/Site Reach of Typical Video Viewer x 100; Index of 100 represents parity

Moderate Viewers Enjoy Specific Online TV Content

By contrast, moderate viewers show a high propensity to view specific video content on broadcast TV sites, including WorldNow (ABC), CBS TV Local, ABC Daytime, Scripps TV, and CMT, rather than frequenting more general video-sharing sites.

Top Indexing Sites Among Moderate Viewers  
October 2007  
Total U.S. - Home/Work/University Locations  
Source: comScore/Media Contacts Custom Study

Online Video Site	Composition Index*
ManiacWorld	201
Glumbert	175
WorldNow (ABC)	173
CBS TV Local	172
ABC Daytime	170
Scripps TV Station Group	169
CMT	168

\*Composition Index = Site Reach of Moderate Video Viewer/Site Reach of Typical Video Viewer x 100; Index of 100 represents parity

Light Online Video Viewers are Heavy TV Viewers

The conventional wisdom says that the heaviest users of the digital channel are likely to be the heaviest consumers of media in general. However, the study found that light online video viewers are actually heavier TV consumers, with 46 percent of this group indicating they watch more than 13 hours of TV per week. By comparison, just 39 percent of moderate video viewers and 30 percent of heavy video viewers watched the same amount of TV.

"To discover how best to reach and message online different kinds of video viewers, we used the comScore data to further develop proprietary segments: 'Content Explorers,' 'On Demanders,' 'Sight & Sounders,' and 'Television Devotees,'" Mak continued. "Capitalizing on the explosive growth of online video, especially as consumers have started exploring media and entertainment options due to the recent writers' strike, requires a deep understanding of the viewing audience driving the demand."

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

About Media Contacts

Media Contacts ("MC") is the global interactive media network of Havas Media -- the media division of HAVAS. MC provides data driven media solutions across all interactive channels: digital, direct response, relationship based media.

MC brings together professional expertise, proven strategic insight, and Artemis(R), MC's advanced proprietary technology platform, to maximize impact of the advertiser's interactive media investment.

Since 1997, and in 25 countries in 32 cities across Europe, North America, South America, Asia, and Oceania, Media Contacts has been the trusted partner of more than 400 clients, including the market leaders in many industries, such as Air France, Dell, Expedia, Fidelity, France Telecom, ING Direct, Nike, Peugeot/Citroen, Repsol, Reckitt Benckiser and VW, amongst others. To learn more, please visit <http://www.mediacontacts.com>

SOURCE comScore, Inc.

<http://www.comscore.com>

