



U.S. Online Video Market Soars in July as Summer Vacation Drives Pickup in Entertainment and Leisure Activities Online

TV Viewers Turn to Internet for Fresh Content with Shows on Summer Hiatus; Hulu Reaches All-Time High with 457 Million Video Views

RESTON, Va., Aug 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released July 2009 data from the comScore Video Metrix service, showing that 158 million U.S. Internet users watched online video during the month, the largest audience ever recorded. Online video reached another all-time high in July with a total of 21.4 billion videos viewed during the month.

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

Top 10 Video Content Properties by Videos Viewed

In July, Google Sites continued to rank as the top U.S. video property with a record 8.9 billion videos viewed, making up 42 percent of all videos viewed online. YouTube.com accounted for more than 99 percent of all videos viewed at the property. Viacom Digital ranked second with 812 million (3.8 percent) followed by Microsoft Sites with 631 million videos viewed (3.0 percent).

Top U.S. Online Video Content Properties* by Videos Viewed
 July 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	21,371,342	100.0
Google Sites	8,953,948	41.9
Viacom Digital	812,343	3.8
Microsoft Sites	630,631	3.0
Fox Interactive Media	558,500	2.6
Hulu	457,010	2.1
Turner Network	390,848	1.8
Yahoo! Sites	374,746	1.8
Disney Online	169,756	0.8
CBS Interactive	150,165	0.7
ABC Television	137,800	0.6

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

Top 10 Video Content Properties by Viewers

More than 158 million viewers watched an average of 135 videos during the month of July. Google Sites surpassed its all time high with 121 million unique viewers during the month (74.1 videos per viewer), followed by Microsoft Sites with 65 million viewers (9.8 videos per viewer) and Fox Interactive Media with 52 million viewers (10.8 videos per viewer).

Top U.S. Online Video Content Properties* by Unique Viewers
July 2009

Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	158,384	134.9
Google Sites	120,852	74.1
Microsoft Sites	64,540	9.8
Fox Interactive Media	51,830	10.8
Yahoo! Sites	47,363	7.9
Viacom Digital	42,415	19.2
Hulu	38,132	12.0
Turner Network	35,676	11.0
CBS Interactive	30,736	4.9
AOL LLC	24,161	5.2
FACEBOOK.COM	20,517	4.0

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

Top Video Ad Networks by Potential Reach

In July, ScanScout Network ranked as the #1 video ad network with a potential reach of 80.1 million viewers, or 50.6 percent of the total viewing audience. Tremor Media ranked second with a potential reach of 71.1 million viewers (44.9 percent penetration) followed by YuMe Video Network with 68.1 million viewers (43.0 percent).

Top U.S. Online Video Ad Networks by Potential Unique Viewers
July 2009
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Unique Viewers (000)	Viewer Penetration
Total Internet : Total Audience	158,384	100.0
ScanScout Network - Potential Reach	80,134	50.6

Tremor Media - Potential Reach	71,170	44.9
YuMe Video Network - Potential Reach	68,163	43.0
Broadband Enterprises Video Network - Potential Reach	62,680	39.6
BrightRoll Video Network - Potential Reach	62,357	39.4
Advertising.com Video Network - Potential Reach	53,802	34.0
SpotXchange Video Ad Network - Potential Reach	47,428	29.9
Break Media Video Ad Network - Potential Reach	36,262	22.9
Nabbr - Potential Reach	19,918	12.6

Other notable findings from July 2009 include:

- The top video ad networks in terms of their actual delivered reach were: Tremor Video Network (20.1 percent viewer penetration), Brightroll Video Network (17.4 percent), and BroadbandEnterprises.com (14.4 percent).
- 81.0 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 500 minutes of video, or 8.3 hours.
- 120.3 million viewers watched 8.9 billion videos on YouTube.com (74.1 videos per viewer).
- 48.2 million viewers watched 518.6 million videos on MySpace.com (10.8 videos per viewer).
- The average Hulu viewer watched 12.0 videos, totaling 1 hour and 13 minutes of videos per viewer.
- The duration of the average online video was 3.7 minutes.

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 www.comscore.com/companyinfo.

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