



11 Billion Videos Viewed Online in The U.S. in April 2008

18-34 Year Olds Viewed Nearly 5 Hours of Online Video per Person during the Month

RESTON, Va., June 17, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released April 2008 data from the comScore Video Metrix service, revealing that U.S. Internet users viewed 11 billion online videos during the month, with YouTube.com accounting for more than 4 billion of that total.

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

More than 4 Billion Videos Viewed at Google Sites

In April, Google Sites once again ranked as the top U.S. video property with more than 4.1 billion videos viewed (38 percent share of all videos), as YouTube.com accounted for 98 percent of all videos viewed at the property. Fox Interactive Media ranked second with 558 million videos (5.1 percent), followed by Yahoo! Sites with 352 million (3.2 percent) and Microsoft Sites with 268 million (2.4 percent).

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

Property	Videos (000)	Share (%) of Videos
Total Internet	10,999,597	100.0
Google Sites	4,159,850	37.9
Fox Interactive Media	557,663	5.1
Yahoo! Sites	352,359	3.2
Microsoft Sites	268,033	2.4
Viacom Digital	199,968	1.8
Time Warner - Excl. AOL	138,771	1.3
ABC.COM	103,421	0.9
Disney Online	98,740	0.9
AOL LLC	95,288	0.9
ESPN	83,424	0.8

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

Nearly 135 million U.S. Internet users watched an average of 82 videos per viewer in April. Google Sites also attracted the most viewers (83.7 million), where they watched an average of 50 videos per person. Fox Interactive attracted the second most viewers (52 million), followed by Yahoo! Sites (37.3 million) and Microsoft Sites (29.9 million).

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

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	134,471	81.6
Google Sites	83,720	49.7

Fox Interactive Media	52,046	10.7
Yahoo! Sites	37,323	9.4
Microsoft Sites	29,908	9.0
Time Warner - Excl. AOL	20,627	6.7
Viacom Digital	19,367	10.3
AOL LLC	19,115	5.0
Disney Online	10,805	9.1
ESPN	9,026	9.2
CBS Corporation	7,993	7.1

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

Other notable findings from April 2008 include:

- 71 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 228 minutes of video.
- 18-34 year olds were the heaviest viewing segment, watching an average of 287 minutes per viewer.
- 82.1 million viewers watched 4.1 billion videos on YouTube.com (49.8 videos per viewer).
- 46 million viewers watched 481 million videos on MySpace.com (10.4 videos per viewer).
- The average online video duration was 2.8 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>.

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