

## Major News Stories Drive June Surge in U.S. Online Video Viewing to Record 157 Million Viewers

### Michael Jackson Death and Iran Elections Propel Significant Gains at Top Online Media Properties

RESTON, Va., Aug 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released June 2009 data from the comScore Video Metrix service, showing that more than 157 million U.S. Internet users viewed video online during the month, the largest audience recorded for a single month. The surge in video viewing is primarily attributable to important news stories circulating in June, including Michael Jackson's death and the Iranian elections, which generated sizeable gains particularly at major media properties such as Viacom Digital (includes MTV), Microsoft Sites (includes MSNBC) and Turner Network (includes CNN).

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

#### Top 10 Video Content Properties by Videos Viewed

In June, Google Sites once again ranked as the top U.S. video property with 7.6 billion videos viewed, with YouTube.com accounting for more than 99 percent of all videos viewed at the property. Viacom Digital ranked second with 774 million videos (4.0 percent of the online video market) followed by Microsoft Sites with 696 million (3.6 percent) and Blinkx with 623 million videos viewed (3.2 percent).

#### Top U.S. Online Video Content Properties\* by Videos Viewed

June 2009

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

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	19,497,470	100.0
Google Sites	7,634,579	39.2
Viacom Digital	773,554	4.0
Microsoft Sites	695,661	3.6
Blinkx	623,442	3.2
Fox Interactive Media	597,734	3.1
Turner Network	496,101	2.5
Hulu	372,686	1.9
Yahoo! Sites	370,731	1.9
CBS Interactive	195,102	1.0
AOL LLC	134,782	0.7

\*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 157 million viewers watched an average of 124 videos during the month of June. Google surpassed its all time high with more than 112 million unique viewers during the month, followed by Microsoft Sites with 73 million viewers (9.5 videos per viewer) and Fox Interactive Media with 59 million viewers (10.1 videos per viewer).

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

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	157,137	124.1
Google Sites	112,563	67.8
Microsoft Sites	72,913	9.5
Fox Interactive Media	59,467	10.1
Turner Network	52,119	9.5
Yahoo! Sites	50,287	7.4
CBS Interactive	41,659	4.7
Viacom Digital	40,148	19.3
Hulu	36,859	10.1
AOL LLC	24,125	5.6
FACEBOOK.COM	16,959	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

In June, Tremor Media ranked as the top video ad network with a potential reach of 74.4 million viewers, or 47.4 percent of the total viewing audience. Yume Video Network ranked second with a potential reach of 66.5 million viewers (42.3 percent penetration) followed by Broadband Enterprises Video Network with 64.1 million viewers (40.8 percent).

Top U.S. Online Video Ad Networks by Unique Viewers

June 2009

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Viewer Penetration
Total Internet	157,137	100.0%
Tremor Media - Potential Reach	74,427	47.4%

YuMe Video Network - Potential Reach	66,527	42.3%
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Broadband Enterprises Video Network - Potential Reach	64,072	40.8%
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BrightRoll Video Network - Potential Reach	56,723	36.1%
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Platform-A Video Network - Potential Reach	55,103	35.1%
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Break Media Video Ad Network - Potential Reach	33,017	21.0%
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Nabbr Network - Potential Reach	19,523	12.4%
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Other notable findings from June 2009 include:

- 81.2 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 453 minutes of video, or nearly 7.6 hours.
- 111.8 million viewers watched 7.6 billion videos on YouTube.com (67.9 videos per viewer).
- 53.6 million viewers watched 524 million videos on MySpace.com (9.8 videos per viewer).
- The average visitor to Hulu watched 10.1 videos, totaling more than an hour of videos per visitor.
- The duration of the average online video was 3.7 minutes.

About comScore

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